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VOL. II. NO. 11

LUBBOCK, TEXAS, "THE HUB OF THE PLAINS"

THURSDAY, NOVEMBER 22, 1923.

ALL BOND ISSUES CARRY

OPTIMISM PREVAILS AT C. OF. C MEETING SATURDAY NIGHT

Optimism for the future of Lubbock was the keynote of the semi-annual meeting of the Chambers of Commerce at the High School Auditorium Saturday night. The meeting was in the nature of a "Know Your Neighbor" occasion and a number of new members and new citizens were present to learn of the activities of the commercial bodies of the city.

Optimism could be heard in every voice; optimism could be seen in every eye; optimism was prevalent everywhere in the large hall.

The most remarkable statement of the evening was that within the next decade Lubbock will be the center of a trade territory that will produce a million bales of cotton each year. But the speaker produced the facts and figures to prove his assertion and he was accorded hearty applause, the audience apparently agreeing with the speaker.

Musical number of unusual merit were the opening features of the program that began immediately following the excellent cafeteria-style luncheon that was served in the banquet room of the High School Building.

TEXTILE WORLD NOW LOOKING TOWARD TEXAS

NORTHERN FIRMS EVINCING MUCH INTEREST IN DE- VELOPMENT.

Northern firms, interested in textile or related industries, are recognizing Texas as the coming center of the textile world, Burt C. Blanton, manager of the industrial department of the Texas Chamber of Commerce, said.

"We are swamped with inquiries as to new mills being built or proposed in Texas, from both investors and machinery manufacturers."

"It would not be surprising if inside of five years there should be at least eight mills in operation."

"The contractors for the new mill at New Braunfels, H. M. Merrill & Co. of Houston, are showing themselves much interested in the textile development of the state. Mr. Merrill himself is now visiting in Texas, offering the assistance of his company to prospective builders."

member receives the average. The average dumping price, according to general information, was less than 25 cents. Cotton today is 23 cents. Members of the Association will substantially benefit. Non-members who dumped will not. Orderly marketing again evidences its value. Farm Bureau Cotton News.

Secretary Curtis A. Keen presented a brief report of the financial condition of the organization, showing the expenditures and their results. Mr. Keen summarized several matters in which the organization should carry on in campaign for a larger and better week.

33 Cent Cotton

Cotton today seems stabilized around 23 cents. It may go some higher. It may go slightly lower. But the present level is bringing untold happiness to many cotton growers. To a far greater number, however, it is bringing regret. Regrets that they joined with others in the usual dumping or press-of-sales, bringing them an average of less than 25 cents, are regrettably informed. And now cotton is 23 cents.

That cotton sold by the farmers when the market was overloaded with cotton, is gone forever so far as the individual farmer is concerned. He realized an average of less than 25 cents. No more will be given him for his cotton now. If the average price of less than 25 cents is correct, he received that, and no more. Ginners' reports show the bulk of the cotton was ginned at the 23 and 22-cent cotton prevailed. Dumping sales followed.

Not true with members of the Texas Farm Bureau Cotton Association, however. The orderly marketing of cotton according to the law of supply and demand has again come into its own. To day, with cotton at 23 cents, the bulk of the cotton shipped by the membership is on hand to take advantage of this increased price. Some cotton has been sold by the Association. The bulk remains, however, and members will receive the average pool price of each grade and staple of cotton in which their cotton has been placed. This average covers all sales from this pool during the year, and the individual

PROGRESSIVENESS SPEAKS IN RESULT OF YESTERDAY'S MUNICIPAL BOND ELECTION

Lubbock has shown her colors. The world can now know that this city is populated by a citizenship of voters who believe in going forward and not standing still or going backward. The wisdom of the selecting board of the Texas Technological College was exemplified in the result of Wednesday's special municipal election. The judgment of those who have come here to cast their lot in the business world has been justified by the immensity of the majority in favor of each of the four bond issues voted yesterday.

There had not seemed to be a doubt but that the issues would carry but many were surprised at the tremendous majority rolled in for each of the propositions.

PAVING CARRIES BY 30 TO 1 VOTE

The largest majority accorded any of the propositions was that given the one providing for \$360,000 of Street Improvement Bonds. The vote was 423 for and 14 against. The bonds will be used in paving some 225 blocks on principal streets, upon a plan that will give the city a net-work of paving arranged so that it will be of benefit to all. A part of the proceeds of this issue will also be used to provide storm sewers to care for the water that has been giving so much trouble during the rainy seasons and obviate such difficulties as were encountered during the October rains.

The proposed \$75,000 City Hall bond issue carried by a vote of 424 to 26. It is planned to build a modern, well arranged home for the municipal departments on the city's property on Avenue I, just north of 10th Street. This will relieve the difficulties the city officers have had in the past in their present crowded quarters on the second floor of the court-house. It is planned to arrange quarters for the various municipal organizations, such as Public Library, Chamber of Commerce, American Red Cross, etc., in the new city hall. The fire department will also be housed in the building, which will afford many advantages over the present quarters on Main Street.

The vote on the propositions of the \$50,000 Lighting and Power System bonds and \$15,000 Water Works bonds was equally progressive. The vote on the Light extension proposition was 401 for and 2 against; 491 voted for the bonds that will provide an extension of the water works system and 19 voted no.

WESTERN WINDMILL STOCK AND BUILDING BOUGHT BY MYRICK'S

By the consummation of one of the largest mercantile transactions of recent months, W. A. Myrick, Sr., W. A. Myrick, Jr., and Russell Myrick become owners of the building and retail stocks, business and good will of the Western Windmill Company. The deal was closed the first of the week.

The Messrs. Myrick are experienced in the hardware business in this city and have a great host of friends who welcome them into the business world again. It is predicted that the Myrick company will soon become known as one of the very strongest hardware concerns on the Plains.

The Western Windmill Company has been one of the substantial business firms of Lubbock and the South Plains for many years. They have established a great trade in this section and their many friends will be pleased to know that they will continue in the wholesale business, on a much larger scale than heretofore. The sale of the retail store does not mean that the Western Windmill Company has retired from the business field but, on the contrary, it is predicted that they will soon become the outstanding wholesale dealers in hardware and windmills on the Plains.

Football Here Tomorrow

LUBBOCK WESTERNERS WILL MEET FLOYDADA WHIRLWINDS IN WHAT PROMISES TO BE HOT GAME.

Undimmed by any reverses they may have met during the present season, the Lubbock High Westerners will go into the game with the Floydada High School Whirlwinds at Hubber Park tomorrow afternoon with a zeal and a zest and a thorough determination to come out first best. Much interest is being evidenced in the game and a large crowd is expected to be at the park.

The Westerners are arranging for a game here Thanksgiving but their opponents are so far not known. Negotiations are being made for a game with either Ralls, Sharon, Big Spring or Vernon. Each of these cities have excellent squadrons and, whichever one is met on Turkey Day, a good game is assured.

The people who buy their Christmas presents now will not regret it much in one month from this date, particularly if they are bought in the store of Lubbock.

COTTON OIL CO. PROVES TO BE ONE OF LEADING INDUSTRIES OF PLAINS

The South Plains, and Lubbock as the Hub of the Plains are receiving much comment throughout the nation and thousands of people, North, South, East and West, are looking toward Lubbock as the most prosperous cotton center of the next decade. Cotton buyers, brokers, seed salesmen, ginners, etc., are locating here with a rapidity that is hard to chronicle. It is reported that cotton mill interests are looking toward Lubbock as the location for a large cotton mill in the near future.

In the vanguard of all those cotton interests is the Lubbock Cotton Oil Company, the branch of a large corporation, which only completed and started operating their plant on October 10. Already the local plant has an output of 3,600 gallons, 45 tons of cake and meal, 25 tons of hulls and 10 bales of linters per day, representing the products derived from crushing 110 tons of seed per day.

The mill employs 70 men, fifty of whom are white men. About 20 negroes are employed in work that is always given men of that race because it is unsuitable for white men. The mill is operated twenty-four hours each day.

The mill has a storage capacity of 8,000 tons of seed and the storage rooms contain many tons of seed at the present time.

J. W. Simmons, Jr., of Dallas is president of the company, while Joe Flaig, who came to Lubbock from Greenville, last May, is secretary and general manager. O. L. Peterman, who was manager of the West Texas Gin Company for three years, is assistant manager. All of these men are pleasant, courteous and affable and should be considered as a valuable asset to the business life of Lubbock. They have bet upwards of \$150,000 that Lubbock is a worth while city with a future and it is our opinion that they have not placed their money unwisely.

The Lubbock Cotton Oil Company is primarily a wholesale concern but they sell their cotton seed feed products at retail. Mr. Flaig tells The Plains Journal that this company will produce sufficient cotton seed products this season to feed all the cattle on the plains through the winter. That is no small matter when one thinks of the many farmers in other sections who are absolutely unable to procure feed for their stock, without great inconvenience. The mill at this place is the only cotton seed oil mill on the Plains and we feel that the farmers and stockmen of the Plains should feel perfectly justified in using "Plains made products."

BOARD NAMES ARCHITECTS

HOUSTON, Nov. 22.—Sanguino, Staats and Hedrick, with offices in several Texas cities, were chosen architects of the new Texas Technological College by the Board of Trustees of that school meeting here this morning. William Ward Watkins, architect of Rice Institute, was selected associate architect. L. W. Robert of Dallas, was chosen consulting engineer.

It is expected a president for the school will be named today.

Silver Dollars as Souvenirs.

Edwin J. Clapp, internationally known financial writer for the New York American, who was born, reared, educated and now works on Manhattan Island, New York City, spent fifteen days in Texas this month. He came to the Fort Worth Diamond Jubilee as a guest of the Fort Worth Record—one of the Hearst newspapers that regularly carry Mr. Clapp's financial stories. After the Jubilee he made a flying trip thru West Texas under the direction of the West Texas Chamber of Commerce and his stories on this section of Texas were presented, thru the Hearst publications, to more than 6,000,000 readers.

Naturally Mr. Clapp found many things in Texas that were new to him. In Fort Worth he rode his first horse—and the boys there taught him to mount his horse from the right side instead of the proper side. (That is a case when the right side is the wrong side you see.) In Wichita Falls he saw his first oil well. In Amarillo he saw his first gas field and was amazed to learn that the Smelter plant there received gas at a rate that figured in terms of heat units from coal would mean coal at about thirty cents per ton. In Plainview he saw his first irrigated truck farm, his first irrigation well.

In Lubbock he saw his first cotton gin, his first oil mill and cotton compress. At Spur he saw his first ranch and his first badger fight—and they say it was a mighty battle. But there is one curiosity that he found in Texas that he is taking back to New York with him as a present for his son, who is twelve years old and his daughter, who is fourteen. It is something that neither of them have ever seen—and something that we of the south could never believe possible unless we had visited New York and knew it to be a fact in spite of how ridiculous it sounds.

He is taking back to New York TWO SILVER DOLLARS—something that neither his son nor his daughter has ever seen. Just plain, old ordinary round silver dollars—of course from Texas. Yet his income must be considerably more than \$50,000 or \$40,000 per year. The reason is simple—the fifty cent piece is the largest piece of metal money in circulation in any of the northern cities or states—paper money is used altogether for all other purposes. The average big bank in New York City would have difficulty in giving you a silver dollar should you ask for it.

There are some people who are willing to patronize with their presence an entertainment for a good community cause provided some one gives them a free ticket.

IS THIS A SAMPLE COPY?

We Believe We Have a Good Newspaper

We believe we have a good Newspaper, but we can not expect you to agree with us unless you have read it. In order to acquaint the citizenship of Lubbock with this publication we are sending out a number of sample copies of this issue. If this is a sample copy, it represents an invitation to become a regular reader by subscribing. We have a very creditable subscription over the South Plains but we need more subscriptions in Lubbock if we are to fulfill our pledge to become the outstanding weekly newspaper and publicity medium of the section. There are several means by which you may let us know that you are behind us in our efforts to boost your City and Section:

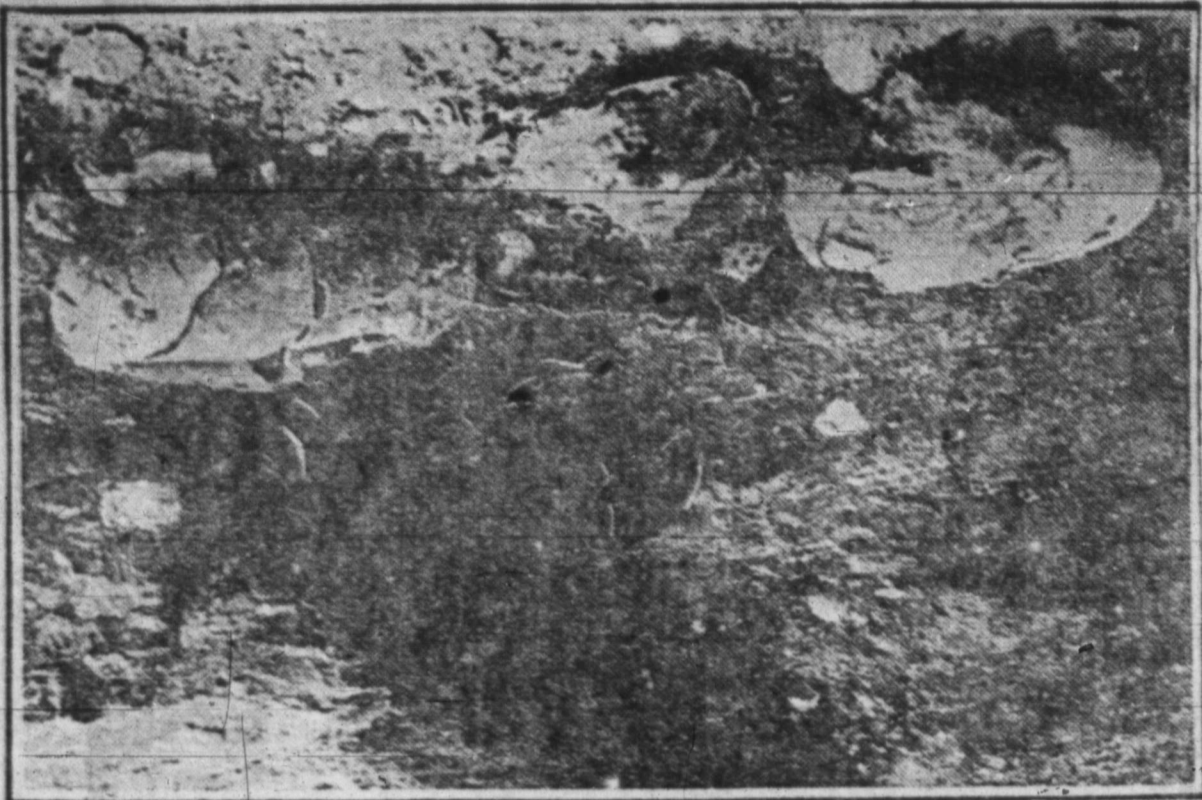
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THE PLAINS JOURNAL

The Price Is Only \$1.00 Per Year

TEN MILLION YEARS OLD!



These are two eggs 10,000,000 years old (estimated), laid by dinosaurs in western Mongolia, found by the Roy Chapman Andrews Expedition. Twenty-five eggs in all were found. They have been shipped to the Museum of Natural History, New York.

FRED TURNS STAGE DOOR JOHNNY



Broadway's latest stage-door Johnny is none other than Fred Stone. And the camera caught him in the very act of holding the hand of a beautiful girl as she came from the theater. But she is none other than Dorothy Stone, his 17-year-old daughter, who became a star in Stone's company over night.

Building Permits

A. M. Hensley, residence, \$2,000; F. L. Smith, residence, \$1,800; Jackson, addition, \$1,100; Whaley Lbr. Co. lumber yard, \$3,000; E. McGinty, residence, \$2,000; J. A. Hoard, residence, \$1,150; J. A. Hoard, garage, \$300; W. B. Cornelius, residence, \$3,600; H. L. Frost, residence, \$3,000; Plains Journal, office, \$10,000.

DATE FOR FOARD COUNTY SHOW TO BE ANNOUNCED

CROWELL, Nov. 1.—No date has yet been set by Foard county for the annual poultry show. However, the Foard County Chamber of Commerce is expected to set a date during the first ten days of December. County Agent Benzel states that 85 per cent of the chickens in Foard county are now pure bred, and he is anxious to entirely eliminate the 15 per cent of mongrels now remaining in the county. Colonel C. C. French, industrial agent of the Fort Worth Livestock Company, and B. M. Whiteaker, exhibit manager of the West Texas Chamber of Commerce, are to be invited to visit Crowell during the poultry show and address the farmers here.

Take No Risks

Don't risk standing on tables and chairs to dust your walls. Have long-handled mops—they are much easier to operate and much less hazardous.

Thanksgiving Makes You Think of Good Groceries

And if you are our customer, you always think of us when you think of good groceries.

Make the Thanksgiving dinner complete from our store. Courteous attention to all our customers, but an especial interest in the new customer.

Spikes Grocery

1108 Broadway

Phone 181 or 381

Ralls News

Rev. and Mrs. M. S. Levidge were given a shower by the Epworth League. Music was furnished by the orchestra and a very enjoyable time was reported by everyone present.

The Rev. M. S. Levidge was sent back to Ralls as pastor for the coming year. This fact is greatly appreciated by the Ralls people.

Locals

In round numbers there has been 2500 bales of cotton ginned in Ralls up to Saturday night, Nov. 19. The market has held its own, several bales selling for more than \$10 per pound during the past week.

One day last week a cotton fight was on in which the "fuzzy" staple brought some four cents above the market price. Not a farmer was heard to complain over the condition which prevailed.

Mr. R. T. Overstreet, field manager of the Cotton Farm Bureau, was in Ralls Wednesday and appointed Mr. T. H. Holmes cotton statistician for Crosby county. Mr. Overstreet says the Farm Bureau will know more about the acreage and likely production of cotton than the government.

Mr. George Cousen of Robert Lee was in Ralls Wednesday prospecting. Mr. Cousen is a newspaper man and is looking for a location for the South Plains. We might add that we think that a very choice idea of a good location.

Mrs. Will Richards is suffering an attack of typhoid fever. She has been taken to a Lubbock hospital for treatment. Her many friends are anxiously awaiting news of great improvement and speedy recovery. The two small sons of Mr. and Mrs. Richards are also suffering from typhoid fever.

School Notes

The Seniors were entertained and initiated in the S. A. K. Club at the home of Miss Ruby Egan, which was heartily enjoyed for the occasion. After the initiation the following officers were elected: Wallace Griffith, president; George Hendrix, secretary; Gilbert Westberry, sergeant-at-arms; Curtis Crum, press reporter. Refreshments were served to the following: George Hendrix, Grace Colwell, Volney Davis, Ora Lee, Ross Blue, Eben Hester, Ruby Brown, Lily Brown, Penny E. Gladys Parlier, True Dale Taylor, Wallace Griffith, Theo Powell, J. P. Richard, Otto Reed, Logan King, Gilbert Westberry, Carl Gale and Charles Crum.

The High School boys played Lodgeley last Friday, Nov. 17. The game was the semi-final for the championship of the Interscholastic League District No. 2.

The score was 18 to 7 in favor of Lodgeley.

Falls met Lubbock at the Lubbock base ball park Friday, Nov. 18, to decide the championship of the district, in which the score was 25 to 20. The North Plains District will play the South Plains some time this week. Ralls will represent the South Plains, and Amarillo the North Plains.

Melting Ice Cream

Melting ice cream, left over from last night's party, may be made up in the same manner or custard for next day's lunch.

Night on the Prairie

By NILKA

Across the western sky the sunset glows; The golden disk that shortly rose Far in the east, Sinks slowly down from sight, And far on high each flaming fold Of crimson cloud, bright-tipped with gold.

Colors with rosy hue the plain Till the whole world seems aflame, Across the plains the lengthening shadows fall, And soft and sweet, the lark's clear call.

Risings and falls, And blue upward-stealing shadows, 'Cross the darkening western sky Dim the Evening Golden glory, Till it fades away in silence, And the dusk comes creeping down.

Across the blue, arched vault of sky The stars ope wide each twinkling eye Guarding the plain, And to the east, the moon— A mellow glow that first is dim— Shilly leaps o'er the prairie's rim, Flooding with light the silent land, And turning night into day.

Gray Draped Frock

The gray draped frock is very fashionable this year, kept all in the one tone with perhaps just a hint of some coral or flame in the lining of the drape or possibly a turban of brocaded silk or cloth of gold.

Fur Bow Cuffs

Attractive cuffs on a new velvet frock are of fur tied in bows with ends a few inches long that give a charming finish to a very plain, tight sleeve.

STRENGTH!

It takes a real man to heave a windlass and pull up anchor after a storm—a strong man.

It takes a real Bank, a strong Bank, to weather business storms and sail serenely on.

This Bank has weathered many storms. It is a strong, sound Bank, carefully managed, and constantly growing. It is a good safe place, where your money will grow and it's a pleasant place to do business.

Call in and see for yourself.

Lubbock State Bank

"The Bank for Everybody" LUBBOCK, TEXAS

Winter Roofing And Protection



Just like humans need overcoats during the Winter season—your house needs a new coat of roofing. During the stormy winter months your roof is a matter of protection and you can't afford to neglect it.

Roofing of all kinds and gradings done at moderate cost. Let us furnish you with an estimate of your roofing needs.

HEIM SHEET METAL WORKS

Phone 383

Wash and Hotel Guests

Lubbock Inn: Gus C. Tobaman, St. Louis; W. H. Denny, Jr., Houston; R. M. Robinson, Dallas; B. W. Wren, Ft. Worth; R. Donorky, Dallas; V. W. Gates, Dallas; Jas. J. O. Deniky, W. G. Jennings, Amarillo; C. J. Thomas, Dallas; T. S. Smith, Kansas City; A. G. Bergist, Chicago; L. K. Shelton, Cleburne, Texas; Wm. C. Snow, Kansas City; E. D. C. Carylie, Dallas; N. H. Hardin, Waco; J. Gould, Dallas; W. Aldrich, Amarillo; Geo. G. Bease, Amarillo; D. M. Dewitt, Ft. Worth; M. J. Ladney, St. Louis; G. C. Spangde, St. Louis; R. D. Drapen, Amarillo; Frank W. Williams, Amarillo; E. H. Whitely, Memphis; J. H. Dancher, Sweetwater; H. I. Kellison, Dallas; Richard Reagan, Dallas; Roy W. Keen, St. Louis; C. E. Bull, Memphis; J. W. Ayres, Crosbyton; Miss Annie Ayres, Crosbyton; Miss Berry, Crosbyton; Mitchell C. Moore, Dallas; Ben Mills, Oklahoma City; Mrs. Daney P. Taylor, Dallas; M. P. Redwood, Kansas City; Douglas Bodenhamer, Dallas; N. A. Wheeler, Amarillo; J. E. Pool, Ft. Worth; B. McWhirter, Boston; R. M. Fines, Amarillo; L. Mitchell, Dallas; O. H. Beckman, Chicago; C. Maness, Dallas; C. W. Alexander, Amarillo; H. Van Eaton, Dallas; W. T. Burns, Dallas; M. T. Taylor, Ft. Worth.

Merrill Hotel: H. M. Wherry, Dallas; C. C. Brown, El Paso; J. N. McConnell, Weatherford; I. H. Lee, Lamesa; Miss Williams, Lamesa; Mrs. Geo. Correl, Lamesa; J. C. Taylor, Plainview; F. J. Von Zehen, Ft. Worth; J. M. Coals, Abilene; D. S. Appleyard, Amarillo; E. E. Robinson, Lubbock; B. W. Dolson, Station; B. H. Terrell, Post; R. J. Camel, Hawley; H. W. Black Santa Anna; H. E. Herrington, Dallas; Will A. Smith, Dallas; Fred Martin, Dallas; C. C. Harrison and wife, Ft. Worth; G. A. Newman, Dallas; J. E. Hill, Dallas; Frank Gettle, Goodland; Alma Billingsley, Lamesa; J. A. Koch, Rasper; W. J. Etherly, Graham; E. Smith, Norman; R. L. Williams, Dallas; J. C. Holland, Duster, Ertchery, Sherman; Hub Gray, Amarillo; H. C. Charless, Amarillo; M. Lewis, Dallas; Oscar Gardner, New York City; C. J. Lyon, Coffey; W. R. Reed, Littlefield; M. J. Williams, Tahoka; P. G. Owens, Kansas City; I. J. DeLotte, Houston; T. J. Moore, Farwell; C. S. Manerief, Farwell; J. B. Stewart, Amarillo; E. Peppard, Meadow; G. C. Gluck, Meadow; D. N. Arnette, Jr., City; W. H. Collins, Brownfield; R. E. Sipe, Brownfield; G. C. Johnson and family, Brownfield; Miss Mary Whitehead, Plainview; Miss Linnite, Plainview; P. L. Kemble, Plainview; P. L. Croustmat, Dallas; H. Reim, Amarillo; L. R. Starks, El Paso; D. E. Steeney, Dallas; J. W. Hobbs, Sherman; W. Duncan, Gould, Okla.; J. W. Popham, Dallas; C. O. Crockett, Dallas; G. C. Falls; Mr. and Mrs. B. D. Neal, Seagraves; W. H. Denny, Jr., Houston; J. O. Smith, Houston; J. B. Davys, Lockhart.

Advertisement for Santa Fe California. Text includes: 'Spend this in Winter in California', 'Santa Fe Service provides dependability, comfort, and convenience', 'Add the finishing touch', 'Ask for our California Picture Book', 'Grand Canyon and Mount Sleeper to California booklets', 'T. B. GALLAHER Gen'l Pass. Agent Amarillo, Texas'.

Advertisement for Dr. Miles' Laxative Tablets. Text includes: 'Children like Dr. Miles' Laxative Tablets', 'Don't struggle trying to get your children to take bitter, evil tasting laxatives.', 'Get a package of DR. MILES' Laxative Tablets and the children will beg for them—they taste so good.', 'Adults and children find these tablets mild, sure and thorough.', 'Your druggist sells them at pre-war prices—25 doses 25 cents.'

Advertisement for Dempster windmills. Text includes: 'Dempster', 'Dependable, Durable, Efficient', 'Self Oiling', 'Self Aligning', 'Sure Regulating', 'Ball Bearing Turntable', 'The Mill Without An Equal', 'Dempster windmills are the acme of windmill perfection—users all over the Plains find this mill the most economical, durable and efficient of any mill made. We lead, others follow—Leadership—the word itself could never be better applied; for years the Dempster has out-rivalled all others as a wind power machine.', 'Ask The DEMPSTER DEALER in your town to explain these features that make the DEMPSTER windmill the outstanding mill for the Plains.'

HOME BUILDERS PAGE



THE advertisers on this page have combined their efforts in giving you something worth while—a Home Builders' Page. The idea behind it is that the community needs homes—good homes—and these mer-

chants have provided a place where the prospective home builder can find aids in making his "castle." Get into the spirit of this movement. Their counsel is given gratis.

How To Build A Home

Buy you a lot worth the money, let your contract for building to competitive bidders and avoid paying fictitious prices and excessive profits to speculators, and we will loan you the money on long time at low rate of interest. Let us solve your problems of building a home by loaning you the money on easy terms.

We have just completed arrangements with the Jefferson Standard Life Insurance Company, with \$20,000,000.00 assets, to make loans in Lubbock City. We are prepared to make inspections here and give you prompt and efficient service. Get our plans and let us figure with you.

T. H Nelms & Co.

Phone 863 Lindsey Bldg. Ground Floor

That Grand And Glorious Feeling

Don't you envy the chap at the office who, when he slams his desk at 5:15, smiles and says "Ain't it a grand and glorious feeling?" Of course it is—he owns his own home. No worry—no more landlords—just peace and contentment.

Buy your lumber and materials at Shamburgers and let Shamburger's man plan your home and figure the job before you let it.

We offer you Practical Economy here.

Shamburger Lumber Company

Your Building

Whether it be residence, business house or public building, should be constructed by men who know and understand their business.

Our thirty-years experience as architects, engineers and builders enable us to render a service to those who award contracts to us that will prove itself in the building.

Let us talk to you about your building needs.

Van Buskirk Construction Company

General Contractors

Temporary Office with The Plains Journal, for whom we are erecting an elegant building at the corner of Tenth Street and Avenue I.

STOP WISHING

Nothing comes to him who waits. The solution to the rent problem—answer to the eternal question—a home.

Have you ever thought how you would enjoy owning your own home? Have you ever dreamed of the home you would have? Stop dreaming and start acting today. A home you own is a real home and it is the greatest joy of this life.

"takes a heap o' livin' in a house 't make it home." But if we help you plan and construct your home—if your home is constructed from materials from our yard—materials that are above reproach—then it is a real home—own a home of your own.

BOWMAN LUMBER CO.

Some People and Others

SOME people really think, some think vaguely and others simply think they think.

SOME people do save money; some think they will save; and others think they think they will save.

SOME people see the chance to save and take it—Some see the chance but waits and others think they think there is no chance.

SOME people have and have; some have and save and others without thinking wait and waste.

SOME people investigate before they invest; some invest then investigate while others neither investigate nor invest.

A Word To Some People

Investigate me and you will invest your surplus money thru me for I will pay you a handsome dividend and put your money in the greatest earthly possession—HOMES.

A Word To Others

Don't say you can't save, STOP! Sit down and think; decide to save then investigate me. You can become a member by saving as little as 10c per month. You can pay in any amount per month that you are able to save and it will immediately begin to earn you interest. I am your friend and well wisher.

Lubbock Building & Loan Association

JOE HESS, Secretary-Manager.

YOUR CASTLE

A MAN'S home is his castle. Instead of paying rent to a landlord—be the owner—own your own home and pay rent to your self. A real profit-sharing investment—Isn't owning your home? Build a palace of your own.

"What doth it profit a man if he hath seen the castles of many kingdoms and hath not a cottage of his own."

When you erect your home, erect it for eternity—our lumber and materials stand the acid test of time—our officials are ready and glad to assist you in tendering you the advice of their years of competent and highly efficient service.

Higginbotham-Bartlett

There is a yard in your town.

LET US SOLVE YOUR LIGHTING PROBLEMS



Make your home resplendent in beauty, use service-giving Mazda light—you practice real economy in doing so—there are no better lights made. Our prices are as follows: 10 watt, 22c; 25 watt, 35c; 40 watt, 35c; 50 watt, 35c; 60 watt, 40c; 75 watt, 50c; 100 watt, 70c; 150 watt, 90c; 200 watt, \$1.15. These prices mean savings to you.

HEAT YOUR HOME PROPERLY

For the Home we have the very stoves you desire—a beautiful coal or oil range for the kitchen—a small New Perfection oil heater for the bath and one of those service-giving, standard make heaters of the highest quality, but low in price. The prices on our heaters range from \$12.75 to \$25.00.

BEAUTIFUL WALLPAPER

You will find the wall paper designs we are displaying very distinctive and most beautiful. The selection is varied, prices low and quality the best. It will be true economy to buy your wall paper here. Double roll, 50c and up.

It always pays to buy from Hodges Bros.

Hodges Brothers

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Successors to The Plains Agricultural Journal

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IMPORTANT NOTICE

It is not the intention of the publishers to cast any undue reflection upon the reputation, character or integrity of any person, firm or corporation. Any error or misstatement of facts will be gladly and promptly corrected.

ARE WE "CLUBBED" TO DEATH?

In prehistoric days before man learned to enjoy the gentlemanly pastime of blowing his fellowman into atoms with gunpowder, TNT, and other high explosives...

"But then days are gone forever"—and instead of the knotty club, the big stick, the gentle persuader that left a trail of cracked heads in its wake, we have nutty clubs, composed of big stiffs...

But what are you going to do about it? The increasing complexity of human relationship, of business organizations, civic, social, political and religious activities of all-kind, has eliminated all of the old methods of meeting Tom, Dick and Harry on the street corner...

The result is that we are able to keep in touch with the many activities that are a necessary part of the present complicated business, social and civic organizations only thru committee meetings, luncheon clubs and directors gatherings.

We are clubbed to death—there is no denying that but there is only one way of getting out of them—and that is by getting out of business life, out of community, out of church life altogether.

ARE YOUR CHILDREN'S EDUCATION HAMERED BY BAD ROADS?

How much is education worth to your children? Many a taxpayer must ask himself that question at this time, when bad weather begins and roads become less and less passable.

Whether it is the "little red school house" a half mile or a couple of miles from the farm, or the consolidated school, to which children from a radius of ten miles may come, the worth of the school to the child depends in large measure upon the amount of time he or she may spend there.

The problem becomes of acute importance to the taxpayer, who is often faced with the choice of whether he will keep the road open, at considerable expense, or let it go, and let the children suffer.

Children have a right to an education. American children have an inalienable right to know the history of their country, to follow, as best they may, in the footsteps of Lincoln, to whom nothing was a sufficient bar to keep him from getting an education.

HOME TOWN FEELING

Up to the time of the war, people used to say there was no patriotism in this country. Then the war came, and people gave their time, their money and their lives.

It is just the same in regard to Home Town Feeling. Lubbock is full of it, of people who love this community, who would work just as hard for it, if the call came to them, as they worked in the war.

Every individual in this community should realize that there is something that he could do and ought to do to realize the hopes of this community. He can help create here The City Beautiful, one that shall be known far and wide as a model for its type, and which acts as a unit to accomplish all the brightest hopes and dreams of modern civilization.

COUNTRY TOWN OPPORTUNITIES

The tendency of city life is for people to flit from one thing to another. There are so many temptations for people to fritter away their time, that they are apt to fall to perfect themselves in anything.

The students who were practicing debating in a certain rural high school had acquired a considerable reputation as a result of their proficiency in public speaking.

But when they got out there, they found they were completely floored by the country young people. The rural crowd had been concentrating their whole thought on public speaking, while the college crowd had had so many different things to think of that they had failed to concentrate.

Similarly in many towns women acquire skill in such a game as bridge whist. Feeling the need of some improving recreation, they go in for such a game in a scientific way.

Country bands, orchestras and choral societies, often develop state wide reputations, because the members thereof concentrate attention on the development of musical skill.

LOCKING THE STABLE DOOR

Locking the stable door after the horse is stolen is a phrase fitting present political conditions.

It has at last dawned upon influential Republican leaders, that the turmoil prevailing in Europe creates so much disturbance in this county, and perhaps threatens another great war, so that our government simply must do something to help.

If this country had taken the advice of President Wilson, the terrible mess in Europe would never have developed.

Germany would now be working hard, paying reparations steadily. France would be paying its debt with the money obtained from Germany.

Those countries would be able to borrow money because their industries would furnish ample security.

Instead of that Europe seems on the brink of another war, or at least anarchy, with infinite harm to America.

CLIMBING THE LADDER

A good man fellows get a start in life through some personal pull. They have relatives who secure them a job part way up in some firm, where they can dodge much routine or disagreeable work that the beginner must usually take up.

Godfrey S. Rockefeller, a grandnephew of John D. Rockefeller, evidently does not care for such special favors, as he has just begun work as a clerk in a bank at Albany, New York.

If all sons of wealthy men would do likewise, and work their way up on their merit, they would get more practical ideas. They would be better business men, because they would understand the psychology of ordinary folks better.

This contact with the ordinary run of fellows would make them more democratic, they would comprehend the average man's point of view, and they would not develop class feeling.

SCHOOL ATHLETICS THE FOUNDATION OF COMMUNITY UNDERSTANDING

"Boys—when the play is executed and the referee has his hand on the ball—help your opponents up if they are down near you, slap them on the back when you brush into them in getting back into your positions and let them know straight thru the game that you are there to win if your brain and brawn can carry you thru to victory—but that you are gentlemen and good sports regardless of the way the score goes."

That was the substance of a talk made by a coach of a high school football team in one of the South Plains towns to his men recently just before they went onto the field for one of the hardest games of their year's schedule.

Good, clean wholesome high school sports have done more to break down the petty ill-will, misunderstanding, and inter-community scraps thruout the nation than all of the argument, newspaper editorials, sermons and orators put together.

Neighboring towns—when the play is completed—regardless of whether it is a Tech school, a paved highway, a railroad, a state fair, a church conference, a business or club convention—whatever it be that we are contesting for and the thing has been fairly passed on by the referee—let's help each other up, slap each other on the backs as we get back in place for the next tussle.

An exchange has this to say on several topics of daily interest. Do you agree with the sentiments?

"What this country needs is not a new birth of freedom, but the old-fashioned two-dollar berth." "What this country needs isn't liberty, but fewer people who take liberties with our liberty." "What this country needs is not a job for every man, but a real man for every job."

WINDY WOLF SAYS:



The old saws never really die. They simply lie dormant for a time, and after a generation has forgotten them they spring into eruption again.

A flivver is a good present to give them when they celebrate their Tin Wedding.

The Lubbock telephone operators say practically all people say "gimble" in asking for a number over the telephone.

So over I went. I sang them several popular selections and a couple of the old favorites, the accompanying me on the piano.

The first issue of the new magazine contained generous advertising support from Lubbock merchants.

The Plains Journal and its New Home. The Plains Journal, successor to the Plains Agricultural Journal, made its appearance Nov. 8, with the picture of its future home, not as a Lubbock newspaper only, but a paper for the whole of West Texas.

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Wise and Otherwise

By the Office Boy.

The pursuit of happiness is all right, provided it does not turn out to be merely killing time.

It seems certain that the mark is destined to pass away, but hardly without leaving its mark.

Whether the world recognizes your worth, is a matter of secondary importance. Everybody ought to strive to be somebody.

Some people have an idea that experience is one of the most valuable things in the world, when the truth is that it isn't worth a copper unless it can be cashed for more than it costs.

The Southern Pacific has insured its 90,000 employees. It is said that both savings and insurance are increasing. If this true, we are not going to the dogs financially for yet awhile.

It is tiresome and annoying to get to the station an hour before train time, but it is better after than getting there ten minutes late.

Hershey's chocolate candy manufacturers—a dead leaving sixty millions for the cause of education, a magnificent gift for industrial education. We can now eat chocolate almond bars with even greater enjoyment and enthusiasm, because it helps a good cause.

Two hundred liquor violators have been arrested in Washington. It is said they were chiefly among the poor. It is the rich violator that is making it hard to enforce the law. Stop the rich violator and they will all stop earlier. He handles the product.

Dr. Chas. H. Mayo says that in the last 23 years we have learned more about the control of disease than in all previous time. He says it is easy to add five or more years to the average life by annual medical examinations. The worst of diseases can be checked and cured if we begin in time.

A woman in Chicago sold three pints of blood at intervals for a total sum of \$121.00. She said she had to do it to save her children from starvation. This is too cheap—too good to allow children to starve, or to allow mothers to sell their own blood to save them. Let's look around us with the approach of winter and save some life blood and make our own lives happier.

We think we are living in a fast age, but with the prediction that the air ships of the future will cross the Atlantic in from three five hours, we shall have to reconsider our former judgments. Our grandchildren may be accustomed to trans-Atlantic liners practically every hour in the day. The old boats on Canal Street, New Orleans, will call her friends in San Francisco and New York to join her at a luncheon in Paris. They will return for their usual engagement in the evening.

The fifth anniversary of Armistice day has passed. What miserable progress we have made in these five years toward establishing the world's peace. We are really worse off than we were five years ago. We struck a death blow to the tyranny of kings, but the tyranny of the mob has taken its place. We felt and hoped for international good will, but we have international hatred. We have confusion and suspicion. Not a nation on earth has its true bearings since the Great War. International relationships and international policies are unsettled. Old can't not allowed itself to be dominated by partisan politics, peace and order might have reigned throughout the world today. The most important lessons in government we have yet to learn.

The housewives are urged to put the correct ingredients into their food, but husbands who get underdone picnics would probably prefer agreements.

Claimed that the shortage of labor should be relieved by employing more high school boys. Probably they have not yet learned to shirk.

Question asked what become of all the old hicks. Might ask the boys who can't find a job before July Fourth exercises.

It would seem as if by this time people should be used to being run over by automobiles, but they do not seem to like it any better than ever.

Under the proposed new regulations the run fleet must keep more than 100 hours' sail from shore. Looks as if in sailing parties next summer would be out pretty late nights.

People are urged to get a firm grasp on realities. If they are as slippery as ten dollar bills, they will be hard to hang on to.

The jail inmates are generally agreed that the legislators pass too many laws.

The women voters are urged to pick out a political party and stick to it. They will have to if they expect to get office.

Many candidates said to taking a receptive attitude, but some of them seem to be listening awful hard.

The use of automobiles may result in less consumption of shoe leather, but anyway more trouser seats will be worn out.

The boys have been preparing to observe Education Week by studying the latest football plays.

Only half the voters vote, and some think the many of those that do are only half there.

In Europe the mailed fist is threatening war, while over here the mailed fist is smashing the political machines.

Anyway the people who attend Sunday's instead of going to church riding never wake up and find them selves extended on a hospital cot.

THEY'RE SAYING

Without boasting and comment we wish to submit to our readers a few of the comments that have been made upon our publication.

The constantly increasing importance of the South Plains is remarked in the establishment at Lubbock of a new weekly newspaper, The Plains Journal, the first issue of which appeared Nov. 8.

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The Dairy Cow-How To Feed Her.

Fred Hale, Asst. Gen. Agr. Agent Santa Fe Ry.

This article is intended to give the thousands of farmers with only one, two, or four milk cows some fundamental and practical suggestions on how to feed and care for their dairy stock in order to realize the greatest profit from them.

The Fall Fairs of 1923 brought together many fine dairy cows. Sales were held at several of these fairs, including the Dallas Fair, which resulted in placing some of the best blooded stuff in the dairy world on many Texas farms. But Texas farmers need more dairy cows. There are 436,000 farms in Texas, and 125,000 of these are without dairy cows. If there were only one dairy cow on each of the 125,000 farms, the state could easily realize \$4,250,000 annually, allowing only 100.00 profit per cow per annum.

That looks like a big sum, but Texas buys from her neighboring states \$20,000,000 worth of dairy products annually. The dairy cow has been bred up to such an efficient milk machine until there are instances where \$1,000.00 net profit has been realized from one cow in one year. Such a cow naturally must produce 26,000 pounds or more of milk per annum. If the small farmer will keep two or three cows that will produce from 6,000 to 8,000 pounds of milk per year, he will be relieved from the credit system, because he will have a regular weekly or monthly income. A cow has to produce only 2.3 gallons of milk ten months in the year to produce 8,000 pounds of milk, and well bred cows with proper feed and care easily do this.

Don't stop and stare when it is the best breed, but select the cow suited to your locality, the cow you like, and then give her sufficient feed of proper quality, give her human care, and she will return to you products which if marketed intelligently will solve many of your financial problems.

Grow Your Feed.

Liberal feeding can come only by using home grown feeds. Feed plenty; feed balanced rations; supply succulence, and the cow will do the rest. Some cows won't give over 10 pounds of milk per day no matter what you feed them. But a cow that is capable of giving 40 pounds of milk daily won't give half that much if she is not fed properly.

Grain Mixtures.

The expert dairyman doesn't need any one to tell him how to mix rations for his cows. These general rules are to help the beginner get started. The grain mixture depends upon the kind of roughage available. The following mixtures are good when fed with alfalfa, clover, soy bean, or cow pea hay:

- 4 pts. corn, ground.
- 1 pt. oats, ground.
- 6 pts. corn, ground.
- 1 pt. bran (wheat).
- 1 pt. ground corn.
- 1 pt. ground oats.
- 1 pt. wheat bran.
- 1 pt. C. S. meal.
- 1 pt. wheat bran.
- 4 pts. corn, ground.

When the roughage is Timothy, Johnsongrass, Sudan, or Corn fodder, or prairie hay, the following mixtures are good:

- 1 pt. ground oats.
- 1 pt. C. S. meal.
- 1 pt. ground oats.
- 1 pt. wheat bran.
- 1 pt. C. S. meal.
- 1 pt. ground corn.
- 3 pts. wheat bran.
- 2 pts. C. S. meal.
- 2 pts. C. S. meal.
- 3 pts. ground corn.

If there is available corn silage and alfalfa; Timothy and Clover; corn fodder and alfalfa, or similar combinations.

Our Citizenship Creed.

1. I am living under a government—and am myself a part of such government—wherein at least an elementary knowledge of the nature and principles of this Government must be generally diffused among the great mass of its citizens. I therefore believe it to be my duty to inform myself on American history, the foundation of our Government as embodied in the United States Constitution, and the application of the principles therein contained to present-day problems.

2. Since our country is a government of, for and by the people, it is by the very same token a government of and by public opinion. It is, therefore, my duty as a good American citizen to help the following mixtures of grain are good:

- 1 pt. ground corn.
- 1 pt. ground oats.
- 1 pt. C. S. meal.
- 2 pts. ground corn.
- 2 pts. C. S. meal.
- 2 pts. wheat bran.
- 3 pts. ground corn.
- 1 pt. C. S. meal.
- 1 pt. ground corn.
- 4 pts. wheat bran.

Ground barley, kafir corn, milo, fetterite, or beart may be used instead of ground corn with as good results in the above mixtures. The grain should always be ground for dairy cows. Several hundred pounds of the feed can be mixed at a time and feed one pound of the mixture for each 3 pounds of milk produced daily. For instance, if the cow produces 21 pounds of milk per day, she would get 7 pounds of grain per day divided into two equal feeds. If the roughage is of poor quality or not abundant, feed 1 pound of grain for each 2.5 pounds of milk produced per day.

Roughage is very important, and 1 pound of hay and 3 pounds of silage should be fed for each 100 pounds, live weight when both are to be had. Feed 2 pounds hay per 100 pounds live weight when only hay is available. If you have corn stalks made from well matured corn with big ears on it and alfalfa hay cut before it loses its leaves, and give the cows all they will eat of these two feeds, we have a good ration with very little else added.

There is nothing better than corn silage and alfalfa hay for cows in winter. It is not necessary to feed much grain if the cows have good pasture. One might feed 1 pound of grain for each 6 pounds of milk produced, for cows fed grain on pasture keep in better flesh and are apt to do a little better when the pasture season is over. Dairy cows should freshen in the fall and it is necessary that they be in good flesh at that time.

When the pastures are green and watery cows should be given in addition to the grass, all the dry roughage they will consume. This roughage should consist of at least half legume hay such as alfalfa, clover, or soy bean, and the other half to consist of Sudan, Timothy, corn fodder, cane hay, etc.

Feeding the dairy cow at calving time is very important. The cow should be dried off 4 to 5 weeks before calving time. Only sufficient grain should be fed when the cow is dry to put her in good condition for calving. Alfalfa hay and silage should be fed the dry cow, and 4 or 5 pounds of a mixture of oats and wheat bran.

After calving, the cow's first feed should be 3 or 4 pounds of oats and wheat bran which has been allowed to stand covered for half an hour in hot water. This will be stimulating. It should take 2 or 3 weeks to get the fresh cow on full feed, and up to her full flow of milk.

Test every cow, for one can not tell for sure whether or not a cow is worth her board unless he knows how much milk she gives, how much butter fat there is in her milk, and how much feed she eats.

ALIEN REGISTRATION BILL IS TO COME UP

Washington.—The proposal of House (ary of 1923) has received expected opposition from many who do not understand the reasons for it, and who see in it only a new expenditure of public funds without adequate return.

It is explained that one of the reasons for the necessity of alien registration is to discourage undesirable. The undesirable alien may not necessarily be a bad member of society; he may be undesirable simply because he uses the facilities of this country for his own welfare, yet refuses to become a citizen, and therefore escapes a citizen's responsibilities. Unregistered aliens may live here for years without being noticed, but if all aliens are registered, it is easy enough to find those who and those who do not, wish to become citizens.

The idea. "Let me see," said the minister, who was filling out the marriage certificate, and had forgotten the date, "this is the fifth, is not it?" "No sir," said the bride, with some indignation, "this is only my third."

While the poets are writing about the footprints on the sands of time, the housewife is worried more about those on the newly painted floor.

The boys may not be in sight when you want the yard raked up, but if you ring the dinner bell they would show up from somewhere.

my religion; that no prouder boast can emanate from my lips than truly to declare, "I am an American citizen," and that as an American citizen the Constitution of the United States ought to be as actual a part of my life, and of times of peace no less than in war; that patriotism must be a constituent part of Mount.

Sam S. Denman LUBBOCK INSURANCE AGENCY Fire, Automobile, Plate Glass Insurance and Bonds

Phones: Day 96—Night 332 Office in Cotton Exchange Bldg., Lubbock, Texas

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Your business papers will be always protected and easily accessible, when filed in Berloy Steel Filing Cabinets, fitted with roomy drawers of various sizes, operating noiselessly on ball-bearing rollers. Call and see our display. Or, telephone for representative.

THE PLAINS JOURNAL Phone 884

Let Us Assume Your Fire Risk!

Place the burden of fire responsibility upon this old, reliable, always-on-the-job firm.

It's distressing indeed when fire in a few minutes destroys that which it took years to build up.

No one should take a chance—for the premium is too small—and the risk is too great. Let's talk it over.

GENERAL INSURANCE Posey Brothers 210 Leader Bldg., Lubbock, Texas

A SUGGESTION You Expect to Feed COTTON SEED MEAL AND HULLS

Why not then, during the present favorable weather, arrange to haul out more of this feed than is necessary to take care of your present and immediate needs and store it away for future use. It will keep perfectly, no danger of spoiling. Maybe, when you need additional feed the weather may be rough, which means tough work to haul out feed for your uses. In many cases you are bringing cotton to gins to be ginned, and going home with empty wagons. Why not, on such trip, before leaving for home fill up your wagon with MEAL and HULLS and in this manner fill your feed storage with little extra trouble. Bring down your cottonseed to our mill when you wish to purchase MEAL and HULLS and we will make you a very attractive exchange.

Lubbock Cotton Oil Co. Phone 12 LUBBOCK, TEXAS Phone 12

Thanksgiving Greetings

Not because it is an honored custom, but because of the sincerity of our appreciation, we take this opportunity to thank you for the part you have played in our business prosperity the past twelve months, and we trust that each of you has just cause for

GIVING THANKS NEXT THURSDAY IT IS ONE OF THE POLICIES OF THE Texas Utilities Company

to always look toward service above all self-fish ambitions and, upon that business principle, we have been serving the electrical custom of Lubbock, as well as of the nine other towns of the South Plains, which we are privileged to serve.

We invite the general public to inspect our plant and our electrical supply show rooms. Visit us whether you wish to buy or not.

Economical and satisfactory service in power, light and electrical supplies.



WOMEN'S DEPARTMENT

Ruth Moore Tuton, Editor

FASHIONS

By Lillian Meriwether

FASHIONS

Woman's Department

The formal season is open, and the world of fashion is gathering at Vanity Fair.

It is gathering there in evening gowns and wraps in whose glistening material is the resplendent silver, gold, copper, bronze and steel metal fabrics, metal motifs in settings of velvet or satin, metal threads in textures of moire or brocade, metal fabrics ribbed, embossed or striped, and adorned with richest furs. Its silver, steel and rhinestones are reminiscent of moonbeams, the gold, copper and bronze, of sunbeams.

Evening Wraps

This is a season when fabric-makers have outdone themselves in magnificent weaves. It is also a season of riotous color. Brilliant shades are used in evening wraps, the complete color range is traversed, yet black, velvet and tulle are most approved. The velvet and porcelain blue lead among the youthful preferences. Velvet hangings are a novel feature, contributing immeasurably to the beauty and distinction of many of the new models. A greatly admired evening wrap was one whose fabric was the tint of auburn of rose and into it were woven symbols of antique gold.

Chinchilla wraps are now the choice of all furs for evening. This fur is not so expensive as others and is adaptable to any use. It combines well as collars and cuffs on other furs. White fur is also popular evening fur.

With the glittering gown and wrap goes the cap of jeweled gold or silver, or a coronet of diamond dust or pearls. The young girls will wear a wreath of silver, topped, however, with a diamond dust leaves and in her hand she will carry a gossamer veiled hat.

Spanish Shawls

Spanish shawls or seronita shawls have had a very popular vogue this season and until the weather becomes too cool will continue to keep their place in the smart evening costume. For they add to the exotic flavor with which the mode is tinged. These are worn with the conventional dinner gown and with made to order frocks with them. They are tinged with the

glamour of Spanish romance reflecting the cultured taste of the noble women of Spain. All are distinguished by fine embroidery and exquisite coloring on grounds of black, white, wine, blue and brown. Some are of one or two colors; black and white, yellow and white, purple and white, heliotrope upon blue, orange upon flame color, sapphire upon petunia and so on. The fringe around the shawl is extremely long, trailing the carpet when worn.

Many of the shawls worn this season are heirlooms and had not seen the light of day since a generation perhaps—others were recently bought and will become heirlooms in time, for they cost hundreds of dollars and are beyond the reach of most of us. It may be remarked in passing that these "Spanish" shawls never passed through Spain but were woven and embroidered in China. There two expert embroiderers sit opposite each other with the embroidery screen rigged upright between them, the outline of the pattern showing on both sides of the silk. As each embroiderer makes a stitch, the needle is drawn through the material by the one on the other side and so each side is a finish side, each side is perfection.

Even in Spain these shawls are known as Chinese shawls. But Spain adopted them, whence their name, and they are worn by the Queen, the nobility and every woman who is fortunate enough to possess one. A Spanish shawl after its vogue as a wrap can be converted into a delightful tea gown or a luxurious dressing gown. Its beauty and its softness will adapt itself to anything.

In a smart restaurant not long ago a young girl appeared in an all-white shawl draped gracefully over a white satin gown. A shawl of palest pink was worn over a white chiffon frock of the same shade, at a theatre recent-

Spanish Head-Dress

With the Spanish shawl is worn the Spanish comb. Carved ones and those set with brilliant of various colors lead. To dress the bobbed head in a manner becoming to the Spanish influence, it may be netted closely so at the sides and the traditional role played over each ear instead of one.

OUR WEEKLY RECIPE

FRUIT CAKE FOR THE THANKSGIVING DINNER

- 1 pound of butter
- 1 pound of brown sugar
- 2 eggs
- 1 pound flour
- 1 teaspoon all-spice
- 2 teaspoons cinnamon
- 1 teaspoon soda
- 2 tablespoons milk
- 2 pounds currants
- 2 pounds raisins, seeded and chopped fine
- 1-2 pound candied cherries
- 1 pound citron, chopped fine
- 1-2 pound Almonds, cut fine

Cream the butter and sugar. Beat well. Separate the yolks and whites. Beat the eggs well, add to the butter and sugar mixture. To this add the remaining ingredients, the flour having been mixed and sifted with the cinnamon and all-spice. Mix thoroughly. Put in deep pans which have been well buttered. Do not fill pans more than two-thirds full. Bake in slow oven for three hours.

Thanksgiving Dinner Menu

- Cream of Tomato Soup
- Roast Turkey
- Home made Pickles
- Lettuce Salad
- Bon Bons
- Small Hot Crackers
- Oyster Stuffing
- Creamed Potatoes
- Beets in White Sauce
- Pump Pudding
- Coffee
- Celery Giblet Sauce
- Cranberry Jelly
- French Dressing
- Salted Nuts

Twenty leaders in the American pulp and paper industry have been asked by Secretary of Agriculture Wallace to form an advisory committee to work with the United States Department of Agriculture in formulating and carrying out its forestry policies which relate to the supply and use of timber in making paper and kindred products.

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Society Notes

Mrs. Frances Sutherland of Carthage, Texas, was here for a short time Saturday. Mrs. Sutherland is one of the prominent newspaper women of Texas, being owner of a paper at Carthage and also special feature writer for several syndicates. Mrs. Sutherland was very favorably impressed with the present and future prospects of the South Plains and expressed her desire to buy newspaper on the South Plains.

Mrs. A. H. Sagle underwent a minor operation yesterday from which she is rapidly recovering. Mr. W. Wallace and family of Cole, Tex., were here the first of the week visiting Mr. Wallace's sister, Mrs. J. J. Bond, and family. Mr. Wallace is one of the leading cotton farmers of Coleman county. In his latest report the first sale on the market this year and has a direct, quick, steady and profitable movement of his crop.

Mr. and Mrs. Joe Laley and baby of Casper, Wyo., are visiting Mrs. Laley's parents, Mr. and Mrs. T. B. Cook. James C. Nance of Oklahoma City, was a week-end guest of Mr. and Mrs. J. O. Tuton. Upon his return to Oklahoma City he was accompanied by Mrs. Tuton's brother, Dock Moore, who will visit relatives in Oklahoma for a few days.

Mrs. Henry Cook has returned to her home at Amarillo after spending several days here with her parents, Mr. and Mrs. T. Cook. The Queen's Ball given after the banquet Thursday evening at the Elk's Club had a large attendance. The music was furnished by the local orchestra.

Joe Peig, manager of the Lubbock Cotton Oil Company, transacted business at Tahoka Monday afternoon. Methodist Missionary Society. The Missionary Society of the First Methodist Church met in an all-day session at the church Monday to observe their week of prayer. A splendid

Church of Christ

(Love, N. and Broadway) Rev. T. M. Gentry, pastor. The work of the church is gaining well. Plans are under way and contributions are being made to complete our church in the near future. Our Bible study is growing all the while. Services for Sunday, Nov. 25: Bible Study 9:30 a. m. Teaching at 11 a. m. and 7:30 p. m. by T. M. Gentry.

The morning service subject in "Christ at Jerusalem and His Conversation With Nicodemus." Evening subject, "Christ at Jacob's Well." The pastor for this church begins at this date a series of sermons on the life of Christ. Everybody is cordially invited to worship with us. Mid-week service Wednesday at 7:30 p. m. Ladies' Bible class Thursday 3:00 p. m.

Gas Displaces Coal Some Accusing Figures

Nine billion more cubic feet of manufactured gas were used in New York State during the first eight months of the present year than were consumed in the corresponding period of 1922. Of this total approximately eighty per cent has been consumed in the home of the State, and twenty-five per cent in factories and industrial plants. What is true of New York is also in evidence in other states, and many are installing more gas heating plants than New York. For the United States as a whole, more than 800,000 new gas consumers have been added during the present year, and approximately \$45,000,000 worth of gas appliances sold up to October first. Demands upon the manufactured gas plants of the country have increased so rapidly that new plants, expansions and additional distribution systems

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Conducted By Uncle Josh

Governor Baxter and "Garry"

Governor Baxter and "Garry" the Irish setter "Garry" and his ancestors have been in Governor Baxter's family continuously for 27 years, and he and the Governor came to Augusta in 1921. "Garry" visited the Capitol daily, and had his friends in every office on whom he called as he passed by in the Executive Chamber. "Garry" and his couch was provided for him, and he remained faithfully at his post hour after hour, waiting for his master to finish his work and go to walk with him over the hills and through the woods back to the Capitol.

With a wonderful coat like rich bluish copper, "Garry" was unusually intelligent and friendly to everybody, especially to the children who daily pass the executive home on their way to school. During the legislative session, notwithstanding old age, "Garry" kept faithful guard over his master, and never was walled in by a constant ring-out-and-coming-in at the Governor's office.

During his illness he was given the same care that a human being receives from loving friends. He was like the Governor's shadow, always with him. "Garry" had a special permit granted him by the President of the Maine Central railroad and thereby was not obliged to ride in the baggage car. He was a most unusual, affectionate dog and when matters of State became troublesome his master found in him a true friend.

"Garry" was taken by the Governor to his island home in Falmouth, near Portland, where he was buried at the base of a large granite boulder on which is a bronze tablet bearing the names of all of the Governor's dogs. This little dog celebrity everlastingly lay and is walled in by a stone wall surrounded by trees. Out of respect for "Garry" memory by order of the Governor, the State House flags were placed at half mast for the period of the journey home and the burial ceremony.

Governor Defends His Dog

For this tribute to a faithful friend the governor was criticized and his reply said:

"Loyalty and unselfishness are the crowning virtues and where can these be found in purer form than in man's best friend, the dog? He never falters in his devotion, never quails nor complains. He is a creature of instinct, to him is nothing if he can share them with his master, and comfort him in his distress. A dog asks no reward other than to be in the presence and confidence of his human companions.

"The loyalty and unselfishness of a dog readily put most men to shame, for few are loyal to their Heavenly Master as is the humble dog to his earthly one. My faithful dog, unlike many of my human friends, never betrayed nor believed ill of me. In all his life, he never was mean or dishonest; he was the best of many humans. If all men would acquire the outstanding virtues of the dog, great happiness would be spread broadcast over this sordid world.

"Garry" was a part of my life, for my dogs constitute my immediate family. Moreover he was recognized as a member of my State House Family as much as any of us who work beneath the dome of the Capitol. There was no reflection upon humankind, nor was any denigration done, by the lowering of our flag for a few short hours while I bore my trusted companion to his last resting place. After it was all over and a chapter of my life closed, I issued orders to raise the flag to its accustomed place.

"Our flag, pre-eminently is the emblem of peace, rather than the battle-flag of war; for peace is eternal and is more noble than war. Its record is inspiring, but it records in peace equals, if not surpasses it. It has protected the weak from the strong; it has stood for justice among nations, and it is our flag that ultimately will bring peace to the world. Our flag is the standard of the civilian equally as it is of the soldier, both of whom have endured sufferings and made sacrifices that it may fly freely in the breeze. It symbolizes the virtues of peace, as it does the heroisms of war. The civilian has the same claims upon it as has the warrior, and the humblest citizen shares its glory equally with the proud general.

"Dogs have played their part in peace and war. From the earliest ages they have been man's protectors and friends. History records that in our recent conflicts, dogs saved countless lives, performed many acts of bravery and devotion, and in their death were fittingly honored by their human companions. Unlike men, however, dogs always are loyal and unselfish, and daily they perform acts of service and heroism that add new laurels to their fame.

"The fair names of our flags and location have not been tarnished because their flags were placed at half-mast out of respect to one of God's humble, but noble creatures. A fitting tribute has been paid to my dog and to the dog of every man; a tribute well deserved but long deferred.

"I doubt if many would criticize our President should he order the White House flag lowered in memory of his Laddie Boy; nor do I believe many will take exception to the Governor of Maine's doing likewise for his faithful companion 'Garry'. I seek to offend the feelings of none, but I yield to none my right to act according to the dictates of my heart.

"It was my desire and my plan to have the flags lowered during the period of 'Garry's' journey homeward to the graves of his ancestors at my island home. This desire was fulfilled and this plan executed. It may be that the comments made upon my action will arouse some people to a new realization of their responsibilities to dumb animals; if this be so one of my purposes will have been accomplished.

"I firmly believe that when the man and woman of this State and Nation

THE DAY OF THANKSGIVING

(An Editorial)

The old time Thanksgiving day had four features. First, a church service of thankful recognition; Second, a feast of good things to eat; Third, a reunion of kinsfolks; Fourth, kindly provision for the poor and needy.

The modern Thanksgiving observance should include all four of these features. If any of them are lacking, our lives will miss an enriching influence. If our modern folks demand their holiday for rest and pleasure, they can maintain the thankful heart just the same. But human life needs the quiet hour of religious devotion. Unless opportunity is found for that at some time, our natures will lose connection with the deeper springs of inspiration and happiness. Most of us have been happy in the main, or could be so if we would live generous and useful lives, and we all owe something of recognition to the universal love that enfolds us.

It is not necessary to urge anyone to provide the second element of feasting. Any duty that appeals to the stomach is performed with great enthusiasm.

The third element of family reunion is kept alive fairly well, perhaps as much as can be expected considering how families are scattered over this wide land. The thronged trains on the day before the holiday, and automobile parties filled with jolly bunches of people going back to the old home or meeting relatives elsewhere, tell that side of the story. Family friendships are worth while keeping up. They constitute a binding tie in a day when friendships often change as frequently as styles of clothing.

Don't forget the fourth element of charity. The people who just provide for their own pleasure, and neglect the opportunity for generous acts to those who have a hard time, miss the best experiences of Thanksgiving Day.

"I think through what I have done, they will see that a lesson in the appreciation of dumb animals has been taught, and that my act be givens the significance of our flag as an emblem of human achievement that has been made possible largely through the faithful services and sacrifice of dumb animals.

"I should esteem it an honor, when my time comes, to have the same Capitol flag that was lowered for my dog lowered for me. It is my prayer that I always may be as unselfish, and as loyal to my Master, State and Nation, as was 'Garry' to me.

Tribute to Dumb Animals.

"Dumb animals are placed in this world for a purpose, and we should not shirk our responsibilities toward them. These helpless creatures serve us, comfort us and put us to the test. They acknowledge us as masters, and their loyalty, devotion and gratitude is unquestioned. Many humans, realizing how often they have failed to serve their Master have reason to be humbled in spirit when they witness the unselfish devotion of a faithful dog to his master.

"The finest men and women are those with the broadest sympathies. Some small-minded persons either pretend to, or do dislike dogs, but something worth while is lacking in the characters of such people, and they probably never will know what rewarding companionships they have missed. The Almighty had a distinct purpose in putting all his creatures in the world together, and man should take no pride to himself just because he is superior to his dumb brothers. Rather should he thank God for the greater opportunities for service that have been given him.

"To appreciate dogs, in fact to appreciate anything, one must learn and understand. A child should begin early to know animals and its life is not complete unless it has associated with them. Pets develop the character of the children and make them kindly and considerate. It is just as true that every child needs a dog as it is that every dog needs a child.

"The friends of my childhood and of my mature life are entitled to a quiet resting place, and provision had been made that they never shall be disturbed.

"My life has been fuller, happier, and more useful because I have owned and lived with my dogs. I hope I always

Birth Registration.
We've registered our incomes, Just as the law demands. We've registered our autos, Our houses and our lands. We've registered our motor boats, At Uncle Samuel's call— Then why not register the most important thing of all?

We've registered our incomes, Our horses and our mules; We've listed all our property According to the rules; We've counted all our country's wealth Our cattle, wheat and corn— But no one knows how many Future citizens are born.

Now since we've inventoried 'Most everything on earth, Why don't we take some notice Of a Human Being's birth? And while we count each side of beef And every ton of coal, Why don't we count that priceless thing, A new-born human soul?— Selected.

Unfortunately when the politicians go around offering folks the glad hand, many of the people have cold feet.

may be blessed with the companionship of my faithful Irish Setter,"— Percival P. Baxter, Governor of Maine.

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Shallowater Boys and Girls Active

Dear Uncle Josh: The activities of the boys and girls of Shallowater during the past two weeks have been important.

It was decided to have a singing at the school house almost every Sunday night to bring the community together and also to discuss the things to help boost and build the town. The boys and girls, as well as the grown folks, are fine boosters and help in every way that they can to improve the club, the school and things in general.

Another important step that the boys and girls took was to decide whether or not it would be best to elect two pupils every week at school. One to look after the papers to see that any are not thrown on the school ground and another to look after the faucets to see that none are left running. It was decided that it was best to remove the responsibility from the principal and other teachers and they decided it would be best to elect two pupils every week at school. One to look after the paper and Corine Cox to look after the faucets.

Plays and programs are interesting and especially the Shallowater boys and girls think it is fun to get them up and the result is that almost every Monday morning in chapel a program is given by one of the rooms as well as programs to entertain the community. Come join the Shallowater band, the Shallowater band.

Come join the band of workers. They will put you on the head and shake you by the hand. And explain, "There are no shirkers." They know what it is to work and to play.

Their motto is, "Be alert and ready!" They work by night, they work by day. They work together and their band is steady.

They scheme along they scheme around They scheme while others are sleeping When you read this you'll make one band.

And for the Shallowater band you'll be creeping.—Mayme Calley.

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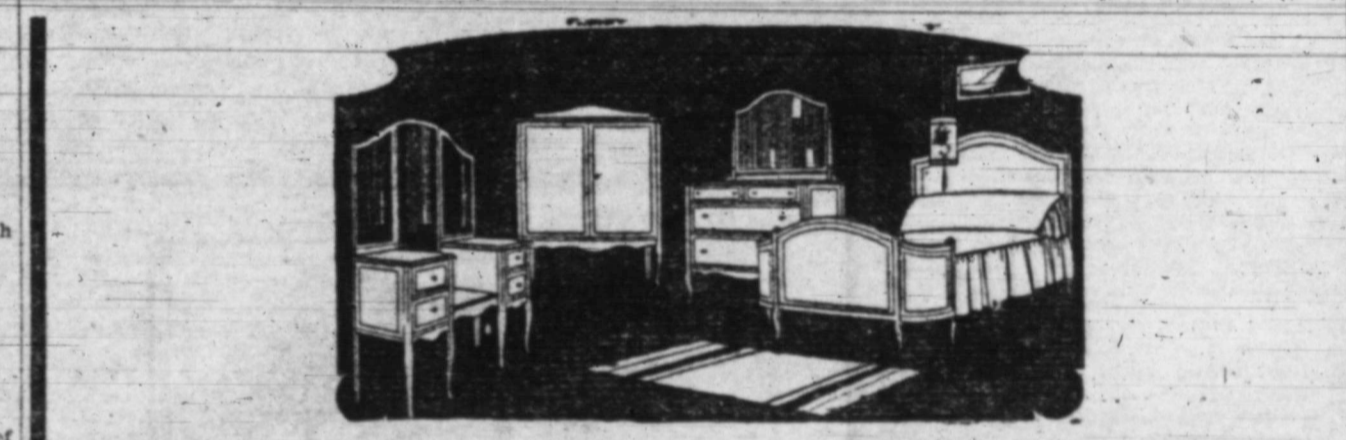
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A cozy and comfortable bedroom is very essential in any home at any time. But in winter—when nights are long and cold—it is more important that the bedroom be so furnished that it will provide comfort and conveniences.

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Some Sure Catch Methods for Trappers.

By ISAAC MOTES.
The trapping season has come again when the country boy should get about his traps.

Some sure catch traps are a chance to make a few dollars. No matter how scarce you may think the wild animals are in your locality, a number of steel traps judiciously set may pay for themselves a hundred times over this winter, and for just as good a reason the following winter.

Even if you own a small farm near town a few steel traps set in likely places on your land will yield many dollars for in very cold weather hungry wolves, coyotes, foxes, wildcats and other animals' prey around farmhouses and other buildings near town.

The Western trapper will find some kind of trap for the entire season true in any carefully selected locality in the Western or Middle Western states.

In setting traps get those which are large enough to hold the strongest animal you will be likely to catch. Better that a large trap should be set for small animals than that a large animal should get caught in a small trap and pull out.

In setting traps the greatest care should be used to obliterate all human scent from trap and surroundings. Handle traps with gloves, and when these are not in use hang them up somewhere on a tree or post, rather than about the barn or dog kennel, in order that no suspicious odor will cling to them. If possible approach the place where you set your traps by way of a hard beaten path, a succession of flat rocks, or boards. Don't leave chips, freshly dug earth, metal or other material around where your trap is set.

Prepare the trap at a distance, go to the place, set it and come right away. Bury the trap and chain lightly in sand, mud or leaves or moss, so coyotes, foxes, mink and some other animals are suspicious of anything metallic found in the woods where it is not expected.

To catch wolves, coyotes or foxes, set your trap in some dense cover trail through the woods of brush. Bury the trap level with the surface of the path, and scatter dry sand over the jaws and plate so they will be just out of sight. Cover the chain with leaves.

The competition among trappers is never so great on the fox, coyote or mink line as with muskrat, skunk, coon and marten trapping, as many secondary trappers believe they can't catch these other fur bearers. For trapping and skunk trapping it is true, cannot be followed at the same time, as the odor of the skunk attaches to the clothes and hands and clings to the ground, bushes and grass where you are making a fox set, and is offensive to a few or makes him so suspicious of the place that he won't venture near.

For mink set your traps along the banks of running streams, or near a spring, especially if the weather be very cold, for these animals, as well as many others, visit such places to drink in cold weather, when still water is frozen over. Set your trap just at the edge of the water, and cover the face lightly with sand, grass or moss. A little spruce branch running swiftly down to nearby creek or river stream which is frozen over is also an excellent mink set, and you may also catch a raccoon.

Around open bits of spring water which will also congregate to hunt frogs and other food, and it is the work of but a few minutes to place a trap in the shallow water where they are likely to go, or better still, two traps face each other, so that an animal caught in one trap will circle around at the chains length and not caught by one of its other feet in the second trap. This makes it impossible for it to pull out or twist a foot off and escape.

For mink another good set is on a large log lying across a creek. Cover the log with something that will not attract the attention of this wary animal, which is much given to crossing streams on logs. Jack two logs, some what bushy logs on either side of the trap and home flatter upon it, so the animal won't pass to one side of the trap. Such a set is also apt to catch a mink by accident.

Hawaii Advertiser
Hawaii will tell you a fine to give. Last spring they began telling their mainland brethren that the islands were considerably more than just a winter resort. And the tourists set forth advantages of Hawaii's summer climate. They say it is a paradise of tourists while away the warm months in the "Islands of the South Sea." And the thermometer didn't rise above 85.

A GOLD MIND IN HIS OWN BACK YARD



Favorite Hymns

So many of our beautiful hymns sung all over the world have been such a help and joy to thousands of people, that the musical publication "Etrude" recently decided to test, thru the medium of a popular vote, how these hymns affected the folks and in what ratio they stood as the people's favorite hymns. There were 22,000 replies received, indicating their preference as follows:

Hymn	Votes
Able With Me	7301
Nearer My God to Thee	5490
Lead Kindly Light	4182
Rock of Ages	3482
Jesus-Lover of My Soul	2709
Holy, Holy, Holy	1441
Just As I Am	875
My Faith Looks Up to Thee	255
All Hail The Power	226

Apparently the World War has had an opposing influence on some hymns. "Onward, Christian Soldiers" received only 155 votes and "The Son of God Goes Forth to War" was not considered at all.

Two Spots.
When the cat yowls come out to visit their country relatives they will probably ask if they keep their clothing the Farm Bureau.

The modern girl should not merely know how to handle phonograph needles, but the darned needle too.

President Coolidge has not so far complained that nobody has been willing to give him advice about farming.

Although many people are trained to keep so still that they can hear a pin drop, they have not yet been able to hear any noise caused by a drop in price.

This trademark is a guarantee of perfect work and proper form. We will be pleased to show you samples and accept your orders for engraved Calling or Business Cards, Invitations and Announcements for Weddings, School Graduations, etc., Social and Commercial Embossed Stationery and Greeting Cards.

Order your Christmas Cards now. We have a beautiful line to show you.

THE PLAINS JOURNAL.

Getting Even

"Hey, Bill, your doctor's out here with a flat tire and he wants to know what it's going to cost him," announced the garage owner's assistant.

"Diagnose the case as flatulence of the perimeter, and charge him \$5.00," came the answer.

After the Cold Facts

"The poor girl," remarked the sympathetic woman, "didn't have enough clothes on to keep her warm."

"Which was she?" inquired Miss Cayene. "Terribly poor or awfully fashionable?"



CLEVER TURBANS For Large Fur Collars

ABSOLUTELY plain except for decorative pins, these Hats depend entirely upon the graceful manipulation of their drapery. Some are veiled in lovely laces.

Abney Hat Shop's

Next Thursday Is Thanksgiving

May each of you enjoy the day for the fullness of the things for which you are thankful. When the festivities of that occasion are over it will be time to begin preparations for Christmas.

When You Think of Christmas You Think of Us. Attractive prices on all kinds of Holiday Goods



21-inch Mama Dolls \$3.50

Lubbock Variety Store
W. B. Hilton Mrs. J. L. Chase

Washington Elm Lives, Though Fallen

Washington.—The fact that a beautiful memorial will doubtless be built on the site of the historic "Washington Elm," under which, in Cambridge, Mass., Washington took command of the Continental Army, will afford much satisfaction to patriotic Americans who have revered this natural shrine and grieved when the old tree died a natural death and fell.

But the news that a shoot of the old wood, taken when the tree was strong and healthy, is now growing and thriving, will strike an even more responsive chord in the hearts of those who see in this continuation of tree life the source of which has died, a symbol of the continuation of the doctrines and the American influence of Washington, though the great general is long gone to his reward.

In 1894 Arthur Collins, a graduate of the University of Washington, went to Harvard for graduate work. While there he obtained permission from the city officials to place a box of soil in the limbs of the old Cambridge elm. A twig rooted into that soil took root.

This root he carefully packed and sent across—the continent. In the spring of 1899 the baby-in-tree was planted in front of Lewis Hall, University of Washington, which at that time had just been completed.

Mexican "Co-Ops," Too.
In Leon, Mexico—Some workers here have formed a co-operative society to regulate the sale of their produce and "escape" pressure of local capitalists.

Professional Calls Made to Any Part of Cuyahoga County on Horses, Cows, Pigs and Pet Stock—Veterinarian's advertisement in classified section, Ohio Bell Telephone Company directory, Cleveland.

Some Accusing Figures

(Editorial in Star-Telegram)
To a letter from a prominent Texas educator we are indebted for an illustration of Texas' position in the roll of States in a number of important things. For instance, Texas is first in area, value of farm crops, production of cotton, number and value of mules, number of goats, and production of sulphur; second in value of livestock; third in production of oil; production of asphalt and value of corn; fifth in population and seventh in wealth.

Then, for the punch: Texas is first in amount of permanent school funds bequeathed by our forefathers, but—Forty-second in percentage of children 7 to 13 years in school—

Thirtieth in proportion of teachers, normal graduates or equivalent—Thirty-ninth in proportion of teachers with training two or more years beyond elementary school—Twenty-fourth in salaries of elementary teachers in cities in 10,000 class—Thirty-third in salaries of elementary teachers in cities 10,000 to 100,000.

Thirty-seventh in salaries of elementary teachers in villages and towns under 10,000—Thirty-fifth in salaries in rural schools three teachers or less—Thirty-seventh in expenditure per pupil in attendance—

Thirty-fifth in length of school term. Thirty-eighth in literacy of native born population 10 to 20 years of age—Thirty-seventh in literacy of native born whites 10 years and over—Thirty-eighth in school efficiency.

"The statement of the fact," says our correspondent, "is a supreme challenge to thoughtful and patriotic Texans."

After which there is little to be said except as to how we may make our standing in school efficiency square better with our standing in material prosperity. Authorized by the State, a group of expert school folks are now engaged in making an educational survey of Texas. The greatest work of the survey will be to obtain an answer to

Lived Up to Guarantee

Willis—You know that excuse you told me to spring on the bars when you was late this morning?
Willis—Yes, I said it was a sure-fire excuse. Won't it?
Willis—It was. He sure fired me.

Bill's Coming
I saw you taking home a nice looking lobster last night—How much it cost you?
I don't know yet. The doctor is at the house now—Passing Show, Le Don.

Serious Charge
Judge—What's this man charged with, officer?
Folksman—Careless walking, better both fenders and the radiator. American Legion Weekly.

the question, "How many Texas schools are made to fill Texas' needs?" The Texas may be counted upon to do the duty.



TURKEY DAY

Next Thursday is the day you will have the family all at home, around the table loaded with all kinds of "Good Eats"

DON'T FORGET

that Martin & Wolcott have the "Good Eats" that makes your dinner complete. Last, but not least, Martin's Best Coffee will finish the meal just right.

MARTIN & WOLCOTT
Phone 309 or 310

It's Not What You Make That Counts

!But WHAT YOU SAVE

Why not start saving while the time is ripe?

We invite you to open a savings account with us!

SECURITY STATE BANK & TRUST COMPANY
Wants to Help Those Who Try



What About Them?

There's no distress like widowhood! Particularly is this true where no money or estate is left for her surviving days.

Do you want to leave your widow, your mother or your children in that position? Are you going to impose upon their inexperience? Come to us and let's talk it over. Let your Life Insurance policy be the protection policy.

OUR PLAN IS CHEAPEST AND BEST

Home Mutual Life and Accident Insurance Association
C. A. BURRIS, Secretary, Security State Bank Building

War Finance Heads Advocate Co-operative Marketing.

REPORT TO THE PRESIDENT ON STATES ADVOCATES CO-OPERATIVE MARKETING ALONG SAME LINES AS BUREAU OF AGRICULTURE ASSOCIATION.

Realizing the acute situation that has developed in the United States where wheat is the major money crop...

After submitting the distressing condition found in most of the wheat states as a result of the continued low prices received for wheat the report says:

There is evidence, however, that a very feasible readjustment to changed conditions is taking place. Particular attention is directed to the fact that wheat markets have permanently higher freight rates...

Many plans for dealing with the wheat situation were suggested at various conferences, the most important of which are as follows:

1. An increase in the tariff on wheat.
2. Government price fixing, accompanied by the necessary control of the wheat trade.
3. Government purchase of the so-called "surplus" with the view of exporting it to foreign markets.
4. Distribution of \$5,000,000, which it was stated was a profit made by the Grain Corporation during its existence.
5. Modification of the present immigration laws so as to provide for the selective admission of a larger supply of labor.
6. Organization and development of co-operative wheat marketing associations.

wheat: There seemed to be considerable sentiment in favor of having the Government buy the so-called "surplus" wheat with the view of exporting it to foreign markets.

We found, on the other hand, a clear understanding in certain quarters of the practical difficulty of such a plan. There is, in the first place, some confusion as to what constitutes the "surplus" which the Government is supposed to buy.

4. "Profit" made by Grain Corporation: There seems to be a very widespread opinion that the Government made a profit, said to be \$5,000,000, in connection with the operations of the Grain Corporation during and immediately following the war.

5. Modification of immigration laws: It may be stated that the sentiment for a modification along selective lines, of the immigration laws so as to permit the admission of a larger supply of more efficient labor is universal among the agricultural interests throughout the territory visited.

6. Organization and development of co-operative wheat marketing associations. We will briefly refer to each of these proposals.

1. An increase in the tariff: We expect to discuss this matter in one of the publications of the Congress, unless action was taken under the elastic provisions of the tariff act to increase the existing import-duty schedule by not exceeding 50 per cent if, after investigation, it is determined that the difference between the cost of producing wheat in this country and in Canada warrants it.

2. Government price fixing: While price fixing by the Government was tried at some of the conferences, it is fair to say that there was very much more opposition to it in the agricultural district through which we traveled than there was support for it.

3. Government purchase of "surplus": This is a fundamental economic factor which proponents of the plan seem to ignore. They apparently think some of the result they are seeking, and do not take into account the very definite possibility, in the event that such a policy should be adopted, of action both defensive and offensive in character by foreign Governments, not only with respect to wheat but also with respect to other American agricultural products.

7. The trouble is that the speculator does not observe the rules laid down in books on political economy. No one can foretell whether, in time of need, he will be there or not.

There is a growing appreciation among business men and bankers in the wheat states, as well as among the farmers themselves, of the soundness and value of the principle of co-operative marketing as applied to wheat.

country for the purpose of marketing contract market. Their wheat under the cooperative marketing plan, making it unnecessary to rely so completely upon the uncertain functioning of the speculative public.

There is, as we stated at the meeting, a more favorable sentiment toward co-operative marketing in the wheat territory than ever before existed. There is also a better opportunity to enlist the active co-operation of important business interest on behalf of the wheat producers and a better prospect for the success of the movement.

At the various conferences the managing director of the War Finance Corporation described the changed conditions in the wheat-importing countries of Europe as he found them during an investigation extending over a period of three months beginning in March of this year.

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For Sale or Trade

80 acres improved land, one and half miles West of Lubbock and one half mile South of the location of the Tech. Price \$300 an acre or will trade for unnumbered lands.

DR. COUNCIL, Chiropractor, Lubbock, Texas



"I'm Satisfied"

And that's the best compliment a customer can pay to the garage that fixed his car. Many are the customers who tell us that very thing. They are satisfied because the work is done right and they are charged the right price.

COMPLETE STOCK OF LEE TIRES AT ALL TIMES

We also have a lot of odds and ends in Goodyear, Fisk and other popular tires that we are selling out at unusually low prices.

FULL LINE OF AUTO ACCESSORIES
Have you ever tried No-Leak-O Piston Rings?
Gasoline and Oils

DAY AND NIGHT SERVICE

BUICK GARAGE

Avenue H, Just North of the Square

Farmer's Take Notice

In view of the statements which have been made to the effect that our gin is not doing good work, all of which are untrue, we give you the following facts and figures:

Before me, the undersigned authority on this day personally appeared W. S. Clark, a well known cotton buyer of Lubbock, Texas, who after being by me duly sworn, deposes and says on oath as follows to-wit:

That he is a cotton buyer of Lubbock, Texas, with a creditable knowledge of Cotton Classing.

That on November 9th, 1923, he classed two bales of cotton weighed into the Lubbock Cotton Yard by Mr. T. A. McQuary. One bale being gin number 529 and yard number 1583 and the other bale being gin number 221 and yard number 1991. That both of said bales of cotton classed Middling BUT THAT BALE WITH GIN NUMBER 221 AND YARD NUMBER 1991 WAS A BETTER AND MORE DESIRABLE STYLE OF MIDDLING.

Sworn to and subscribed before me this 19th day of November, A. D. 1923. (SEAL) ROY W. STARNES, Notary Public, Lubbock Co., Texas

The reason for using the cotton of Mr. McQuary is that he was dissatisfied with his sample and turn-out at our gin. These are the numbers and weights of the two bales, picked out of same field and ginned in Lubbock by Mr. McQuary.

FARMER'S GIN CO.

By J. B. Hearrell, Mgr.

OUR CONTRACT WILL BE KEPT

The MEBANE COTTON BREEDING ASS'N. of Lockhart, Texas, will keep its contract with the Farmers of Lubbock County in the furnishing of Mebane Cotton Seed as per agreement.

For reference, any party who questions the Honesty or Integrity of this Association, we will gladly refer them to Porter A. Whaley of the West Texas Chamber of Commerce at Stamford, Texas.

We wish also to urge the Farmers of Lubbock County to stand by the Farmers Gin Company; the Farmers Gin Company is ready and willing to stand behind every bale of cotton ginned at that plant, as to quality and turn-out as compared with other Lubbock Gins.

The Association will gladly guarantee you that every bushel of cotton seed furnished by them are exactly as represented.

MEBANE COTTON BREEDING ASS'N. LOCKHART, TEXAS

Cedar Posts in carlots

RED BAYON PENCILS FOR A LIFE TIME

With acid-resisting wood, CEDAR POSTS are made through with the job. We have on hand 200,000 to 500,000 carefully graded, dry Cedar Posts. We ship DIRECT TO RANCHMEN

We Quote Prices Delivered Anywhere—State how many posts you need, what sizes you want and your nearest shipping point.

SEND US YOUR INQUIRIES also for Lumber, Windmill Timbers, Barbed Wire, Woven Wire, Cattle, Sheep and Hog Fences, and compare our prices with others.

Wholesalers of Calumet, Arizona, White Arsenate and Paris Green.

FEDERAL EXPORT & SUPPLY CO., San Antonio, Tex.

What Others Are Doing In Dairying

It is said that once upon a time a young rooster whose knowledge of the universe was confined to his own barn yard was prompted by a desire to know how the rest of the world did things. Mounting the high board fence he was greatly surprised to find a pair of Ostriches were his neighbors.

The breeding a better and more profitable dairy herd thru the use of Purebred Sires means greater production, better test, saving of feed and eventually success in a big way in the dairy world.

Attain prosperity thru an inspiration to greater efforts in better breeding of the dairy cow.

Mistletoe Creameries

Amarillo (Local Dealer in Every Town) Texas

Ship Through Your Local Dealer or Direct



PRESENT SYSTEM OF TAXATION DETRIMENTAL TO THE SOUTH PLAINS

PRESENT INCOME TAX LAWS RETARDING DEVELOPMENT OF SOUTH PLAINS COUNTRY. SCARES MONEY INTO TAX EXEMPT BONDS

To paraphrase a biblical quotation, "Taxes ye shall have with you always"—for government, progress, advancement on any large scale is not possible for the city, county, state or nation without funds and except in the one or two cases of a city owned oil well, these funds must come from taxation.

Since the first records of history the tax question has been discussed, discussed and fought over. King Solomon in all of his wisdom and rulers, legislators, premiers, dictators, kings and jack-leg politicians ever since have studied the tax problem in vain and today—uncertain thousands of years since people have found it advantageous to join together in cities, tribes and nations—we find our tax system still as full of faults and unfair practices as Camembert Cheese is full of holes.

From the system of levying municipal values for the city taxes in the smallest incorporated village on up thru the city renditions of the larger cities, the county, state and nation taxation is yet a matter of hit or miss methods—with considerable more hit than miss. The scandal of state taxes and apportionment of school funds will be discussed later—but while we are discussing income taxes—from last week—let us figure how the present income tax law affects the South Plains.

We have what is called a graduate income tax. The little \$1,500 to \$3,600 man who has to scratch like the duce to make ends meet pays income tax at a 1% net rate—and usually hordes the money to pay it with. After the \$5,000 limit the so-called sur-tax clause sets in and after a man passes the \$25,000 income limit he quits working for himself and starts working for the government—keeping for himself the smallest end of his income.

In figuring income all profit is counted whether it came from wise investment, hard labor, brain work, or what not—everything except income from tax exempt securities—the greatest curse of business today—and more of that later. Practically all of the land in the Plains has been owned by the present owners since before 1913—the year upon which values for profit are based. Most of the Plains land in 1913 was worth about \$8 to \$10 per acre—or less. Today it is worth from \$25 to \$35. The cattle industry has ceased pay. Higher taxes, higher cost of labor, of supplies, freight rates, cattlefeed,—everything that must be considered in the production of beef, have gradually taken the profit out of cattle raising and left the ranchman "LANDPORE." There can be no profit in grazing cattle on land that is worth more than \$10 per acre.

But there is less profit in selling land at \$25 per acre that had a value of \$8 in 1913 when 60% of the profit on this land must go to the government in the form of income tax. The result is that large tracts of land cannot be offered on the market during one year—but must be dribbled out, sold on installment plans, contracts for improvements and other schemes to keep even a fair part of the profit in the hands of the ranch owners.

Then, when this land is sold, and new money brought into the section—is it used for improving these farms? It cannot be. If you invest capital in farm lands, in loans on small farms on the Plains it will make you money. An average of 6 to 8 percent as loans and from 12 to 20 percent on straight farm investments. Add this income to the income that will come for the sale of additional lands the following year and you soon have the larger land owner paying the government the big end of the profit in income tax.

So this profit that has come to the landowner as a result of the growth and development of this section—instead of going right back into the section for the continued development of the

section—is tied up in tax-exempt securities bonds, school bonds, municipal bonds, etc.—and the profits accruing from the development of this great section are frozen for thirty and forty years while millions of acres of rich fertile Plains continue to cry out for cultivation and millions of homes loving souls grind out their existence fighting crab grass and boll weevils in East Texas—unable to buy a small farm on account of the fact that it is impossible to save \$1,000 or \$2,000 ahead of the doctor's bills in that country and because there are no rent farms in this country.

Our present sur-tax on incomes and the rat hole thru which money flows to dodge this surtax—the tax-exempt securities—is costing the South Plains millions in development and progress each year and keeping millions of deserving farmers throughout the South slaves to share crop conditions when homes await them here.

JUSTIFICATION OF WISDOM OF ALL WHO HAVE COME HERE WITH BELIEF THAT LUBBOCK CITIZENSHIP IS ALIVE AND PROGRESSIVE IS SEEN IN RESULT OF VOTE YESTERDAY.

Eat More Turkey Damages Orphanage Campaign on in Texas

The Texas market warehouse department have inaugurated a campaign in Texas that has for its purpose the encouragement of a larger consumption of turkeys in the private home, small cafe and restaurant and hotels of the State. The large cold storage supplies of turkeys carried over from last season and in all of the principal market centers of the north and east have held prices down for this Thanksgiving season. The result is, that only an average of 20c to 25c is being paid for live turkeys over the state of Texas. In Chicago, large turkeys are bringing 30c to 35c with the best fancy dressed turkeys 42c per pound delivered. On November 16, according to figures available, and government sources, the city of New York, Chicago, Boston and Philadelphia had a total of 20,000,000 pounds of dressed turkey, 50 hands as compared with 22,000,000 a year ago of the same date. The result is that there will be less demand for turkeys this year than last year in the northern and eastern markets. But this influx can be counteracted if all of the cities and towns in the entire State of Texas will fall into the Eat More Turkey campaign and increase the consumption of turkeys on the local market. At from between 20c and 25c per pound turkeys are one of the cheapest meats that can be had in their class, and dressed turkeys can be had on the local market from 25c to 30c at from now on to Thanksgiving, according to present estimates.

There will be between three and five carloads of turkeys shipped out of Lubbock within the next two weeks with approximately the same amounts during the Christmas holidays. If one or two or even three cars of these turkeys can be eaten locally, it will do much to stimulate the local market and not only give this section some good eats with

Germany said to be facing a break-up, but it can be avoided by a good thorough cough-up.

The philosophers tell us to avoid evil, but it takes all of some folk's ingenuity to avoid their creditors.

Some people will celebrate National Education Week by growling about their school taxes.

A return of profit to the producers of turkeys in the South Plains section.

Come on, folks, let's eat more turkeys!

More new Farm For Lynn County.

Fifteen thousand acres of new lands are being added to Taboka's territory this year thru the opening up of the Edwards ranch to the 160 acre farmer.

This tract of land adjoins Taboka on the East and will provide a home for 94 new farmers and add approximately 3,000 bales of cotton to the market output of that city for next crop year.

In the entire South Plains there is at this time a total of more than a million and a quarter acres of ranch lands being offered to the homeseeker—and not less than 1,000 new farms will be opened for the coming crop year. Most of this land is being planted to cotton and will mean an increase of 20,000 or 30,000 bales of cotton over this year's crop of something more than 115,000 bales.

The South Plains of Texas—within a radius of 15 miles of Lubbock, will produce more than a million bales of cotton in a single season within less than ten years from today. When it does Lubbock should be a city of 50,000 population and every other town in this section should make a comparative increase.

The soil is here. The climatic conditions are right. The authorities say that we will never have the boll weevil. The only limiting factor then is that the land be made available. At the present rate of development, and upon the present prices, and terms there is no limit to the number of new farmers that this section can care for during the coming two to ten years.

The greatest need is for the entire section to get together and hold together for the encouragement of more and better farmers to move here, settle here, build homes here and grow an improved strain of cotton from a pure seed—and when we do that we will automatically have built our towns and cities. Basic conditions are right—direction is all that is needed. The Plains Journal wants to take the lead in the development of the farming interests of the South Plains—for when we serve the farmer we have served this section and made a reasonable, dependable profit for ourselves. You can depend upon this publication to stand by the farmers of the South Plains and for the growth and development of the farming interests of this great section.

Claimed the Congressional Record would be read more if it had a comic section, but the savings of many of the congressmen are supposed to supply that need.

Some of the political orators need to study some book on etiquette that would tell them not to put their feet in their mouths.

Being urged to "see ourselves as others see us," the girls are carefully looking into their mirrors.



COMMUNITY BUILDER

By HUBERT M. HARRISON
President Texas Commercial Executives Assn.

WHAT IS A BOY WORTH?

Every year at commencement time in the local high schools, a number of boys and girls who have been reared in this community, and who have enjoyed its privileges make plans to go somewhere else to live.

Our community, through its Chamber of Commerce and business leaders, is constantly on the lookout to bring in new industries, but at the same time we are allowing the most precious assets the community possesses to slip away from us when our boys and girls decide that some other city would be a better place for them to try for fame and fortune. It is human nature to think that the grass is greener in the other fellow's pasture. We always think we could do better in some other town.

It is impossible to estimate what your city may lose in allowing some bright high school boy to leave his home town to give his talents to some other distant city. What was the boy George Eastman worth to Rochester? As a bank clerk he dreamed of making a camera small enough to carry easily in one hand, and today Rochester suggests "Fodak." What would a George Eastman mean to your town?

Suppose we are rearing here a future Edison, a Carnegie, a Pershing or a president of the United States. Time, thought, money and heart's blood have been spent upon these boys and girls and just as they are reaching the point when they are worth something to their home town, we let them slip away. A bright boy may be worth more than a new factory.

Business men can do much to keep these community assets by taking an interest in the high school activities, by helping the boys and girls with their problems, by arranging community amusements, by calling the older boys and girls groups together for counsel on community matters, by letting them feel that they are stockholders in "our community," and when the boys are ready to leave high school, the business men should take a personal interest in them. If they want to go to work, help them to get work here so they won't have to leave. Keep in touch with these boys so that they will want to invest their lives here.

Who can tell what a boy is worth? Who can tell what a loss it may be if some bright youngster out of this year's high school graduating class is allowed to go to some distant city where he may in the future startle the world with a new idea.

If you do not believe our high school boys have decided views about this city, question them. Older heads will get a shock that will awaken renewed activity. Let us work with our Chamber of Commerce to make our community a better place to live in—a more attractive place to work, to play and to succeed. Let's hold our boys and girls.

This Space Belongs to Us It Is Worth Money to You WE PAY FOR IT TO CONVEY TO YOU CERTAIN INFORMATION

Our stock of Betty Wales dresses, Printzess Coats, Society Brand Suits, Bostonian Shoes, Stetson Hats, and all kindred lines are complete and moderately Priced.

Remember This Ad When You Come to Town

THE LEADER, Inc.