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VOL. II, NO. 13

LUBBOCK, TEXAS, "THE HUB OF THE PLAINS"

THURSDAY, DECEMBER 6, 1923

# OFFICIALS HERE WEDNESDAY

## TECH PRESIDENT, THREE DIRECTORS AND ARCHITECTS WERE GUESTS OF LUBBOCK YESTERDAY

Dr. Paul Whitfield Horn came home to Lubbock Wednesday. It was the first visit the President of Texas Technological College ever paid to Lubbock yet Lubbock is his home and he unhesitatingly boasts of this fact.

With Dr. Horn here Wednesday were Dr. J. E. Nunn of Amarillo, R. A. Underwood of Plainview, Clifford L. Jones of Spur, the three West Texas Citizens on the Board of Regents of Texas Technological College, Mr. Hedrick of the architect firm of Sanguiet, Staats and Hedrick, and Ward Watkins of Houston, consulting engineer for the college buildings. The day was consumed with an inspection of the college site, a tour of the city, a visit among the citizenship and a meeting with the Rotary Club at the banquet rooms of the First Baptist Church.

Dr. Horn arrived over the Santa Fe some of his friends, that they were at 4:30 Wednesday morning, being met at the station by Senator W. H. Bledsoe and Superintendent M. M. Dwyer of the Lubbock public schools. After breakfast at the home of Senator Bledsoe the college president attended chapel at the high school and delivered an address to the students. The morning was spent in visiting around the city and getting acquainted with the president's "fellow townsmen."

At 11:30 Dr. Nunn and Mr. Underwood arrived and they were met by a committee headed by President Horn. Dr. Horn's greeting to them was, "Gentlemen, I welcome you to our city."

Each member of Lubbock Rotary Club had another citizen of Lubbock as his guest at the city's regular meeting at noon. President Horn, the three regents, the architects, and newspaper correspondents were guests of the club. A delicious luncheon was served by the Baptist ladies, after which the guests were introduced, with President Hoscoe Wilson presiding.

President Horn delivered the principal address of the day and laid some of his plans for making Texas Technological College the outstanding institution of its kind in the whole country. Dr. Horn said he had always wanted to have a hand in starting something new and, referring to the Gary schools at Gary, Ind., said he sometimes envies those who had a hand in constructing that institution.

The college head promised a construction program that will be of a nature that will mean permanency and beauty. He told of the burning of a school building at Houston which he was superintendent there and jokingly said the school board wanted the grand jury to investigate the superintendent's part in the burning. He promised that the Tech buildings will be so constructed that nobody will want to burn them because they are not good enough.

"Culture is not a thing to itself alone," said Dr. Horn, "but it is founded on material things. Man cannot be truly religious unless he dwells where other people dwell." He spoke of the connection of commercialism and culture and promised that Texas Technological College will strive for cultural ends through material resources. He said few schools have ever had the opportunity that Texas Technological College will have to show the connection between material development and spiritual uplift.

The speaker paid a glowing and eloquent tribute to Texas and said the manhood and womanhood of this state is as good as any place and the opportunity for culture and civilization is as great here as at any place at any time in the history of the world.

President Horn said it is not wise to promise too much but he told of some of the things he hopes to accomplish and of the advancement he expects Texas Technological College to make in the future. "I hope," he said, "that when the school is under way there will be no man so rich that he can buy a better education than he can obtain here and no boy so poor that he cannot take advantage of the opportunities of this school." He spoke of Antioch College, where many boys hold down a good job and attend school at the same time, and said that is the theory of technology and he hopes to incorporate some of those advantages in the school here.

Dr. Horn called attention to the fact that it will take time to get things under way and said it will not be best to start until a complete outline of everything has been made. "A plan will be made of every building that we expect to have in the next twenty, thirty or fifty years and then we can consider what our first needs are and work step by step," was his explanation of the building program. He spoke of the manner in which Rice Institute at Houston was built—not rushed, but laid slowly and as the need for it stands as a monument to its builders.

The speaker said he had confidence enough in the people of Lubbock, of West Texas and of the entire state to believe that the needed money will be provided for the school. He said the school has the solid backing of the section and of the state. He said he was told in Houston a few days ago, by

## Chamber of Commerce Pretty Busy

FIVE THOUSAND LETTERS IN SIX MONTHS ONLY A PART OF THE ROUTINE WORK HANDLED.

Lubbock has been granted twenty-four-hour switch engine service by the Santa Fe Railroad Company, due to the increased business that is attending the marketing of the heavy cotton crop at a good price.

Twenty-six cars of building material arrived in one day recently, in the local yards. Thirty-six cars of automobiles were received in Lubbock during one week early in this month. Other shipments are in proportion. During the past year the company has practically doubled its wagon truckage and increased by 85 per cent its industrial truckage.

In addition to the regular business of the South Plains section—all of which is cleared through the Lubbock yards except for the Lamesa branch—five new lumber yards are under construction in the South Plains an average of fifteen retail brick stores, and more than 100 residences.

It is estimated that there are 5,000 cotton pickers, 1,000 semi-skilled workmen and half as many more carpenters, painters and other transient laborers in the South Plains at this time. Most of these are trying to make this section their permanent home. So there

## Prominent Attorney Visits in Lubbock

EAST TEXAS LAWYER AND INVESTOR PLEASED WITH LUBBOCK'S PROSPECTS.

Hon. James I. Perkins of Ruak spent the past two days in Lubbock looking over the Hub of the Plains and forming an opinion of the future of the city and section. Mr. Perkins is a prominent member of the East Texas bar and is a son of the late lamented James I. Perkins, Sr., who passed away in February after rendering a long and faithful public service to the commonwealth as a district judge, state senator and member of the lower house of the legislature.

Mr. Perkins was so well impressed with the city that he purchased some real estate and is planning to open up a new addition to the City of Lubbock. He also purchased some business and residence lots and may be persuaded to become a resident of Lubbock in the near future. In order to keep abreast of the progress and developments in Lubbock, Mr. Perkins ordered 'The Plains Journal' sent to his home and, in order to acquaint some of his friends with the section, he made arrangements for a half a hundred subscriptions to it.

Mr. Perkins was a very pleasant visitor at our office and we shall look forward to the time when he will be a permanent resident of our city, for he is of that splendid type of progressive manhood and sterling character that adds to any city.

## Capture Eagle On Main Street

LARGE MEXICAN EAGLE CAPTURED—ALIVE AFTER BECOMING EXHAUSTED IN FLIGHT.

One of the largest specimens of the Mexican Eagle ever seen in this section is being exhibited at the H. Jons Sign Shop on Broadway. The bird was captured by Mr. Jons and Jimmie Lindsey, Monday afternoon, on the vacant lot on Main Street, just east of the Painter House and north of the Cova Hotel.

Mr. Lindsey discovered the bird setting on the ground in an apparently exhausted condition and called the attention of Mr. Jons to it. They procured a piece of tent canvas, about twelve feet square, and each taking an end, worked it over the bird and swooped down on him in a manner somewhat like unto that of the eagle in capturing his prey. After they had him under the canvas it was an easy matter to bind him so that he could be placed in a cage.

The eagle is being kept secure in a large cage and is impossible to determine his exact size, as eagles are measured, but it is estimated that he has fully a seven-foot reach from tip to tip.

Dr. Baugh, who has made a thorough study of eagles, examined the bird and said, from his knowledge of the birds, it is his opinion that the eagle became exhausted from a long flight and alighted to rest. He does not appear to be injured in any way and is considered a fine bird.

A. W. McEachern of Abilene recently purchased three hundred acres of good farming land on the Lubbock-Shallock water highway and expects to make his home in this section in the near future. Mr. McEachern had us send him 'The Plains Journal' so that he may know of the happenings of this section.

It is no question for additional labor in spite of the heavy building and business program that is under way.

## WELL PLANNED RESTRICTED DISTRICT TO HELP LUBBOCK BECOME REAL CITY OF 50,000

### Lubbock Distributing Point for Large Area

NINETEEN TRAINS, NINE AUTO STAGES AND FIFTY-TWO TRUCKS ARE BUSY HANDLING DAILY PASSENGER AND FREIGHT TRAFFIC.

Nineteen trains per day, nine automobile passenger routes and fifty-two truck lines serve Lubbock and the South Plains in a commercial and industrial way. Plainview, Amarillo, Big Spring, Lamesa, Crosbyton, Spur, Post City, Littlefield, Floydada, Rosita, Springtown, Brownfield, and intermediate points are the cities served out of Lubbock with regular freight truck and passenger car service daily.

Thirty-two wholesale houses and more than 100 cotton, grain and produce buyers make Lubbock the wholesale distributing and market center of the plains. From a survey recently taken by the Chamber of Commerce in investigating the need for additional postoffice help and facilities it was recorded that an increase of more than 25 per cent in volume of business done has been registered over that done up to this date last year.

Less than half of this year's cotton crop has yet been ginned and business will continue to increase through the Christmas holidays.

Misses J. A. and V. E. Harlan of Lubbock were here this week transacting business.

Every day brings Lubbock closer to the City class and according to the Chamber of Commerce, "Cities Do Not Happen—They Are Built."

In this case Joe Hess is the builder and the restricted residential district will be worked out in the Southwest part of town joining the Ellwood Home. Myers and Noyes, known throughout the South for their work in planning and laying out exclusive residential districts, have been retained as consulting-landscape engineers of the project.

In making the announcement Mr. Hess frankly states that it will take time—a lot of time—to complete the plans, lay out the 100-acre tract that has been bought outright, plant trees, lay the street paving, the water and sewer mains, make the light extensions—for when the district is opened for homes it will be complete in every detail including driveways, parkways, paved streets, lights, water, sewers and every other convenience to be had in the city.

The entrance to the district will be marked by suitable stone or brick pillars and every lot in the district will be sold under a contract to construct a residence of a certain class and cost.

Then when a man builds a \$10,000, \$20,000 or \$30,000 home—and they are being started every day already in Lubbock—he won't have to buy six or eight blocks of property around him to protect his investment. The man that owns the next block cannot build a little temporary board shack by the side of him and damage the appearance and sale value of his well improved property by fifty per cent or more.

The cost of property in such a district is not unduly high. Everything included in the purchase price—including a life insurance policy against undesirable buildings in the district—and there will be a real demand for such a property in Lubbock in the very near future. In fact a number of locations have already been spoken for before the tract of land is even platted.

Hylic Doyd and W. H. Perkins are associated in the deal which, when completed, will run into better than \$250,000 and will furnish homes for several hundred Lubbock citizens.

New Addition in the Southeast Part of Town. Announcement is also made of a new addition to be opened in the Southeast part of town, now known as the Wheelock Second Addition but under the management of Harkrider and Morris of Fort Worth, the 400 lots will be offered for sale upon terms and under conditions that will make most desirable this new addition, according to Mr. Abernathy in discussing the proposition early this week.

This tract of land lays South of the original Old Town section and is well drained, of good soil, and properly developed, will open a large additional residential section for Lubbock.

The Hubert Addition Directly South of Town. Then there is the Hubert Addition that lays directly South of the city that is being cut into town lots and into five-acre blocks and sold upon long time and favorable terms. Many folks in Lubbock are taking these five-acre

lots and improving them into model suburban homes where they will have their poultry, their cow, garden, fruit and all of the conveniences of both the city and the delights of country life.

In the contest recently conducted by Hubert and Howerton a \$25,000 home was given for such a five-acre tract. Some real model homes will go in on this new addition during the coming months and in time this will be one of the best residential districts of the city—laying as it does, on well drained rolling hills with deep fertile soil, in the right direction from the city and with easy walking or driving distance.

It is said that Lubbock covers parts of seven sections—and that, we believe, is true. It is also true that with the city restricted to its present platted limits we could comfortably care for a population of 45,000 people. But admitting all of that—there is every reason why we should not have other additions if the price of lots and the opportunities for a home shall be brought down within the reach of the average home-seeker as a result of the extensions and additions? When you restrict a city—by natural causes, such as rivers, railroads, etc., or by contrary odd causes who will neither sell or improve—to a certain territory the demand for the available property forces the price to artificial heights—and it soon gets out of the reach of the average home-seeker—the man of average salary and a family to educate. It is highly profitable for the man that owns property within the available district but it shows up the development of the town—develops a majority of dissatisfied renters and does not build a city.

More ambitious means mere competition in the sale of lots—which naturally brings them down to a better price and within the reach of the man of modest means who wants to own his home. They do not stop the building of the more elegant homes, the homes of the \$15,000 to \$20,000 class—but it does promote the building of modest little \$2,500 to \$4,000 homes—and these just AVERAGE Americans after all, are the backbone of the city and a nation.

But what we need more than further additions is a definite CITY PLAN for taking care of what we already have. We are a small city or a large overgrown country town, just as we may see fit to plan our future development. A man cannot make a wonderful business or a model farm without employing experts to advise with him, to help plan and layout his expansions from time to time. A city cannot make a modern, efficient, well planned city without the employment of a consulting City Planning Engineer. The difference between Dallas and Fort Worth is not in their location, their population or any of these other things. They are both good towns and we really do not know the comparative figures on population, industry, etc.—but Fort Worth has developed just as an overgrown country town and is just now getting into the stride and habit of a regular city, while Dallas long ago realized the need of carefully planning for future growth and development and has spent millions of dollars in carrying out the advice of the nation's greatest City Planning Engineer, Mr. Kenzie.

Lubbock can and will continue to grow and spread out and build up—without carefully worked out zoning system to restrict certain districts to retail trade, to wholesale trade, to trucking, factories and residential districts—without parks, conserved pavements, playgrounds, properly placed schools, and the thousand and one other restrictions and properly worked out details that mark the difference between an overgrown country town and a city. This will make a good town anyway you take it. But if in conjunction with the Board of Directors of the Texas Tech College, the city would secure the serv-

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## OUR HOME WELL UNDER WAY

MUCH MATERIAL ON GROUND AND WORK IS BEING RUSHED ON NEW BUILDING FOR PLAINS JOURNAL

The building at Number 1002 Avenue I, which we are pleased to call the Home of The Plains Journal, is taking a definite shape. Construction has been delayed somewhat by various and sundry things that always come up to delay every important undertaking but these obstacles have been overcome and the building is now being rushed to completion by the contractors and sub-contractors.

It took time to get material on the ground, as the material used was of a nature not carried in stock locally. Sufficient material was on the ground the first of the week that actual walls would have been looming up ere now had not the contractor, J. B. Van Duzik, been called to South Bend, Indiana, by the death of his mother.

Mr. Van Duzik returned this morning and things are humming up in the block upon which this publication shall have its home within a few weeks.

How many of you have looked over our building site? How many have seen the large piles of materials? How many have seen the foundations, the press pit, and other evidences that we are erecting a building in Lubbock. If you have not inspected our property we invite you to go up to the corner of Tenth street and Avenue I and look it over.

Our large Duplex Press, line-types and other machinery received Lubbock several days ago and are stored until the building is sufficiently constructed that they may be placed on the floors. Our excellent superintendent, a veteran newspaper man, will arrive in a few days and will take charge of the task of installing the machinery.

The management of The Plains Journal wants the people to feel that we are here for their good, that we are an institution that is contributing its share toward the progress of the city and section. We want you to use us for any legitimate means in carrying a message of property and progress to the world. We want to be of real service to the individuals who constitute the citizenship of Lubbock and to the city and section collectively.

We are temporarily quartered at Number 1335 Avenue I. Our telephone Number is eight-eight-four. Somebody is on duty at all times and we like to have visitors call and talk to us. Let's get acquainted so that we may better help each other.

## THE PLAINS JOURNAL

"The Newspaper for the Whole Family" LOCAL NEWS FIRST

# SEED SELECTION MEANS MUCH TO COTTON FUTURE OF THIS SECTION

"The South Plains Cotton is bringing a premium this year on account of its strong fiber, good staple as well as uniformly high grade," stated a buyer for one of the largest export firms in the South. "The reputation you are establishing for a good uniform staple is attracting the best element in cotton buyers to your section and is adding dollars and cents to your cotton market."

More than ever before—almost for the first time in fact—is the cotton on the Plains being sold upon a staple basis as well as to grade as to color and condition. There are few of the old street buyers that really know how to place cotton on a staple basis. The result has been that they were forced to buy far enough under the established market to take care of the difference in staple. For example:

"Howdy John," says farmer Brown as he meets his friend the street buyer on the corner and hands over a sample that he has tucked under his arm. "Buying any cotton this morning?"

"Wal—I donno," replied cotton buyer

or John, "Whatchu got on it?" And he tears the sample up like a rats nest and hands it back.

"Twenty-eight and a quarter," replies farmer Brown.

"Wal I'll make it thirty," and Farmer Brown paddles on and tried to peddle it off to some buyer around the street—each time the sample is mailed over, torn up a little worse and finally looks so ragged that the last buyer says, "Wal—that's better I can do, Market's a little unsettled today,"—and so John gets it at \$2.80 a pound—without knowing the length of the staple, its strength or anything else about it, except that it is a pretty fair middle bale or a little under.

Take the Business Farmer That Knows Cotton. One day this week one of Lubbock's real business farmers brought in 24 cotton samples—for he has learned to group his cotton and sell it in sections, the 24 bales went direct from Lubbock to Liverpool to fit a definite requirement of a certain mill of raw cotton firm.

"This same farmer had two other bales to make him an offer and sold to an English buyer that was looking for just that grade and staple of cotton and the 24 bales went direct from Lubbock to Liverpool to fit a definite requirement of a certain mill of raw cotton firm.

out on the sample table. The buyer ran thru the lot and graded each sample as to grade, staple length, strength of fiber and made a note of each.

"What'll you give me for them?" John asked the grower.

"Well you can see on the board in there that middling basis is thirty-five twenty," replied the buyer. "You see here your sample run so and so on grade and staple. There is a premium of so many points for inch and an eight and you have two bales that will measure that by a gussus. Fifty of them will make a sixteen and the rest are good inches and just shi of an inch."

And he gives him a price that is based upon the grade and staple of his cotton—what it is really worth on the market.

The same farmer had two other bales to make him an offer and sold to an English buyer that was looking for just that grade and staple of cotton and the 24 bales went direct from Lubbock to Liverpool to fit a definite requirement of a certain mill of raw cotton firm.

Stable Markets Demand a Good Staple. The Liverpool markets demand a 7-8 staple and better. The Japanese market that goes to absorb all of the cotton they could get without even looking at the length of the staple has been stung on short, rotten staple during the past few years and are now buying on staple as well as grade. In fact into every contract is written the requirement that the staple be 7-8th of an inch and better to be accepted on contract.

The spinners who maintain buyers right in the cotton sections of the South and are buying, as most of the export firms represented in Lubbock are just now, a definite grade and staple of cotton for a definite requirement or foreign market—have learned that the short, rotten staple cotton will not stand up and fire therefore writing into their contracts a copy of which is set in formation of every purchaser of raw cotton under 7-8th inch fiber cotton will not be accepted as standard cotton in the fulfillment of the obligation.

"This raw we are taking in now is short staple cotton on our contract,"

says Mr. Nell who is picking up considerable cotton in the South Plains, "and this is the reason why. A man that has fifty bales that will give him 7-8th and so, I made him a fair offer based on today's market and he sells to me. It rains tomorrow and the next day is Sunday and so I don't get out there to receive that cotton for four days. In the meantime the market has advanced two or three hundred points. When I sample his cotton and find two or three off staple bales—I just take them and my neighbors—'ere if I raised an objection he would be glad to back out of the whole sale—for the cotton is worth \$10 to \$12.50 per bale more than it was when he sold it to me. So I take it all—short staple and all—and make up for my loss on the short staple by my profit on the 44 good bales. 'Ere, some day we will have a declining market. When we do the bales are not going to accept short staple and weak staple cotton in fulfillment of the obligation."

"This raw we are taking in now is short staple cotton on our contract,"

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(CONTINUED ON PAGE TWO.)

### Restricted District Planned

(CONTINUED FROM PAGE ONE)  
The best city planning engineers of America today... work out a definite program of development covering a city of 25,000, 40,000 and 100,000 population—it would be money well and wisely spent.

**Property Values are Right Target**  
The question has been very properly asked: "Are property values inflated on the Plains as a result of the most favorable publicity that that section is getting?"

The answer is very definitely "NO." And there is a business reason why they are not inflated. It is the fact that TODAY more than a million and a quarter acres of land are on the market for homebuilders. The cattle industry, in terms of the famous old Grey Mare, "Ain't What It Used To Be." There is no money in growing six and seven cent beef on 420 land and the cattlemen are finding it out. Money in cattle is to the combination stock-farmer who grows his own feed, limits his pasture to an acreage field, and has other income as well from cotton, hogs, poultry and dairy stock.

"Competition is the Life of Trade" it has been said—but it is the death of high prices. The farmers of the South have about competed themselves out of the peach-bone by each one coming on the market in the fall and trying to dump his entire cotton crop. That is competition. But thru organization a large part of this competition is removed and cotton marketed orderly, is bringing a real price and there is a future for cotton farming. Competition in the breaking up of ranch land, in offering city lots, is resulting in the best values in permanent investment—either for a home or for a long time investment property ever seen in a section with as much certainty of development as is found on the Plains. All property is selling at a price that is RIGHT—The value asked is THERE—and that means dependable and continued prosperity.

This is not a time for land speculation. Money and values are higher—there is little chance for get-rich speculation with Plains lands, and will not be for five to ten years yet. There is too much land yet to come on the market for the present offering to make speculation. To the home-builder, the Plains offer the greatest values ever offered in any section. For the long period investor who will improve his property and rent it to a desirable tenant—the Plains offers a real field for investment. But for the speculating investor—thank goodness—there is not much promise in the Plains.

**Wise, Constructive Development Certain.**  
Actual facts cannot be disputed. With an increase of 100 per cent in population for the Plains country within the last three year period and that in spite of financial depressions, uncertain markets for farm products, and a general upheaval of unrest throughout the nation—we are certain of a continued, dependable growth and development for the future.

"Home was not built in a day"—neither can the Plains country become crowded in a ten-year period. We have resources here to support a population of more than 5,000,000 folks—without crowding—and we have less than 150,000. But the eyes of the world are turned to the Plains. The eyes of the world are watching the Plains and what Dallas has been to the cotton sections of North and East Texas—Lubbock will be to the cotton sections of the Plains, and North and East Texas never have known the natural resources found on the Plains. We have a larger area of more fertile section, a section more desirable in point of climate, comfort and health. We have practically no waste land, no wash land, no river bottoms that breed mosquitoes, crab grass and restricted insurance. Experts tell us we will not have a half acre of land and they know what they are talking about—so what is the limit, the factor in our development?

Simply this. The ability of our leaders to organize, to co-operate, to plan and to build on broad, wide, permanent lines and to serve the section that they lead unselfishly, sincerely and with a lot of faith in the future of the Plains as a whole. And that is the kind of folks who are now building the Plains and West Texas. Nothing can stop us—except ourselves. Watch us go.

### Randall Swine Breeders Plan Second Hog School

Special to Plains Journal.  
CANYON.—The hog school which was held co-operatively by the Swine Breeders' Association of this county and the agricultural department of the West Texas State Teachers College last February was so satisfactory that the swine breeders contemplate a similar school this winter, according to Prof. Frank R. Phillips of the college.

The plan is to have weekly meetings and have the breeders participate in the discussions on these meetings. Neighboring hog raisers as well as agricultural specialists will be invited to these meetings to give their views on this most important subject.

Many ears of hogs were shipped out of Randall county in the last year and this industry, with dairying, is becoming one of the most important in the county, according to Prof. Phillips.

J. D. Wood, a former prominent Lubbock resident but who now lives at Abilene, transacted business and visited friends here this week.

S. C. Arnett is in Midland this week attending to business matters.

Mrs. Branch of Greenville who has been visiting her daughter, Mrs. Good, of 1515 Fourteenth Street, went to Midland Sunday to spend several days with six of her sons who live there.

### Seed Selection Is Important

(CONTINUED FROM PAGE ONE)  
ment of contracts for every contract specifies that nothing shorter than 7-8th shall be accepted on the contract. Pat Nix has had experience with...

"I was in Vernon when the first Half and Half seed were brought to Texas," said Pat Nix Wednesday afternoon in discussing better planting seed for the South Plains. Jeff Sumner whose brother in Georgia had just announced the high yielding cotton that was predicted would revolutionize the cotton world, got some of the seed and sold them at something like \$5 per pound. And it did make a wonderful yield—and the prettiest sample I ever saw. But the staple was short and weak and the open cotton wouldn't stay in the bolls. But a lot of it was grown—and in less than three years the real cotton buyers had been coming to Vernon each year taking up cotton seed...

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Simply this. The ability of our leaders to organize, to co-operate, to plan and to build on broad, wide, permanent lines and to serve the section that they lead unselfishly, sincerely and with a lot of faith in the future of the Plains as a whole. And that is the kind of folks who are now building the Plains and West Texas. Nothing can stop us—except ourselves. Watch us go.

### Best Cotton Grown Around Lamesa.

It is the uniform report of cotton buyers that the best cotton delivered on the Plains this year has come from around Lamesa. This is accounted for by the fact that the growers in that section for the past several years have been selecting their seed and using a higher grade seed each year. This is paying the Lamesa and Dawson County growers a premium of six-sevenths of a cent per pound of cotton with the desirable shilch, strong fiber staple. This cotton is not yet ready for distribution but several acres will be planted this year and within three or four years it is predicted, it will be generally grown in the South Plains.

Buyers make the market—There is no argument there and the bigger the buyer—the more direct his delivery—whether it be to Liverpool or to the spinners of Boston and elsewhere—the higher the price he can and will pay in order to get the kind of staple and the...

Mrs. Fred Spiker has returned home after visiting her daughter, Miss Alma who attends Baylor University at Belton.

Amos Howard of the Guarantee Abstract Company spent Sunday with home folks in Crosbyton.

Mrs. Branch of Greenville who has been visiting her daughter, Mrs. Good, of 1515 Fourteenth Street, went to Midland Sunday to spend several days with six of her sons who live there.

S. C. Arnett is in Midland this week attending to business matters.

### Tech President Here

(CONTINUED FROM PAGE ONE)  
Twenty years of life in West Texas. He said his first knowledge of the distinctions claimed by Lubbock was that Lubbock was the town farthest from a railroad in the whole country and said Lubbock has held some distinction ever since that time. "Today, Lubbock has another distinction," he said, "that of being the home of the first school of its kind ever established by the legislature of Texas."

Dr. Nunn said his job was going to be "to see that this man we have selected as president does what he promises to do or know the reason why." Dr. Nunn, who has the distinction of being one of the founders of West Texas College at Plainview, of the Amarillo Daily News and now of Texas Technological College, said "what we want to teach in this college is not merely how to make a living but how to make a life."

H. A. Underwood of Plainview professed his interest by reciting a poem of life on the open prairie and told something of his long residence on the Plains. He said he hopes Texas Technological College will play an important part in the development of the hemisphere of action and said he has a vision that those who find a need for learning will see the light that will lead them here. He said the college will teach the arts and sciences and technology but that he also hopes that it will be a magnet that will so attract people here that all the rich and fertile lands of the section will be developed to an extent that the Plains will rival the state of Wisconsin and outside Kansas and Nebraska as a farming country. He said he expected the heads of the school and the instructors to be men of character and leadership who will produce something greater than material things; that men and women will be inspired to great respect for their duties in citizenship.

Mr. Underwood eloquently spoke of the feeling of all of West Texas toward Texas Technological College and said the arms of co-operation are extended to Lubbock and the section by all of West Texas. Clifford L. Jones of Spear spoke only briefly but he pictured a great school with the building constructed so as to commemorate Texas history and where the boys and girls of West Texas, who are now nearer the Agricultural Colleges of Kansas, Nebraska, New Mexico, Colorado and Oklahoma than to their own Agricultural and Mechanical College, may have an opportunity to secure the benefits of technical training. He said he hoped that the livestock industry may be conserved through the agency of this college.

He pictured a great student body made larger by the invigorating climate that will actuate many in coming here. The Red Cross is county-wide. What becomes of the left-over cotton pickers who lose their money, get sick or are stranded during the winter? They come to Lubbock or Abilene for help. Organized charity is a profitable investment.

**FREE FREE!**  
Absolutely Free!  
For one day only we will clean and press all pants delivered to us next Monday at the Good Luck Tailor Shop, 1262 Broadway.

An ordinary brick will absorb about 15 ounces of water.

Miss Henry Cook of Amarillo spent Thanksgiving with her parents, Mr. and Mrs. T. B. Cook.

L. H. Simpson, of the Simpson Electric Company, Mrs. Simpson, their daughter, Miss Lula Denham and J. K. Cannon, spent last week end at Cisco with Mrs. Simpson's sister, Mrs. Joe Harris.

Miss Abel Marsh, Home Demonstration Agent for Lubbock County, has gone to College Station, where she is attending a conference of demonstration agents. Miss Marsh will visit her parents in Oklahoma City and will spend Christmas at Springer, New Mexico. She will return to Lubbock about January 1.

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### SIDE LIGHTS

After attending the Rotary luncheon and having his first view of the new president of Texas Tech, one prominent Lubbock citizen who is known to be very observing said to a Plains Journal man: "Dr. Horn is the very type of man to head a great school. His personality is strong and such that he may go out over the country and deliver addresses and people will form a good impression of the school from seeing and hearing the president."

Dr. Horn said he was interviewed by a number of reporters at Houston, all of whom knew him except one. The stranger asked him, "Doctor, where do you live?" Dr. Horn's answer was "Lubbock, Texas." The doctor registered at a local hotel and gave his address as Lubbock and told the Rotarians that he expected to so register in the future.

Dr. Horn said Texas Technological College claims three distinctions no other school in Texas can claim: 1. "Our football team has never been defeated." 2. "No graduate of this school has ever gone to prison." 3. "No member of the faculty, except possibly the president, has ever led a foolish life."

Dr. Horn said he has already challenged the University of Texas for the Thanksgiving football game in 1927.

Dr. Horn was accompanied to Lubbock by his daughter, Miss Horn. Mrs. Horn will come here in the near future and the family expects to establish residence here, in one of the residences now on the college grounds, about January 1.

In introducing Dr. Horn, President Hesse-Wiseman, of the Rotary Club, referred to the guest as "Dr. P. W. Horn." In his address Dr. Horn said: "My name is Paul Whitfield Horn and any Rotarian that ever refers to me as doctor in the future will be fined. At the conclusion of the address, President Wilson said: "Paul, we thought the Board of Regents made a good selection when they chose you to head our great school; after hearing you talk we know that they chose wisely."

Dr. J. E. Nunn said he is a native of Kentucky and was connected with educational institutions in that state for many years. "One distinguished Kentuckian always introduced me as the only Baptist Nunn in Kentucky," he said.

Dr. Nunn said the secret of why the Board of Regents selected Dr. Horn leaked out at the Teacher's Convention at Fort Worth. The reason they gave was that the Board of Regents wanted a man who could make a noise so they selected a horn."

**Marriage License**  
Bruce Rountree to Miss Connie Rusk, Nolan Hart to Miss Gladys Sides, Lubbock.  
Earl J. Anderson to Miss Chloes A. Sides.  
Lester B. Lynch to Miss Nell Garland, Arthur H. Summers to Miss Mattie I. Wells.

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What Your Auto Tax Will Amount To

FIGURES ON DIFFERENT MAKES OF CARS UNDER NEW LAW EFFECTIVE JANUARY 1.

A considerable change becomes effective in the automobile tax laws of the state of Texas on Jan. 1. The change will bring thousands of dollars of additional revenue into the treasury of the state and will place the automobile tax on practically the same basis as in Oklahoma and other states.

The taxes are based on the horsepower and weight of the cars, the horsepower tax going to the county where the car is registered and the weight tax going to the state. The tax will be figured as follows: 175 cents on the horsepower and 40 cents per hundredweight on cars up to 2,000 pounds; 50 cents per hundredweight on cars weighing from 2,000 to 3,500 pounds; 60 cents per hundredweight on cars weighing from 3,500 to 4,500 pounds; and 75 cents on cars weighing 4,500 to 6,000 pounds. Jitney drivers must pay an additional \$4 on each passenger they carry.

Through the kindness of Judge J. M. Marshall, we give below the amount of taxes to be paid on the cars in general use in this section:

Table listing car models (Ford, Chevrolet, Overland, Star, Reo, Dodge, Studebaker, Packard, Cadillac, Franklin, Willys-Knight, Hudson, Chandler, Buick) and their corresponding tax amounts for various configurations.

Turkey Raisin

With the price of Thanksgiving turkeys dropping down to 13 cents per pound, the hard working turkey raiser now feels himself in the "put" class of the other denizens of the soil who must succumb to lower prices for their commodities on the very eve of marketing.

However, it is being gently hinted that just as soon as the eastern broilers of last year's stock dump their 6,000,000 pounds of storage birds on the markets, the price of the new crop may advance materially, and Christmas markets have a better showing.

Raising turkeys is no small task, at least. The birds being naturally of a roving nature, one must keep on the job constantly if they would realize on their hatch. There are a hundred and one things that may affect the final outcome of the crop.

It may be the agility and elusiveness of the grasshoppers, which frequently head the battalions of the turkey's foraging men, thus necessitating great mileage on the part of the pursuing birds, with subsequent large casualty lists.

It may be too much rain, causing young turkeys to go to bed with wet feet, only to awake next morning with a dark brown taint in their mouths and pneumonia in their lungs—and eventually die (unnatural).

And it may be sore throat—a common ailment. How many of these fine birds have passed into the great beyond from follicular inflammation of the interior part of the pharynx, so one knows. Picture the cost of bandaging, every night, the throats of 603 turkeys with vinegar and red flannel. Or with fat pork, at current prices. Imagine, the expense, in time and money, of making 972 turkeys gargle salt water and eucalyptus oil three times a day. And then to have the price to drop to that unucky number of 13 cents per pound—oh, my! Will no one pity the turkey raisers!

Judge J. M. Randal of the law firm of Spencer & Randal made a trip to Amarillo on business the first of the week.

FREE! FREE! Absolutely Free! For one day only we will clean and press all pants delivered to us next Monday at the Good Luck Tailor Shop, 1305 Broadway.

China and Spain. A very stunning evening wrap consists of a shawl of Chinese blue velvet with large Spanish designs hand-painted on its surface and very wide fringe on the border.

Seven-passenger touring sedan \$29.95

Four-passenger phaeton \$21.15

Four-passenger runabout \$33.92

Five-passenger phaeton \$32.92

Seven-passenger limousine \$42.77

Sedan limousine \$40.80

Four-passenger phaeton \$30.02

Five-passenger coupe \$30.22

Seven-passenger limousine \$32.42

Five-passenger touring \$37.58

Four-passenger sedan \$18.58

Five-passenger coupe \$18.58

Five-passenger touring \$18.50

Five-passenger sedan \$20.50

Seven-passenger touring \$19.50

Seven-passenger sedan \$21.00

Three-passenger coupe \$19.00

Seven-passenger touring \$32.70

Four-passenger speedster \$22.58

Five-passenger coach \$26.68

Five-passenger sedan \$28.48

Five-passenger touring \$21.58

Seven-passenger touring \$22.04

Two-passenger roadster \$20.58

What Cook County Paved Roads Have Done for the Farmer

(An interview with Major George A. Quinlan, Superintendent of Highways, Cook County, Illinois, by T. C. Hart.)

"The most important road in the world is the road that leads from his house to the mill." With that, his favorite quotation, Major George A. Quinlan prefaced his story of what Cook County's paved roads have done and are doing for Cook County's farmers.

Then he continued, "Cook county has at the present time 297 miles of paved roads and 27 more miles are contracted for. About seventy miles of these roads are located in what might be called the corporate limits of cities or villages, about 227 miles are located in the strictly farming communities.

"In the old days the road from the farmer's house to the mill was simply a trail that wound around through the prairies or forests, dodging streams, lakes and hills. These roads, or trails, were often impassable, blocked with snow in the winter and flooded out in the spring and summer, and the farmer often went through all manner of hardships in his trips to the mill or to market.

"And it isn't 60 many years ago that those very conditions prevailed right here in Cook county. "A farmer living but a short distance from Chicago had to get up in the middle of the night in order to be in the city with his produce for the morning market. If he lived farther out in the country he had to start the afternoon before and drive all night. Then, he followed another all-night drive or half a night's drive to get back to his farm.

"Today, over our modern system of paved roads, these same farmers can be in Chicago with their produce hauled in motor trucks, in from thirty minutes to an hour and a half.

"In the case of fruit and perishable vegetables, this ability to get quickly to market means hundreds and thousands of dollars in the farmer's pockets.

"Our county system of paved roads has done what no local community system could possibly do; it has opened up trunk line roads, through-roads from the most outlying sections of Cook county.

"If, however, our paved road system depended entirely upon the paving of roads by the local community units, which in the case of Cook county is the township, we would not accomplish the results desired, for every community would pave the roads most important to itself without reference to the neighboring communities.

"That is why, in our county road program, we are providing for trunk line roads or through routes. These through routes are then hooked up with the local community roads and in that way every rural community in Cook county is given direct connection with every other community, and with Chicago as well.

"The paved road system does away with the obstacles which the farmer used to encounter in traveling the old roads and trails. Modern and adequate drainage, together with good bridges, eliminate the trouble of overflow and washouts.

"Another greatly overlooked benefit which our farmers receive from our paved road system is the construction of suitable ditches, not only to furnish

drainage for the highway itself but for the adjacent farm land as well.

"Furthermore, the farmer can now plan his work for the entire year. He knows that he is going to be able to reach Chicago, a market place of nearly 3,000,000 people, at any season. This enables him to systematize his year's work without having to make allowances for suspended or interrupted transportation.

"The farmers of Cook county are, to a large degree, responsible for the food supply of Chicago.

"Without the farmer the city could not exist, the entire machinery of the world must be fed by the farmer. The better the roads that lead from the farms to the cities, the closer will our city and country population be drawn together, to the benefit of both.

"Paved roads also furnish an opportunity for the city people to go out direct to the farmer's gate and purchase his fruit, vegetables and eggs. Since the expansion of our paved road system, hundreds of roadside stands have sprung up throughout the country. They are run chiefly by farmers' wives and children and are returning a handsome profit to their operators from the sale of fruit, vegetables, eggs, honey and flowers.

"Paved roads have not only made it possible for the farmer to more readily reach the market where he sells his produce but they have also made more accessible the places where he buys his supplies, educates his children and listens to his preacher. Over paved roads his family can easily attend a "movie" or an entertainment in his own local village, or they can with a little more time, go right to Chicago.

"Farm life is no longer the desolate, dreary existence it was during the days of the old mud road.

"With an ever-increasing development in modern transportation, the country merchant does not have to tie up a huge sum of money in large stocks of staple articles. He can secure his supplies as he needs them and this releases his money so that it can be used for the purchase of a large variety of goods with which to supply the wants of his farmer customers.

"It would be hard to say definitely just how much benefit the farmers of Cook county have received from the county's paved roads. It has been conservatively estimated that land values have increased \$50 per acre in the territories served by these roads. Just what the value is to the land itself would be hard to say.

"In short, our system of paved roads has made the farmer's markets more accessible, has increased his ability to market more produce, has helped his lands gain proper drainage, has made the social side of his existence more pleasing and his amusements more accessible, has linked him with the city and with his neighboring communities, has made it easier for him to secure his supplies, made it possible for his merchant to give him a wider field to pick from, aided the education of his children and made life generally more worth while.

"Cook county's paved roads thus far have cost about \$6,500,000 and the benefits to Cook county farmers alone have been many times the cost."

Week End Hotel Guests

Lubbock Inn.

- List of hotel guests including J. T. Wright, T. H. Mills, J. M. Matheson, S. A. Doty, J. B. Nolan, Jay L. Berry, W. B. Royder, W. H. Hill, W. S. Jones, H. B. Price, J. S. Groves, Mc. and Mrs. E. D. Cross, P. W. Worth, P. C. Abney, J. V. Briggs, W. H. Gibson, John C. Burns, D. D. Mindenhall, F. W. Smiley, Mark A. Taylor, W. M. Webb, C. B. Goodell, Gordon B. McGuire, J. F. Anthony, C. D. Kinne, M. L. Williams, R. L. Wallingford, Ben Gibson, R. L. Mills, D. M. Waer, J. B. Davis, F. J. Zuhn, W. F. Owens, W. E. Hunter, L. B. Hensley, C. H. Sanord, G. C. Jasper, M. L. Rudwovelle, J. L. Cox, W. M. Webb, H. G. Webb, L. B. Manley, P. T. Wallace, G. E. Ousley, G. E. Vickers, John Haley, E. L. Willett, W. M. Frost, J. L. Curco, W. P. Cooper, Q. W. Dooley, J. F. Hudson, Bob Gugg, W. A. Smith, Bill Morris, O. B. Stoker, A. B. Mason, Mr. and Mrs. B. S. King, R. F. Lyons, W. A. Earnest, W. S. Hosier, T. J. Prather, E. E. Wells, H. K. Lush, F. R. Bush, A. Marker, R. L. Brown, E. J. Turner, C. C. Cranbo, Leonard Petty, R. L. Pike, E. T. Rosamond, Jim Harrow, F. J. Cullen, J. C. Smith, Florax Larimore, Matt George, J. F. Watley, H. J. Scott, J. Bray, O. S. Warren, A. J. Ellisworth, B. T. Higginbotham, S. L. Farnsworth, E. J. Carew, P. E. Ragsdale, George Polk, Mrs. R. Brady, C. L. Jeffrey, J. D. Bradley, James A. Morgan, Claude Tucker, O. B. Ford, Mrs. Neely, M. O. Minnot, Mrs. T. E. Crow, C. E. Herod, J. M. Washam, C. H. Robinett, C. E. Brasferick, O. K. Dill, U. C. McMullen, S. L. Farnsworth.

Henry Ford Buys Ayrshires

100 REDS AND WHITES BOUGHT FROM THE RAVINA FARM OF GOSSARD BREEDING ESTATES.

A foundation herd of 100 Ayrshire cows has been established by Henry Ford on his 3,000-acre farm at Dearborn, Mich. The desire that patients at the Ford General Hospital, where the farm's output of milk will be consumed, may have the highest quality of milk obtainable leads to the selection of the red and white breed.

The entire foundation herd, 100 females and three males, is supplied by the Gossard Breeding Estates from its Ravina farm at Martinsville, Ind. The transaction is regarded by Ayrshire interests as being of greatest significance in the breed since the Willowmeier herd was purchased in Washington by H. W. Gossard in 1918 and shipped to Ravina farm. The cows going to Dearborn are big, straight-topped, capacious milking animals with the large, well formed udders characteristic of the breed. Most of them are descendants of the great individuals developed at Willowmeier, most notable of which are Beuchan Peter Pan and Lily of Willowmeier. Bulls carrying the blood of these two have been used at Ravina to the exclusion of out crosses, for the reason that they combine in a striking fashion Ayrshire breed type with ability at the stall. Beuchan Peter Pan is the greatest Ayrshire bull ever owned in America, as indicated by show winnings and the production of his daughters. He has mated tested daughters than any other Ayrshire sire, fifty-six averaging 11,009 pounds milk, 431.51 pounds fat. He was a champion in Scotland and in this country, his show yard winnings including the purple ribbon at the National Dairy Show and the Panama-Pacific Exposition.

Lily of Willowmeier leads the breed with her five-year cumulative record of 84,891 pounds milk, 3,362.15 pounds fat. Her best year's work as 23,596 pounds milk, 955.56 pounds fat, which is the largest amount of fat yet made by an Ayrshire cow. She was a large, vigorous, straight cow, capable not only of holding her own in production but of making a good showing in the ring. At the Panama-Pacific Exposition she was reserve champion in the open classes and leading official record cow in both the junior and senior classes. Fortunately the qualities of this famous sire and dam are preserved in their descendants. The three young bulls purchased by Mr. Ford are all backed by heavy milk records. One is a grandson and a great grandson of Beuchan Peter Pan out of a cow with a record of 15,793 pounds milk; a second is a grandson whose dam made 17,021 pounds milk, 714.95 pounds fat as a 3-year-old, and the third is the son of a cow whose record is 14,340 pounds of milk.

Ayrshires have been selected for the character of their milk. A number of hospitals and other public institutions in the eastern states have kept medical records demonstrating highly successful results when the 4 per cent milk of the red and whites is used. The proportion of its several nutrients and the smallness of its fat globules are thought by dieticians to be strong factors in the marked improvement of the patients receiving it. So highly satisfactory has the milk proved that the Ford General Hospital, one of the greatest of its kind in the world, is through the purchase of this herd, to give Ayrshire milk a part in restoring health to those who come to it for medical treatment.

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KNOTS THAT UN-TIE CHRISTMAS PROBLEMS

Bulk of the rubber-growing industry has within recent years shifted to Malaysia. The English halfpenny is exactly one inch in diameter, and is therefore convenient in measuring.

Rubber "bricks" are being used to pave a street in Holborn, London, as an experiment. A copperhead snake is sluggish and moves about mainly at night. All pines are evergreens and cone-bearers.

CHRISTMAS CANDY FRUITS AND NUTS

I have a very complete stock of fine candies, fruits and nuts, also a full variety of groceries. My prices are extremely reasonable. 9 lbs. Best Sugar, one to customer, only 95c. My prices on all other goods are down in proportion.

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First Door North Salvation Army Hall

Don't Worry

About how you will have that shipment of goods handled when it reaches Lubbock. We are fully prepared to take care of it and if you will send us the bill of lading we will see that it is delivered to any part of the city or distributed to your customers over the city.

To those who need storage space for their goods we have a large and well protected warehouse and will be pleased to take care of your requirements in that line.

L. C. Montgomery Transfer Company

702 Main Street Phone 453

Let Us Help You

If you plan to build anything, from a chicken house or pig pen to an elegant residence, we would like an opportunity to assist you by showing you plans and helping you figure the cost. This is a part of our business and we are doing it for somebody every day.

COME IN AND FIGURE WITH US

W. C. Bowman Lumber Co.

619 Thirteenth Street Phone 204

Real Estate Transfers

- (By Warranty Deed) Lee Moore to Leonard Means, Lots 17, Block 21, Original Lubbock, consideration \$75.00. E. R. Miller to W. W. Bradshaw, Part 2d Sec. 117, Block C 160 A, Consideration \$7,200.00. A. B. Ellis and wife to E. B. Adcock, Lot 14, Block 29, Overton Addition, City of Lubbock, Consideration \$400.00. P. N. Payne and wife to J. L. Alexander, Lots 5, 6, 7, 8, block 77 Overton Addition, City of Lubbock, Consideration \$1100.00. R. H. Hurst and wife to J. R. Woback, Lots 9, 10, Block 107, Overton Addition, City of Lubbock, Consideration \$1,800.00. A. M. Hood to R. A. Sowder, Lot 19, Block 59, Overton Addition, City of Lubbock, Consideration \$220.00. C. C. Hornaby to E. H. Overturn, Lot 13, Block 3, Overton Addition, City of Lubbock, Consideration \$1,300.00. L. H. Lawson and wife to W. D. Lawson, NW 1/4 Sec. 5, Block E-2, Consideration \$10,000.00. O. J. Bagwell to J. W. Kerley, Lots 9, 10, Block 107, Overton Addition, City of Lubbock, Consideration \$1,200.00. Mrs. M. E. Coffey to Geo. H. Buckingham, Lots 12, 14, Block 10, Overton Addition, City of Lubbock, Consideration \$8,000.00. Pink J. Parrish and wife to J. A. Ferrell, Lots 11, 12, Block 75, Overton Addition, City of Lubbock, Consideration \$1,250.00. Solomon Denny and wife to A. C. Almon, Pt. Block 8, McCrummen Addition, Consideration \$300.00. J. B. Lloyd, by sheriff to J. H. Reed, administrator, Lots 27-30, Block 1, Durpre Addition, Consideration \$20.00. W. M. Mullicaq to Lee Moore, Lots 17, 18, 19, 20, Block 221, Original Lubbock, Consideration \$641.00. R. I. Wilson to G. A. Gunn, Lot 8, Block 109, Overton Addition, Consideration \$850.00. W. A. Myrick, Sr., et al to Western Windmill Co., Lots 11, 12, 13, 14, 15, 16, 17, 18, 19, Block 56, Original Lubbock, Consideration \$5,000.00. T. C. Calley and wife to Pearl Graves, N. 40 A of NW 1/4 Sec. 34, Block JS, Consideration \$1.00. The Western Windmill Co. to W. A. Myrick Sr., et al, lots 14, 15, 6, 7, Block 123, Orig Lulani5V2KaETAQINNNIN 123, Original Lubbock, Consideration \$32,000.00. Carroll Phillips and wife to S. R. Lynn, Lots 4, 5, 6, Block 82, South Slaton Addition, Consideration \$700.00. Jas. W. Puckett to Amos H. Howard, Lot 1, Block 297, Original Lubbock, Consideration \$100.00. R. L. Bledsoe to Parrish & Mitchell, Lots 3 to 19, Block 24, Roberand Mc W. Addition, Consideration \$425.00. J. W. Burleson and wife to M. T. Council, Lot 20, block 29, Overton Addition, Consideration \$2,900.00. A. F. McMillan and wife to J. R. Pen-

MOVES TO WHITE HOUSE

Canine aristocracy is sending another ambassador to President Coolidge's court. He's Island White Oshkosh (right), who'll romp about the executive grounds with Peter Pan and Paul Pry. The Island White, little Kennels of Oshkosh, Wis., have presented him to the president. His little sister's with him in the picture.



THE PLAINSMAN WRITES

Lubbock, Texas, Dec. 4, 1923. Mr. Percy Spencer, City. HONORABLE MAYOR: YOU are not the only one To whom credit goes for THAT about which I am WRITING to you, but since YOU are the head of the MUNICIPAL government and THE principal spokesman for THE CITY of Lubbock I am TAKING the liberty of ADDRESSING this letter to YOU. The matter I wish to TAKE up with you today, MR. MAYOR, is simply this: TWO or three weeks ago the VOTERS of this "The Hub of PLAINS" went to the polls AND voted a little matter of A HALF MILLION dollars with WHICH to pave and drain and LIGHT and water the city and TO GIVE the city government a NEW home of its own. Now this WAS mighty fine and the vote CLEARLY shows that this city IS POPULATED by a citizenship THAT believes in keeping their NOSE toward the front and

PUSHING forward with a vim and AN ENTHUSIASM that will EVENTUALLY make Lubbock the REAL, honest-to-goodness CENTER of the COMMERCIAL, educational, POLITICAL, civic, professional, LIFE and everything else of a GREAT and rich section. MR. MAYOR, you have shown, by ANNOUNCEMENTS you have MADE that you ARE going right ahead with THE improvements the voters told YOU to make and The Plainsman DOES NOT have a single kick TO MAKE neither am I going TO MAKE a lot of suggestions FOR I know that you know your BUSINESS and that the other CITY DADS know their business AND THAT the whole city COMMISSION knows its business. I AM just writing you this letter TO LET you know that I think THIS is a mighty fine city of MIGHTY fine folks and that WE have a mighty fine mayor AND City Commission as a whole. Yours for The Hub, THE PLAINSMAN.

# THE PLAINS JOURNAL

Successors to The Plains Agricultural Journal

Entered as second-class mail matter at the Post Office at Lubbock, Texas, under the provisions of the Act of Congress of March 3, 1879.

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## PLAINS PUBLISHING COMPANY

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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 mis-statement of facts will be gladly and promptly corrected.

## Editorials

### THE CHRISTMAS SEALS.

The pretty little stamps called Christmas seals will soon begin to adorn the letters you receive. Will not our home folks in the Plains territory take hold and do their share in buying them this year, so that our community shall take its full part in the anti-tuberculosis campaign for which they are used?

Tuberculosis was formerly considered about the greatest curse that afflicts the human race. Not years ago it was estimated to cause about one seventh of the deaths of the world. But the figures for 1920 show that only about one-twelfth of the deaths in the United States are due to this cause.

This shows what has already been done to fight this curse. It is demonstrated that the disease could be made quiet rare if all the people understood its peril and would co-operate to fight it.

But with vast masses of careless folks in the country, it requires a big campaign of enlightenment to persuade people to take the precautions needed to stop this disease. The work of education needs to be carried into every school district in the land. There should be specially careful instruction among foreigners who do not understand English. They should be instructed by people who can speak their own language.

One of the world's great sources of misery would be abolished if this disease could be stamped out. It is heartbreaking to see how families are broken up and thrown into conditions of poverty by the effects of this plague. The anti-tuberculosis associations have done superb work in this cause, and it is a matter of self-protection for every family to contribute something to their support through the little Christmas seals.

### THE BOK PEACE PLAN.

Some folks think that world peace is a dreamy ideal that can never be realized. These people may feel that special results may come from the generous offer made by Edward W. Bok, of a \$100,000 prize for the best plan for promoting international peace. But evidently the 22,000 people who have submitted plans in this competition feel differently.

As an eminent committee has been named to pass on these various suggestions, the winning plan should be worthy of attention all over the world.

The first thing in promoting a great cause is to get people talking about it. If people assume in a hopeless way that wars are inevitable, then there will always be wars.

But if they once get it into their heads that the human race should have brains enough to stop the awful waste created by wars and the threat thereof, then the cause will make progress. The more world peace is talked about, the more people will realize that it is possible. The fine offer of Mr. Bok then promises to accomplish at least this, that it will stimulate a great deal of discussion. As it is proposed to submit the winning plan to a referendum of the country, so far as votes can be collected, the matter will figure prominently during the next few months.

It might be a good idea, after the contest is completed and the referendum taken, to submit a number of the best plans for public consideration, so that the people can get some notion of the various suggestions.

World peace is, the greatest issue before the human race, since the cost of wars is the heaviest burden that humanity has to carry. If the human race is capable of progress, and is not doomed to animalism and brutality, it will find ways to end this curse.

### COUNTRY TOWN OPPORTUNITIES.

The country town is a great place for young people to grow up in, and it puts them on their mettle to do their best.

People sometimes complain about country life that they are too much under inspection and criticism, yet this experience is good for them. Young people feel from the start that their doings and performances are noticed. If they accomplish something worth while, they get a splendid amount of applause and appreciation. People take pride that the town is turning out such useful young citizens.

On the other hand, if they make failures and are unwilling to try to succeed, they get a good deal of criticism. And they deserve it, and it is well for them to know that the way they act comes under observation.

In cities there is a tendency for people to drop out of sight in the mass. If they fail to do anything worth while, few people notice or speak of it. This encourages slothful and unambitious people just to lie down and be content with mediocre achievement. They just stand on the sidewalks and see the procession go by onward and upward, and no one notices that they are standing still. Character and possibilities go to rust as a result of such neglect.

Thus country life develops a certain feeling of pride and self respect. Young people come along with the feeling that they have a certain reputation to maintain. They feel that their families have attained a standing in the community, and that the descendants thereof must go on maintaining that position. They feel under obligation to make good the hopes felt for them.

Thus country people, as long as they stay in the country, have always before their eyes a certain mark of attainment to be reached. These aims and ambitions encourage them to constant effort, and develop their power to do things well.

### HOME TOWN FEELING.

To get anything done in this world, you must have team work. If the player in a football eleven is concerned merely in seeing how far he individually can kick the ball, and giving a display of his prowess as a kicker that will make the grand stand, well he will never do anything for his team. He has got to learn to fit into the machine and do whatever needs to be done. Perhaps the most he can do is to make a little pass of a single yard that no spectator will ever see, but it may make possible a winning run.

So in any community life. The whole population of Lubbock has got to unite in a combined effort to accomplish public ends. The towns that go ahead are those in which the workers are ready to take hold and work in one combined movement, and in which the people who do not feel they can take prominent parts, are at least willing to co-operate with and shout for whatever is being done.

## WHEN THE PERFUMERS FLAVOR LIPSTICKS



### ACTION DEMANDED.

Congress is about to begin its work on another long session. The country demands action to remedy various evils that have become simply intolerable.

First and foremost, we have the condition of the farmers. They find themselves between the devil and the deep blue sea. Their products show but a moderate improvement over pre-war prices. But all that they have to buy has advanced probably 75 per cent.

Their condition is greatly aggravated by a tariff that gives but little help to the farmers, since the American people would not under any circumstances import any great quantity of food products. But the greater part of the stuff they have to buy is boosted in price by the operation of a tariff intended to cut off imports of competing products.

Then we have the condition of the railroads. Their rates are high, but they are not profitable. Congress must determine where the fault lies and remedy it.

Then there are the troubles in the coal fields, with more threatening soon. Congress must take steps to assert the power of the nation over these mines, and the production and distribution of the fuel which the people must have.

Then there is Europe, whose troublesome state upsets our country. The United States, under a hesitating diplomacy, has ceased to have the influence it is entitled to exert in stabilizing the world.

The Republican party is responsible for doing something to remove these and many other difficulties. It controls both branches of congress. It is the business of that party to so harmonize its discordant elements that it can plan out a reasonable compromise program and get action. If it can't get effective action, the people will know where to turn for relief.

### GOOD TIME FOR FARM ENTERPRISE.

It is commonly said in the stock market that the time to buy securities is when the prices are low, when everybody is discouraged, and willing to sacrifice good values for rock bottom prices. The same truth applies to the farming business. At this period when the people in many sections are discouraged about farming, is just the time when enterprising young men will buy up farms at lower prices than will be seen again for many years, if ever, and will make money on them.

The United States consumes seven-eighths of all the food it grows. Just at present there is some difficulty in disposing of the other eighth in foreign markets. But it is certain that Europe will gradually recover from the war, and will buy more and more of our farm stuff.

The masses of the American people get good wages, and are buying foods with much greater freedom than they did before the war. Furthermore the country is steadily increasing in population. It is a matter of only a few years before the United States will consume all its food products, so that the market for food-stuffs is going to increase steadily. The growing demand for these products must tend to prevent the low prices that have created unfortunate effects in wheat growing and other staples. The people who buy into the farming business at this time are getting property below its real value, when the same is depressed by temporary conditions. They are going to see the market continually broadening.

And while improved farm methods may tend to keep increasing the product, thus working against high prices, yet improved methods of marketing are sure to be provided within a few years, thus increasing the proportion of the product that will fall to the producer. Now is a good time for young men to start in with a business that is on the up grade.

### BOOMING THE CANDIDATES.

Politics is a great game, and the country will be hot with it until the presidential election. It is extremely difficult to forecast result, which depend upon factors hidden from the ordinary observer, and which many politicians do not judge aright.

The men who have a strong popular following do not always make a showing in the conventions. They may not make headway with those who shape political movements. This may indicate that a man is so idealistic in his aims, that the politicians are fearful they can not handle him. Also it means sometimes, that the politicians, who have some practical sense, feel that a man has had little experience in the political game and would better serve a longer apprenticeship.

If a candidate does not have a considerable organization behind him, soliciting votes and winning friends, his cause is likely to fall flat. But it is much better if that organization is composed of men who are working out of personal enthusiasm, rather than from any hope of their own advancement. A group of loyal rooters working for a man for love and admiration, is better than money.

## THEY'RE SAYING

The Farmer and the Chamber of Commerce.

Is the farmer really carrying his share of the responsibility in the development of the South Plains, or is he content with breaking up a few hundred acres of land, running a wire fence around it? Sometimes one is led to believe that this is just about as far as the average farmer wants to go toward developing the country. It is very noticeable fact that there are less than a half dozen farmers who belong to the Lubbock Chamber of Commerce who are actually farming as their daily vocation, yet that organization is every day doing something to help develop the country, and every farmer in the county, and we might say every one on the South Plains is more or less benefitted by the work the Chamber of Commerce is doing, which organization is being kept going by people ninety per cent of whom are citizens of the town and are no more benefitted by the work the chamber is doing than the farmers.

We believe that more of the farmers of the county should take out membership in the Chamber of Commerce and help the fellows in town by their suggestions and their money to put things over that they will reap a benefit from just as much and probably a lot more than the fellows in town. This is merely a friendly criticism, and not to be taken as a finding of fault, or abusive to the farmer. But it can be just as truthfully applied to the working man and the citizen of Lubbock, who does not contribute anything to the upkeep of the Chamber of Commerce.

The Chamber of Commerce is the medium by which the community business can best be taken care of, and in it there is a helper that cannot well be dispensed with. In fact the organization is an absolute necessity to the growth of any town and the development of the surrounding country. There must be some head-some place where people can go and be heard with authority on matters pertaining to the matters of town building, and this is what the Chamber of Commerce does. If every business man or professional man, day laborer or farmer had to stop their work and listen to the stories of what the fellow with a new enterprise wants to find out, and wants to locate or wants to know about the country, he would not have time to make a living, while as it is, it does not cost anyone a tremendous amount of money, and they are not bothered with the things that the Secretary of the Chamber of Commerce has to handle. The Lubbock Chamber of Commerce should have at least fifteen hundred members and five hundred of them should be from the rural sections and among the day labor classes.—Avalanche.

More and more is farming becoming to be recognized as a real outstanding business and the farmer is recognized as a business man. The recognition is coming to the farm and the farmer thru his own efforts. The co-operative marketing organizations that are succeeding thruout the United States in every commodity regularly grown are driving home the fact that the American farmer is just as efficient and progressive as a business executive as the merchant, the banker, the commission man and is therefore entitled to as much recognition as the best of them.

But with recognition, with increased standing as a business man, reputation for ability comes responsibility. Active participation in the civic problems of the county, the betterment of general conditions, the promotion of constructive measures for the improvement of social, education and industrial life—in short participation on and acceptance in the commercial organizations of the county in which he lives. More farmers.—(Continued on Page Five.)

## WINDY WOLF SAYS:



A song suggestion from C. E. Adams that would make a hit these winter evenings: "When You and Mah Jongg, Margie."

A Lamessa doctor was telling me a good one the other day. Said a fellow came running into his office one day last October.

"O Doctor," cried a wild-eyed man, "I am dreadfully afflicted. The ghosts of my departed relatives come and perch on the top of the fence posts all around my yard when dusk is falling. I can look out into the gloaming any evening and see a couple of dozen spooks sitting on top of the posts, waiting, waiting. What shall I do?"

"Sharpen the tops of the posts," replied the physician.

"It's the irony of fate," says R. F. Bayless, "that kind hearted people who wouldn't kill a flea are the very ones who kill their engines on the crossing."

Went in Hines and McClellan's Grocery Store the other evening to pay my grocery bill. Got to talking to the Grocer. Asked him a question that was worrying me for five or more years. Here's his answer "vegetatin".

When the mountain streams no longer feed the parched and thirsty land, when the sun bathes not the gray immortal hills, when the ocean waves no longer race each other o'er the strand, when the looms at last are silent in the mills, when the gentle moon no longer marks the passing of the days, when the purple lilacs bloom no longer in the spring, when then the bob-o-link no longer sings his song unto his mate, when the pleasant voice of nature has been stilled, when the universe has passed into a paralytic state, it is then the ut consumers will be thrilled. Upon that famous day throughout the town, we'll hear the cost-of-living has come down."

T. W. Sawyer was telling me this one yesterday. Says it actually occurred in a nearby town. A mother who was on the lookout for a good name for her child saw on the door of a building the word "Nosmo." It attracted her and she decided she would adopt it. Some time later, passing the same building, she saw the name "Kings" so the boy was baptized "Nosmo King Smith." On her way home from church where the baptism had taken place she passed the building again. The two doors on which she had seen the names were now closed together, and what she read was not "Nosmo King," but "No Smoking."

Absence is the one thing that makes the heart grow fonder of it. Everyone knows that money can talk, and the following coin conversation is from the pen of C. E. Maedgen:

Said the German mark to the Japanese yen, "You're the funnest coin I've seen in I don't know when."

Said the French Franc, "With all your marks, you haven't a cent in the bank."

"Dapp' peno fresh," said the Turkish piaster, "you may spend coin but we spend it faster."

Now the English pound head the Chinese taal and called the Ecuador a sucre, and then asked a Serbian to dinner.

The Russian Ruble said to the Italian lira, "You can't make me sore, when I need money, I print more."

The village postman, being an inveterate gossip, could never resist reading the postcards entrusted to him to deliver, and then communicating the news thus gained to others, says H. T. Kimbro.

"This doctor was much bothered by this, and one day, in writing to a friend who lived quite close, he added: "I would tell you more only I know the postman will read it."

He then posted the card in the letter box; whence it was collected and taken the postoffice and sent out for delivery.

The postman stamped up the house with the card and knocked at the door.

To the surprise of the good lady who opened the door the postman handed her a postcard and exclaimed angrily:

"He's a liar! I don't read 'em."

## Wise and Otherwise

Looks as if President Coolidge might have to go up to the capitol frequently this winter, and make those unruly boys in Congress behave themselves.

Many of the hustlers complain that they have not got much game this year, but if they escaped being shot for a rabbit, they have reason for congratulations.

In view of the freedom with which folks return goods to the stores, perhaps before long some of them will be returning their Christmas presents.

Some of the folks who can sit out a football game played in a rain, could not go to church because they might get cold.

Claimed that Opportunity knocked once at every man's door, and if she hears anyone inside doing some real work, she usually comes around again. A good fat turkey is likely to find difficulty in taking out a life insurance policy until after Christmas.

Some of the men of Lubbock claim that their wives keep up fall house cleaning until the time it is necessary to begin on the spring campaign against dirt.

It is difficult to forecast the future action of the German people, except that they are pretty sure to do the wrong thing.

Bandits reported active, which is all right if they are having to run very fast to get away from the cops.

Many of the great minds have gone on to Washington for the opening of Congress, but there are a number in the conversational circles of the home towns.

Some men won't push their business now because a presidential election is coming next year, and then they may not push it after the election because it did not go right.

Claimed we are training too many white collar workers, but perhaps some of them can get jobs as secretaries to people who work with their hands.

Autumn is said to be the time of falling leaves, but this tendency has not so far extended to prices.

Looks as if the presiding officers of congress would need reinforced and iron bound gavel to keep order.

The poets have been writing beautiful verses about Indian summer, and perhaps they get enough for them to buy some winter clothes.

"What is the country coming to." is the question frequently asked. Well, just at this moment, it is coming to the point where it must buy its Christmas gifts and buy 'em quick.

Formerly the youth of the land devoted itself to the pursuits of learning, but much of the pursuit during recent years has been after the pigskin.

Peace is said to make men soft, but war makes them hard (up).

Germany is producing marks in unlimited quantities, while America produces an almost equal number of easy marks.

No powerful opposition to reduction

of taxes is reported among the taxpayers.

About this time the tramp element starts south, for if they stay in the north they may be put to work shoveling snow.

Still talk of overturning the government, but only sign of overturning in Texas is the overturning of speeding automobiles.

After all the other occasions have been observed, it would be a good idea to have a "Keep Your Mouth Shut Week."

With Congress in session again, a large number of tail coats must have been removed from the moth balls.

The kids who are tardy at school, have usually been able to get to the football games on time.

Good opportunities are always knocking, and some folks are willing to receive them if somebody else will get up and open the door.

While President Coolidge is discussing the evils that afflict the country, he might well take up the sorry miseries they frequently give you at breakfast.

Our conversation and our conversation are altogether out of proportion.

Charles Steinmetz came to America a hunch-backed dwarf, pop-eyed and poorly dressed. He had difficulty in getting past Ellis Island, but he had a nature charged with energy to serve. Like Agassiz, he soon became too heavy to make money. He became one of the world's greatest mathematicians and investigators. Was he an American?

At least as much of an American as Eugene V. Debs, Robert M. LaFollette, or Jack Dempsey.

The most convincing reason why man was and is an ape, is that he descends to such argumentative brutalities about his origin. Why is the church so exercised over the question? Why does the church fight over the past when the present and the future are crying out for arned forces?

It is education week. Education in a republic is essential. It is also expensive, especially with our modern theory of it. It is the age of the test tube, the microscope, the biological laboratory. In our educational practice, we are both extravagant and pennywise. We overemphasize some things and pay too little attention to others. We have long since quit studying and thinking in groves, on front porches and in the forum. We must be housed in the most elaborate buildings. We are no longer inspired by the almighty wealth, but are moved by the jungle of gate money. Whatever else we may do, we insist that there ought to be more emphasis in the high school on reading, writing, arithmetic and spelling.

The ex-crown prince is said to be very happy with his family in the fatherland. He is "back home." Wonder if it would have any effect on him to take a walk over Flanders Field and count the "row on row" of the thousands who can not go "back home."

Two Spots.

The fellows who go to the cities for an easy job, frequently work very hard walking the streets in search of work.

And the folks who are too lazy to keep their home places looking very well, usually have to work very hard to sell them at a "discount" price.

# THEY'RE SAYING

(Continued from Page Four.)

They are joining the Chamber of Commerce and it is well.

### The Lesson of Lubbock.

Development succeeding development gives new proof that in selecting Lubbock for the home of the Texas Technological College the board of locators made no mistake. Up on the South Plains, with the natural momentum of their enthusiasm only accelerated by their success in obtaining the College, men and women are building steadily toward a great community. Evidence in point is that a \$500,000 bond issue for civic improvements went over in the election Wednesday by a vote of 25 to 1. This sum includes \$200,000 for street paving and storm sewers, and \$75,000 for a new city hall and follows a bond issue of \$200,000 for water and sewer extension voted only a year ago. The city of Lubbock has found out something about bond issues. That is, that taxable values, if properly assessed, will be so increased because of installation of needed improvements that the difference will pay for the bonds with a little rise in the tax rate. That is a lesson other Texas cities faced with a pressing need for improvement and a current high tax rate, might learn with profit.—Star-Telegram.

The eyes of Texas are upon not only Lubbock but the whole South Plains country. The 25 to 1 margin by which the city of Lubbock passed the recent half million dollar bond election gives the reason why she is making the rest of the state sit up and take notice. She is not afraid to back her judgment in believing that Lubbock is a good town today and is going to be a better town tomorrow. Lubbock believes in herself and believes in the great South Plains section of which she is proud to be the hub.

Taboka, Lamesa, Slaton, Brownfield, Crosbyton—there are a lot of other good towns in this South Plains section who are also spreading out doing things and expressing themselves. And it is all good and well. But there is yet one BIG JOB that Lubbock, with the help of all Lubbock County must put over—and that is a SYSTEM OF HARDBURFACED ROADS leading to the line of each of her surrounding neighboring counties and they in turn will continue them thru their county and so on until every town of the South Plains will be connected with a permanent hard surfaced highway and the mud and slush of the past weeks will be gone forever. It will cost a lot of money—but the increased property values, agricultural, industrial, social and educational development and growth will more than offset the cost for the first few years and increased population and taxable values will care for the cost thereafter. The city of Lubbock has set the pace—let's see Lubbock County continue the work and you can depend upon the rest of the South Plains Counties being right around there when it is all over—for they—some of them—have ever failed to deliver the goods when somebody started something.

### Slaton and Slaton Superintendent Honored.

Through the courtesy of faculty members of Lubbock Schools, Mr. Slaton was elected to the office of County Director of the Interscholastic League, which met there in April, and on the motion of Superintendent Dupree, of Lubbock, Mr. Slaton was selected by the executive committee of the South Plains Teachers Institute as conductor for 1924.

It is gratifying to the people of Slaton to predict that there are such cordial relations between the Slaton and Lubbock schools. This makes us feel that our sincere efforts to help locate the Technological College at Lubbock is really appreciated by the Lubbock folks and that they want to show that appreciation. It seems to almost guarantee that in the future the little petty differences which have existed between the student bodies of the two schools are to be forgotten and that though the rivalry in school activities may be strong and keen, true sportsmanship will characterize every contest and the boys will boost the winners for honors higher up. It's up to Slaton to stand by the latter suggestion.

Slaton is proud of the privilege of taking care of the Lubbock County Interscholastic League. We hope to make it a great event for our visitors. Slaton appreciates the privilege of entertaining the County Interscholastic Meet. Some twenty or thirty schools will enter contestants in one or more of the various events of music, expression, literary and athletic.

It will be a great day for Slaton and Slaton will do her best to make it a great day for hundreds of visitors who will be here to participate.—Slaton Slatonite.

You betch Lubbock appreciates the support Slaton and all of the rest of her neighboring towns gave her in the great Tech fight. In giving three reasons why the Tech was located in Lubbock one member of the locating board said: First—We found more brick rural schools on the Plains than in any other section visited. That spoke well for your appreciation of education. Second: Every town around Lubbock was working for her just as hard in securing this college as Lubbock was working for herself. Any town that will tote fair enough with her neighbors to be entitled to that kind of support from them in a question like this will measure up to the requirements for the location of a great school like this. And Third—The spirit of Lubbock and the Plains country as a whole. We just believe that the school would be a success if located here.

Lubbock appreciates the help Slaton has given us and not only the public schools of Lubbock but the leaders of Lubbock—in the Chambers of Commerce, Fair officials, Rotary and Kiwanis Clubs—Wherever you find them—are all appreciating the fact that the fullest development of this great section can come only thru working together in a whole-hearted, whole-souled way. That does not mean there will not be competition between the different towns, a keen rivalry that will grow

# AMHERST AND LAMB COUNTY IS GROWING

Amherst, Texas, Dec. 5, 1923.

The Plains Journal, Lubbock, Texas.

"We note with pleasure that you have been transformed from the Monthly Plains Agricultural Journal to the Plains Weekly Journal. We congratulate you, even at this late date on your new publication which covers all of the agricultural districts on the Plains. Much new land is being placed in cultivation and it is conservatively estimated that fully 1,000 acres of land will be placed in cultivation in Lamb County alone, during the winter of 1923 and spring of 1924.

"The greater part of this land will be planted to cotton, which has been demonstrated beyond question, can be grown successfully on the Plains. Many years ago when the black lands of Central and East Texas, the lower Mississippi valley and the Atlantic states were producing more than 80 per cent of the world's supply of cotton, no one ever thought of the great South Plains lands of West Texas, to be anything more than a grazing place for cattle and the home of the cattlemen. In recent years when the boll weevil, boll weevil, army worm, pink boll worm of the then known cotton lands began to destroy a great portion of the cotton production, until the supply would not keep up with the usual demand, the more adventurous cotton farmers of pioneer disposition, refused to remain in the infected territory and began to move out farther WEST and to higher and drier altitudes and experiment with cotton with unusual success.

"Finally they began their exodus above the cap-rock until today they have settled and experimented with cotton in almost every County of the South Plains of West Texas and proven cotton, not only can be grown, but is being grown successfully as a money crop, while all kinds of feed and truck crops CAN AND ARE being grown profitably.

"In the last few years many large ranches have been subdivided and placed on the market in small tracts for farming and the experiments have proven successful, until today the attention of farmers from all of the cotton states are more or less directed to the South Plains, especially where the boll weevil are at this date unknown in this high altitude.

"Cotton in this territory is producing one year with another, from one-quarter to a bale per acre and many times paying for the entire tract of land, with the first year's cotton crop.

"One of the latest and best bargains in cheap lands in the tract of land being now sold and known as the Halseell Cattle Company's Sod House Pasture.

These lands are being sold in tracts of 177 acres each, at the extremely low price of \$25 per acre on terms of \$5 per acre cash, balance in fifteen equal payments, with annual interest at the rate of six per cent. The cash payment amounts to \$885 the next payment will be one principal note of \$225 and interest on the entire amount, will be \$212.40 making a total of \$448.40 which will be the largest amount that you will have to pay after the initial payment. This amounts to about \$2.25 per acre, which is unusually cheap rent. Water ranging in depth from 60 to 90 feet deep.

The new town of Amherst, is within five miles of the geographical center of the County, and the town proper, is within 3-4 mile of the Santa Fe Ry., which at this time, has a depot. Application has been made for a Post-office which will shortly after the place mail twice each day. A new school house has just been built, a \$40,000 steam-heated, two-story brick hotel is under construction. Two lumber yards, blacksmith shop, restaurant, and a number of residences. All of this has been done within the last 90 days.

These farm lands are being handled by Messrs Owens and Hufstodler, high-powered realtors, at Lubbock, Texas, who have sold and assisted in selling more than 150 tracts of this land since it was placed on the market in August, past. Some of the most desirable tracts can be had, even now, from 35 to 5 miles from Amherst. There will be a sign at Amherst, for the next season's section. As it is now, there is three miles within five to eight miles of this land, in buying the Amherst lands, you do

to fever heat sometimes—but Lubbock is proud of her successful, rapidly growing neighbors on all sides and is more than willing to not only tote fair and meet them half way—but to go more than half way when in doubt.

### THEY NOTICE LUBBOCK OVER IN EAST TEXAS

The following clipping was taken from a page ad carried in a Lubbock newspaper. A six weeks' program is being staged there for the encouragement of a building program to add homes to that good little city. The man in charge of the campaign issues a weekly news letter and page ad setting forth in an interesting, breezy way the results of the campaign and his arguments for more building.

This was a part of his editorial or news letter this week:—an' when 'we' up and tell you, Will that Lubbock, away out on the Plains, has already issued buildin' permits this year for more than \$750,000 worth of homes?—an' that Lubbock keeps from 14 to 40 homes and 1 to 3 Brick Store-buildin's goin' All th' time—an' that Lubbock, just th' other day, by a margin o' 25 to 1, voted itself a Half Million Bond issue for additional pavin' an' other civic improvements—say, Will, doncha kinder reckon as how they'll even get Co-operativin', not only here, but down your way, too?—they've been Co-operatin' an' carryin' On at Lubbock for nearly a Year, an' if just goes to prove that 'we' is Right when we hit upon Chummy Community Co-operation—(you an' Me)—only, we ain't got no business lettin' any other Bloomin' Berg rub it in, not even lively Lubbock.

not have to wait for development, for you now have the best railroad in the United States on this land, also one of the best highways in Texas, and you are only 45 miles from Lubbock, the home of The Texas Technological school, which will not be exceeded by any other similar school in the South or North. The terms are easy for a farmer of small means, making it possible for him to buy and pay for a home in a few years, where he has health, good water, conveniences and where his investment will increase in value." A CITIZEN.

# Educational Survey To Be Made Soon

(From Star-Telegram)

Fort Worth will be made one of the four or five training centers for the educational survey, according to Dr. George A. Works, professor of rural education at Cornell University. He has been selected by the Texas Educational Survey Commission to head the survey in Texas. He will spend this week in Fort Worth.

The survey will begin January 1. Dr. Works will have direct charge of the rural educational survey in Texas. Five division heads will be selected within a few weeks to carry on the divisional survey which is divided into higher education, rural education, school support, courses of study and preparation of teachers and tests and measurements.

Texas has a similar rural problem to that of Manitoba, Dr. Works said Monday. He has recently completed a survey of the Canadian province. In June he completed an educational survey of Oklahoma, and for two years was director of rural education in New York.

Texas Will Participate. "Although the five directors will be chosen from among impartial men outside the state this does not mean that Texas people will not participate in the survey," he said. "On the contrary we will need about 250 people to aid and all of them will be chosen from among the trained individuals in the various branches covered by the survey." Works explained.

"Your Mexican and negro problems are looming above the horizon already," Dr. Works said as he went into the details of the survey method. Tax assessments will come under the survey jurisdiction and recommendations will be made to equalize taxes in the interest of education. Dr. Works indicated that he will devote much time to this phase of Texas education. From the State Department of Education to the humblest rural school the survey is inclusive and the report and recommendations will be exhaustive from "cover to cover."

Favors Curriculum Change. "It is my personal opinion," the educator continued, "that our high schools should give less attention to the functional studies and more to the formal subjects. The world is so complicated today that boys and girls need preparation in the sciences, sociology and economic

nomics so they will be able to meet the social and economic problems that will face them when they leave school. Arithmetic, spelling, Latin and the rest can be made less of in high school and should give way to the studies that will fit the student for life.

Mrs. Chalmers W. Hutchinson of Fort Worth is a member of the Educational Survey Commission, which met Saturday at Austin and selected Dr. Works to conduct the survey.

Other members of the commission are: Governor Pat M. Neff, chairman; Dr. P. W. Horn, president of West Texas Tech; Dr. T. D. Brooks of Baylor University, Waco; Mrs. Henry Redmond, president of the State Federation of Women's Clubs, Corpus Christi; R. M. Chittwood, Sweetwater; Burt Bryant, Wichita Falls, county superintendent of public instruction for Wichita County; Gus Taylor, banker of Tyler; G. D. Staten, Canton; Senator A. E. Wood, Granger; Thomas Flinty of Dallas and B. K. King of Douglas.

The Education Survey Commission was appointed by the Governor under the provisions of the bill enacted by the Legislature. Dr. Works was believed to have been the logical man for this work, at the session of the commission Saturday, Mrs. Hutchinson said and he was the unanimous choice.

Mrs. Hutchinson asserted that not every county and city in the State will be taken into the survey by Dr. Works. She explained that only those counties and groups of counties having similar systems, as to teaching, methods of fi-

ancing the schools and other similar details will be surveyed, thus would be no individual survey of every public school unit.

Purpose of the survey is to ascertain exactly whether or not the funds for the different kinds of schools receiving

state aid are being spent in a judicious manner; whether there is sufficient funds and the best methods of obtaining results. A recent survey along similar lines at Cleveland has proven successful, it was stated at the meeting at Austin.

Approximately \$50,000 has been set aside for this survey, a report of which must be ready for the Legislature when it convenes about Dec. 1, 1924; thus nearly a year's time will be devoted to compiling the report.

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## An Important Land Offering

We are selling a number of 177 acre tracts of that good agricultural land in

### Hockley County

Adjoining the league at Leveland, the county seat. This land is the deep, rich chocolate soil of the cat claw type and is the very best farming land.

Prices and Terms within reach of any ambitious man with small savings account. We are able to sell these lands on the most attractive terms, so that it may be paid out like rent and never become a burden to the buyer.

It's Cheaper To Own one of These Homes Than To Rent

## The Credit Land Company

Lubbock, Texas



**A good night's rest**

There's nothing like it to put you in shape for the day's duties and pleasures.

There's nothing like **Dr. Miles' Nervine** to bring refreshing, restful slumber.

Buy a bottle. If it does not help you, we'll give your money back.

Your druggist sells it at pre-war prices—\$1.00 per bottle.

# Free! Free! Free!

With each and every \$25.00 cash purchase we give a child's chair absolutely free. These are the real nice red chairs your child has been wanting every since last Christmas.

## Our Christmas Gift Line Is Very Complete

Wouldn't the family be delighted with an elegant art square for the living room? Our art square line is very complete and gives a wide range of selection. Chinaware makes an ideal gift and our assortment is so complete you may select just the set you wish from our stock.

## A Complete Line of Furniture For the Home Throughout

We are prepared to furnish your home complete and those who have furnished their homes from our store in the past have expressed delight with their purchases.

# Moore Brothers

If It's Furniture We Have It

## Farmers! Stockmen!

Your cattle are entitled to good care this winter. First of all they need good feed. There is no feed better than cotton seed products:

### MEAL HULLS CAKE

Our supply is plentiful and the price is attractive. We will exchange our products for cotton seed.

SEE US ABOUT YOUR FEED

# Lubbock Cotton Oil Co.

Phone 12 LUBBOCK, TEXAS Phone 12

# "THE PRIDE OF THE PLAINS"

## CROSBY COUNTY AND ITS THREE TOWNS, CROSBYTON, RALLS AND LORENZO, ARE KEEPING PACE WITH THE PROGRESS OF THE SECTION.

(By Staff Correspondent of The Plains Journal)

When the creator made the earth it seems that he made certain portions of it so that it would prosper and grow and provide a livelihood for the inhabitants, while other parts were made unproductive and without the features that are conducive to the prosperity and happiness of those who might live there.

The Creator must have had a particularly good reason for making those highly variable conditions on the earth's surface. He must have known the class of citizenship who would inhabit them and have made the good places for his chosen.

That wide scope of country that is now called the South Plains seems to have been one of the chosen spots that were designed as a sort of masterpiece. Yet it was only a moment ago, relatively speaking, that man recognized this as a fertile and productive part of the earth's surface and came here to make a home for himself and his progeny.

Those who came several years ago and pioneered this great section are now looked upon as men of vision but it will be only a short time until this section will be looked upon as the logical place for those who wish to live, best and prosper most in the chosen field of agriculture.

Opportunity can be easily found, by those who seek better agricultural advantages, in any of the counties of the South Plains. It is not with a view of desiring from the opportunities offered in the other counties that we make this report on "The Pride of the Plains."

Crosby county is located in the Southeast part of the Great Staked Plains, adjoining Lubbock County on the east and Floyd County on the south. The altitude is thirty-one hundred feet and the climate throughout the year is comfortable, beautiful and invigorating. There is no sultry heat, mosquitoes or malaria and uniformly cool nights in summer. In winter there is seldom unfavorable weather that in any way hinders the farmer.

The surface of Crosby county is a gently rolling prairie, broken only by bluffs, canyons and a small area in the southwest corner of the county. There are 500,000 acres of tillable land in the county and the average farm contains 200 acres. The land not now in cultivation is covered with a heavy sod of clean mesquite grass, free from weeds. The land is just sandy enough to permit it to shed properly and yet not sandy enough to blow in other directions, the farmer or tourist. The soil is a dark chocolate loam, three to four feet deep, which is very productive and strong enough in its crop-growing qualities that no fertilization is needed. From two to three feet under the surface is a lighter chocolate loam, extending down for about one foot and a whitish clay is then encountered.

The rainfall is principally in Spring and summer and sufficient for agricultural purposes. The annual rainfall averages 29.22 inches, which is as reliable for agricultural purposes as in the other average farming districts and the soil here retains moisture much better than many other places. The water seepingly into Crosby county is pure and plentiful and is free from gypsum, alkali, and other injurious minerals.

Crops extensively raised in the county include wheat, oats, millet, kafir, milo, maize, cotton, broom corn, peanuts, potatoes, sweet potatoes, beets, cabbage, squash, melons, pumpkins, squash, cucumbers, and some alfalfa and corn. Kafir and milo maize have largely superseded corn as they produce under less favorable conditions. Corn many times makes 25 bushels to the acre, but the kafir has been proven to be a much more profitable crop.

The foremost poultry crop of the county is eggs. In fact cotton is now recognized as a greater portion of the South Plains. It is estimated that between 90,000 and 100,000 acres are planted to cotton this year and, although conditions have been somewhat unfavorable, the yield is from one-fourth to one-half bushel per acre. Crosby county embraces just as good a cotton land as can be found in any part of the state.

It is in the PRIDE OF THE PLAINS and in Crosby county that the world's largest production has amounted to a pound of sugar. Not a pound of fertilizer has ever been placed on the soil of the county and no boll weevil has ever penetrated a single foot of Crosby county. Thirteen first class gins are in operation and cooperative cotton markets and shipping points are maintained in Crosby county.

In the prairie crops, wheat, oats and millet are grown successfully, and have been cultivated for many years by the earlier farmers. Under favorable conditions wheat will average twenty-five bushels per acre but the average over a period of years has been eighteen bushels. Winter wheat is grown principally but spring wheat does well. Other grains produce on an equal basis to wheat. There are seven elevators in the county, with a combined capacity of 5,000,000 bushels, located at Crosbyton, Ralls and Lorenzo.

Sudan grass, which was only introduced a few years ago, is a remarkable crop in Crosby county, yielding hay that is wonderful in both quantity and quality. The Sudan grass seed always finds a ready market at high prices.

A number of orchards and vineyards are to be found in the county and berries have been found to produce wonderfully well. The fruit industry is only in its infancy, but many see a great future in that line.

Only a few years ago Crosby county was a ranch country but the Longhorn is now being rapidly superseded by the peshed and the county is speedily becoming the home of the small stock farmer. Due to the abundance of small grain feeds this country is destined to become one of the greatest feeding grounds in the world. Crosby county livestock is much sought after in the markets and the pure bred cow and pig have found their place as profit producers.

Crosby county has one of the very best dairy herds in the whole state.

(twenty head of which are valued at \$100,000, some of them being shipped direct from the Jersey Islands. The fact that this great herd was introduced into the county has given a great impetus to the dairy cattle industry and the county is fast being stocked with the best grades. There is a ready market for cream and butter and those commodities add much to the income of hundreds of Crosby county farm homes.

Owing to the rapid settlement and development of Crosby county the poultry industry was somewhat neglected at first but during the past two years the Chambers of Commerce of the county have been conducting a campaign to introduce more and better poultry into the county and their efforts have been highly successful. It is predicted that within the next two or three years there will be an annual shipment of \$500,000 worth of poultry and eggs from the county. A county poultry association was organized at Crosbyton, November, and a great interest was manifested.

In 1903 there were 234 names on the scholastic enrollment of Crosby county. At the opening of the 1922 terms there was an enrollment of 2,148. In 1910 there was not a high school in the county. Now there are modern high schools in Crosbyton, Ralls and Lorenzo and each of the rural communities enjoys the opportunities of the modern grammar school, in modern buildings and with the regular terms.

Crosby county won the distinction of being second in the state in increase of population in the ten year period from 1910 to 1920, the percentage gain being 241 per cent. The 1920 census gave the county a population of 6,025. Crosby county has been no exception to the phenomenal growth of the South Plains in the past three years and her population is now much more than 6,025. The citizenship is almost entirely of Anglo-Saxon stock and of an industrious, progressive tendency.

Crosbyton is the county seat and one of the three marketing and purchasing centers of the county. Crosbyton bears all the marks of progressiveness and is destined to be a much better city than it is today, although it is now a lively little city of fifteen hundred. The progressive spirit of Crosbyton is evidenced by the fact that on October 2, a bond issue of \$25,000 was voted for the purpose of paving eleven of the principal business blocks of the city. The paving will be around the Court House square and for one block each way from the square. Also on the paving will be considered this month.

The \$23,000 water works plant that is now being operated by a private corporation is to be bought by the city in the near future and will be improved. A survey has been made for sewer system and this improvement will be made soon.

A new \$20,000 school building is contemplated. There is a gradual development in the residence district and homes of permanency and civic beauty are being erected.

Crosbyton has four gins, one of them having been constructed this year. Among the other and varied businesses of the city are three general mercantile establishments, two groceries, two hotels, two banks, two lumber yards, two hardware stores, three drug stores, and many other smaller businesses. Crosbyton has a live Chamber of Commerce with a full time secretary, S. W. Cooper, who is a live wire in every respect and devotes all of his time to a systematic civic service. Crosbyton has a modern county newspaper in the Crosbyton Review.

Ralls has a population of approximately 1,500 and is the center of much business activity. Ralls has one general mercantile store, four grocery stores, two nice hotels, three dry goods stores, two hardware stores, three gins, two banks, a nice theatre, four garages, three drug stores and two lumber yards. Ralls has a live Chamber of Commerce and an excellent community newspaper, The Ralls Banner.

Lorenzo is the other business center of Crosby County. This little city has received much publicity because of the progressiveness of its citizenship and the excellent band-the-town maintains. The Lorenzo band was the prize winner in a string field of setting competition at the Panhandle-South Plains Fair in October.

Lorenzo has a population of approximately 1,000, with four gins, five grocery stores, two drug stores, one hardware store, three dry goods stores, three garages, two lumber yards, a bank, a live Chamber of Commerce and a live community newspaper, the Lorenzo Enterprise.

As a whole Crosby County is a great county of a great section and its three live towns are fully representative of all that makes a town of service to those it serves.

First Christian Church  
Avenue J at 16th St. Chas D. Poston, Minister.  
Bible School ..... \$45  
Communion and morning worship 11:00  
Y. P. S. C. E. .... 6:00  
Evening worship ..... 7:00  
Mid-Week Prayer Service  
Wednesday Evening ..... 7:00  
The Christian church is the world standing for the restoration of the plain and simple Christianity which is set forth in the New Testament, and the unity of the Church as it was in the days of the Apostles and immediately following. We believe that Christian Unity can only come through individual Christians leaving the world and all things worldly and making Christ their home and only King.

There's a wondrous lot of pleasure,  
In a friendly handclasp strong,  
When away from home on Sunday,  
And the day seems ever long,  
If you'd meet real friends, just home-folk;  
Hear a message, Gospel true;  
Really worship Christ your savior;  
First Christian church would just suit you.

Japan is trying to bar Chinese words from its school books.

## Johnny's Jottings

There is considerable agitation being raised in Crosby County about a gravel or paved road running from the county line on the east to where the main highway running into Lubbock adjoins it on the west. The eastern terminus would adjoin the main highway that runs thru the towns of Dickens and Spur.

It is quite evident that the cost of constructing a paved road on any part of the plains would be considerably less than would off the cap, inasmuch as there would be little dirt work to be done.

Although there are a number of improvements that could be made there seems to be none other that would lend prestige or be a means of more convenience to the inhabitants.

The prevalent opinion among the Plains farmers seems to be that if there would be two weeks of pretty weather a large majority of the remaining crops to be gathered could be done so with ample time to spare. Here's hoping.

You have got to hand it to the little town of Lorenzo when it comes to being a live-wire community and that is attested by the fact that there is always some kind of building or construction work going on. Their hand is known all over the plains for its excellency.

If there is anyone among the readers who has not gazed upon the beauty and loveliness of Blanco canyon, he should take some time in doing so. It has a wonderful natural setting for either a state or national park and it is probably only a question of time until it will be here's hoping—also.

## YOUR FLAG AND MY FLAG

By WILBUR D. NESBIT  
Your flag and my flag,  
And how it flies today,  
In your land and my land  
And half a world away!  
Rose-red and blood-red,  
The stripes forever gleam;  
Snow-white and soul-white—  
The good for father's dream,  
Sky-blue and true-blue, with stars to gleam bright—  
The glorified guidon of the day;  
A shelter through the night,  
Your flag and my flag!  
Your star and stripe  
The drums beat as hearts beat  
And fifes shrill for either a state  
Your flag and my flag—  
A blessing in the sky;  
Your hope and my hope—  
It never hid a lie!  
Home land and far land and half the world around,  
Old Glory bears our glad salute and ripples to the sound!  
Your flag and my flag!  
And oh, how much it holds—  
Your land and my land—  
Secure within its folds!  
Your heart and my heart  
Beat quicker at the sight;  
Sun-kissed and wind-torn—  
Red and blue and white,  
The one flag—the great flag—  
The flag for me and you—  
Glorified all else beside—the red and white and blue!

## MUCH FREIGHT IS HANDLED HERE EVERY DAY

During the six-month period closing Nov. 24 the Lubbock Chamber of Commerce wrote 4,986 letters, distributed 51,000 pieces of literature, and dispatched 113 telegrams. Through the tourist park 3,273 automobiles were handled and more than 25,000 visitors were directly handled by the organization—not including the 23,000 visitors handled during the Panhandle South Plains Fair—which of course was handled through the Chamber of Commerce officials and office.

"And we have just started to working." Is the way the secretary's report closed.

FREE! FREE!  
Absolutely Free!  
For one day only we will clean and press all pants delivered to us next Monday at the Good Luck Tailor Shop, 1102 Broadway.

FREE! FREE!  
Absolutely Free!  
For one day only we will clean and press all pants delivered to us next Monday at the Good Luck Tailor Shop, 1102 Broadway.

## Smith House

The hotel with the homey air that you appreciate. Known for its rooming capacity and facilities. Special knowledge of our dining room accommodations exists throughout the section. When in Crosbyton see for yourself. You'll come back.

American Plan Reasonable Rates

J. Frank Smith, Proprietor  
Crosbyton, Texas

## ANOTHER HAT IN GUBERNATORIAL RING

### FORMER SENATOR V. A. COLLINS FORMALY ANNOUNCES HIS CANDIDACY FOR HIGH OFFICE.

It is more than a half dozen months before the Democratic primary that will determine who shall be the next occupant of the gubernatorial mansion at Austin, but several distinguished sons of the Lone Star State have already made their formal announcements and enunciated the principles upon which they seek the high office of chief executive.

The latest candidate to make formal announcement is V. A. Collins of Dallas. Mr. Collins, who was formerly state senator from the southeast district, made an announcement several weeks ago that he would be in the race but his formal announcement was not issued until last week-end. Senator Collins' formal announcement is addressed to the Democrats of Texas and is as follows:

Having announced my candidacy for the office of governor, custom, if nothing else, requires that I set forth the cardinal principles for which my administration will stand if I should be favored by the voters of Texas. Most administrations are made famous, or infamous, by matters not anticipated before the election, and the people must rely in a large measure upon the character of the man they elect governor to meet the problems that arise from time to time and deal with them fairly, firmly and impartially to all the people.

My whole life has been spent in Texas and I invite your investigation of my private life and public service that you may determine for yourselves whether or not you think it safe to the best interests of our state to entrust its destiny in my hands.

**Law Enforcement.**  
I stand for strict enforcement of all laws against every lawbreaker and every class and crowd of lawbreakers, big and little, great and small, and with equal zeal I stand for giving every man and every set of men every right and equal to them in the constitution and laws.

**Education.**  
A state's best investment is in an educated citizenship, and I stand for the best system of public free schools which money will buy. And, believing that all means and instrumentalities of education should be free, I stand for a continuation of free text books in our public schools.

The constitution created the University of Texas and the A. & M. College as a branch of the same, and required that all means and instrumentalities be provided for the maintenance and support and direction of a university of the first class. And I hold that the legislature has no option in giving such financial support to the university and the A. & M. college as will make them a university of the first class. They must be maintained as such.

**Farmers.**  
I favor such laws and such appropriations as will aid the farmers in conserving and rebuilding the soil of the farms of the state, and every assistance the state can give in helping the farmers to find a profitable market for their products.

**The Penitentiary.**  
The penitentiary system can be made self-sustaining without the abandonment of our farming enterprises, but I believe in using a limited number of convicts to work on the state's highway system to "test" them from experience, if we can gradually change our whole convict system to the construction of public highways.

The farms of the penitentiary system should be made to produce food supplies to maintain every ward of the state.

**Taxes.**  
I stand for the lowest rate, regardless of the character of taxes, consistent with efficiency of government, and promise, if elected governor, to give my personal attention to stopping every expenditure not clearly adding to the welfare of a government. I pledge the people a dollar's worth of service for every dollar spent.

**Public Roads.**  
I stand thoroughly committed to the establishment and maintenance of a system of first class roads, and if elected governor, shall put my administration behind every feasible project to continue to build better and more enduring roads.

**Capital.**  
Feeling that legitimate investments of capital in Texas industries are of much benefit to all the people—to labor in the way of furnishing profitable em-

## Cull Out and Breed Up the Dairy Herd

In a previous article emphasis was laid on the importance of properly feeding the dairy cow. It was assured in republishing the article, that the cows were capable of sufficient production to justify their being handled and fed as dairy cows. The writer well knows, however, that there is a large percent of the cows in the dairy herds of the state, that are not deserving of good treatment since they will not pay for their neither will they pay a profit on poor treatment; therefore, the wise course to pursue with such animals is to get them to the packing house with the least possible expense.

The first question a dairy cow owner should ask himself, is, do I have any of these non-profitable cows in my herd? Oftentimes animals are so inferior that just one look at them would convince a good judge that they could not be kept in a dairy herd at a profit. Such animals might be disposed of without test, but in a safer and surer way to cull out a herd according to the productive ability of the cows as determined by the scales and the Babcock test, than to simply rely on one's judgment in selecting good or poor animals.

When reasonably good care is given a herd, and the milk produced is weighed and tested for fat, the owner generally discovers that there is a great range of producing ability in the cows in a herd, of a few head which before the test, were considered to be about equal. The poor cow in a dozen head, might produce no more than 125 pounds of fat in a year, while the best one might produce 250 pounds. At 30 cents per pound the fat produced by the first one, would have a market value of \$37.50 and under farm conditions it would cost about \$45 to feed her; there by leaving a loss on the fat under feed cost of \$7.50. The other cow is no larger and therefore uses the same amount of feed for maintenance, but additional for fat production and will have a feed bill of about \$60 and a value of \$105 on her production or a profit above cost of feed of \$45. Assuming that the value of the manure and skim milk will pay for the labor, these two cows combined, make a profit of \$45.

Now, \$45.00—However, had the poor cow not been in the herd the total profit of the product of the one good cow, would have been left in the pocket of the owner, and he would have saved all the labor expended on the low producer during the whole year. The time spent in caring for this cow during the year would be as much as would be required to weigh and test the milk regularly for the herd of a dozen cows. Yet dairy farmers often remark that they are too busy to spend time to keep records when unknown to them, 25 per cent of their herd may not be making a profit but be actual losers of money.

It is pretty safe to estimate that one-fourth of the dairy cows of the state lose what the second one-fourth make, leaving only half the animals to make all the profit.

How are good cows to be obtained to replace these that should be culled out? It cannot be done at once, but it can be done with profit by keeping the best of herds and breeding them to better stock, bulls that come from a high producing line of breeding. From this kind of breeding most of the female offspring will be better producers than their dams. If the best half of the herd is handled in this way, a couple of

employment, and to farmers in helping to furnish profitable markets—I believe in a liberal policy toward capital invested in Texas, and promise, if elected governor, fair treatment of all Texas investments. Respectfully,

V. A. COLLINS  
Dallas, Texas, Nov. 30, 1923.

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## A LAST PLEA FOR AMERICANISM

THEODORE ROOSEVELT  
There must be no sagging back in the fight for Americanism merely because the war is over.

There are plenty of persons who have already made the assertion that they believe the American people have a short memory and that they intend to revive all the foreign associations which completely interfere with the complete Americanization of our people. Our principle in this matter should be absolutely simple.

In the first place, we should insist that if the immigrant who comes here in good faith become an American and assimilate himself to us, he shall be treated on an exact equality with everyone else, for it is an outrage to discriminate against any such man because of creed or birthplace or origin. But this is predicated upon the man's becoming in very fact an American and nothing but an American.

If he tries to keep segregated with crops of heifer calves will replace the low producing half of the herd with cows that should be better producers than the best half of the original herd, and it in time becomes the poor half of the herd. By breeding to good sires and keeping for the herd heifers from the best cows, one can within five or six years, increase the production of the average dairy herd of Texas, 25 to 75 per cent and in some cases double it. Why not start now? Cull the herds and breed what is left to good sires.

men of his own origin and separated from the rest of America, then he isn't doing his part as an American. There can be no divided allegiance at all. We have room for—but one flag, the American flag, and this excludes the red flag, which symbolizes all years against liberal government and civilization just as much as it excludes any foreign flag of a nation to which we are hostile. We have room for but one language here and that is the English language, for we intend to see that the crucible turns out people out as Americans, or American nationality, and not as dwellers in a polyglot boarding house; and we have room for but one soul loyalty, and that is loyalty to the American people.

You don't wait until you die in labor insurance. Apply the same sane business principle to civic insurance. Don't wait until calamity falls to support your Red Cross chapter or until winter comes to organize your charity for the needy. Contribute today.

Don't pay a dollar and expect to earn your conscience for the rest of the year by sending charity cases to the Red Cross. If you want the organization, support it. If you don't want it, don't just half way support it and then hide behind its membership card.

If some folks would spend a little less time talking about the deplorable state of the country, and a little more on improving their own business methods, they would come out better.

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## CALORIC means HEAT

CALORIC is the name of the heating plant that heats buildings like the sun heats the earth—by natural circulation of air.

To your family the Caloric Pipeless Furnace offers June-like warmth in every room (70° guaranteed in coldest weather)—fuel bills cut 1/3 to 1/2—clean rooms—drugery banished.

The Caloric has no pipes and heats old or new homes of 18 rooms or less, through one register.

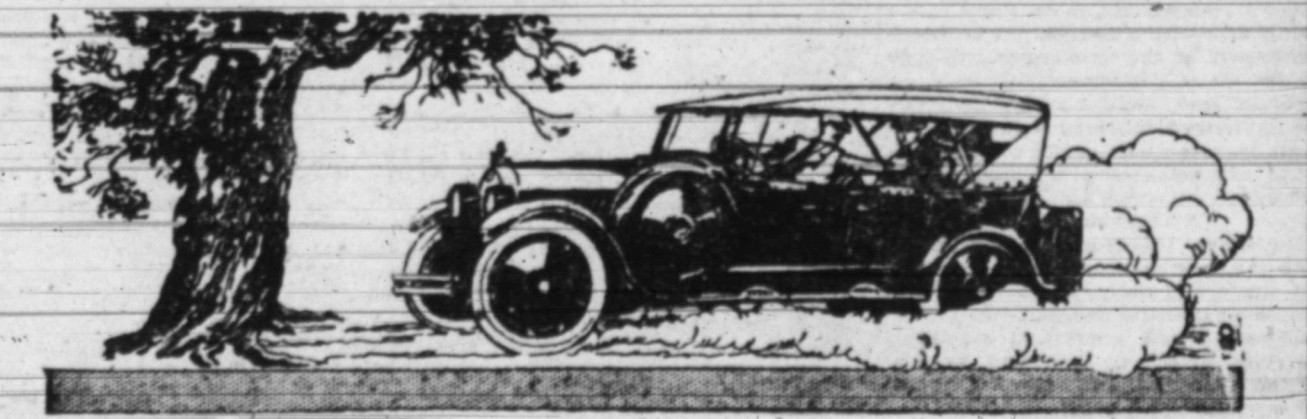
Usually installed in one day. No alterations, no plumbing, no pipes to freeze. Made and guaranteed by the largest manufacturer of warm-air furnaces in the world. Come in and let us show you why we can guarantee—your satisfaction or money-back.

E. E. WOFFORD  
TIN SHOP

IN OVER 125,000 HAPPY HOMES

## PIPELESS CALORIC FURNACE

Dallas, Texas, Nov. 30, 1923.



## Don't Drive Without Insurance! You're a Reckless Driver, If You Do!

Just think of all the accidents you have seen lately, all you have read about and the terrible loss in life and money automobiles have taken this year!

Are you the next victim? You may be, no one knows! Then it is wise for you to secure full coverage on your car! For the little that is invested you receive untold comfort in knowing that you ride insured against all possible accidents!

Tomorrow is too late! Your car may be stolen tonight, or it might burn, some one may run into you or you may accidentally run into someone else. Then it is too late to get insurance. NOW IS THE TIME.

J. Frank Smith, Proprietor  
Crosbyton, Texas

General Insurance  
Leader Building

J. Frank Smith, Proprietor  
Crosbyton, Texas

# WOMEN'S DEPARTMENT

Ruth Moore Tuton, Editor

## Gifts for Children

### You can make



Quite naturally the children will want to make gifts for each other. Undoubtedly there is more love and affection tucked into the made gift than any other. Among the gifts that a child can make are those done with "dyeing." This process comes from the Orient, where the bandana handkerchief first got its name.

A true bandana handkerchief was tied expertly by a Hindoo girl, who was called a Bandhana, and then dipped in dye. When the string was untied a pattern in white on red was found to have been wrought.

Shades of muslin or linen are the first requirement. If a child does not like to hem, white handkerchiefs already hemmed may be used. Two or three colors of dyes should be made up, such as a yellow, blue, and red. The dye in small bowls, a bowl for each color.

The process of tying the handkerchief may be done in one of two ways—first the square and pick up a portion in the fingers. Wind string tightly around this "point" of cloth, tie and cut the string. Several points can be tied in one square. Each time all four thicknesses are caught, the little pattern thus formed will be repeated four times. After experimenting you will find out how to pick up the cloth so as to produce a square, a circle, or an oblong shape.

The other method suggested is to wind the point and, without tying and cutting the string, proceed to the next point. This is the method used in the Orient, the unwinding, when one comes to that, being greatly facilitated.

This part, the winding, takes the most patience on the part of the children.

The dyeing is more thrilling. Dip the

entire handkerchief in clean water and wring it out until almost dry. Then dip the tied points in different colors. In such combinations that you think will be pleasing. From experience the writer suggests a few color schemes. Red, orange and yellow, will be gay. Pink and lavender combine nicely. Blue and blue greens, and green will be effective. Remember that except where tied, one color will "run" into another sometimes resulting in muddy or unpleasant color.

Now wring out all the liquid you can and untie the knots taking great care not to let one point touch another. Your pattern made by the points is often amusing and surprising. Be sure to hold the square until dry, over heat if available, as for instance the radiator, the oven or the register. If hung on a line while wet or laid on a radiator, streaks will result, spoiling nice work. When quite dry press out.

When working with dyes, other gifts suggest themselves. A half dozen handkerchiefs, each a different color in pastel tints, makes a dainty present. A large silk handkerchief can be tied and dyed for a scarf. If cut the edges of a yard and a half of crepe de chine and tie and dye it. A very stunning scarf will result.

Children can make cunning Christmas cards by pasting Christmas Seals on correspondence cards, and lettering a simple greeting beside or under the seal. Of course if they want to draw or paint the necessary decorations, so much the better. The result, though not perhaps perfect in execution, will please the recipient none the less.

Scrap books on stiff muslin, pink or blue with "nickel" edges are pretty gifts for children and can be made by children. Color pictures from maga-

zines and ads, pictures of animals, or of children playing games, all these are interesting and can be prettily arranged on the pages.

For the kiddies who are fond of dolls, or animals, the mother who has imagination can make several unusual gifts. Using the illustration of that old favorite as a guide, Peter Rabbit himself can step out of the pages, stuffed with cotton and wearing his little jacket of blue. Also there's "Frer Rabbit." Joel Chandler Harris has so kindly created for us.

Among the characters for dolls for wee maids, are many, many well-known ones. Little Red Riding Hood seems to come first. Then there is Alice in Wonderland, and Little Miss Muffet, and the Queen of Hearts, and Old Mother Goose, and ever so many others to be found in the Mother-Goose rhymes.

And last we forget, there's Puss in Boots and the Little Pig who went to market, and Old Mother Hubbard and her dog.

For several of these characters an ordinary doll can be used, and properly costumed, some young folks will enjoy crepe paper dolls, especially if they can be dressed and undressed.

And don't let's forget a Rabbit slumber dolly for the littlest fellow. It is made of a woolly scarf. Fold the scarf double, fringes together. At the other end pull out two long pieces for ears and tie with string. Make a nose of thread, and shoe buttons for eyes. Stuff the head with cotton, the again for the neck. Short pieces for paws are tied next. Then the long sides are sewed up under the fringe. A gingham apron is a good dress for this rabbit. What could be nicer to cuddle, hug and sleep on.

bird that eats just the same. A few good hens will produce as many eggs as a large flock of uncultured stock, which saves in labor and feed bills.

## West Texas Children's Orphan's Home

On September 25th of this year the above institution was founded in Lubbock. The reason that we selected this city was on account of the healthy climate, the fine citizenship, the good schools, the fine churches and the great hope that lives in the heart of every man, woman and child of this glorious section of the southwest for its future development and advancement along all lines.

While its name would indicate a sectional institution, at the same time nothing could be further from the desires of its founders. Its doors are open to children from everywhere and as it grows its influences will spread until we hope the day will dawn in which this home will be known from coast to coast as one of the very best in the nation.

There are fourteen children in the home at present, but if we had the facilities for their care we would have many times that number. For the call is great and the field ripe for harvest.

Our present home is conducted under a lease arrangement but we expect in the near future to buy at least a half section of land near the city and begin building for permanency.

It is our aim and desire to send forth from this home Christian men and women that will be an honor to the state and nation. And we know that the only way we can do this is for those who can vision our great needs to come to our aid and give with a free and willing hand. We ask Texans to give with the true Texas spirit and we want everybody to feel and know at all times that this is your institution and will be just as big as you want it to be and accomplish all the good that your backing can possible secure.

The spirit of the great open spaces of the southwest lives in the hearts, minds and souls of these great peoples and while we all rejoice that the Tech is ours at the same time we can make of this orphan home an institution of fully as great merit and secure for ourselves a double blessing.

The children of this home will receive the very best in Christian training and the fine schools of the city shall be theirs to enjoy. We shall do this work for the Master and His hand will guide us at all times in our work.

Service for the common weal is the highest calling of the finite mind and he who serves best receives most of the good things of life. Therefore, for every dollar you contribute to this work there will be returned to you many hours of happy contemplation and we pray that each and every one will heed the call and rally around the banner of this home, resting secure in the thought that those who minister unto the least

of these also ministers unto the Father of us all and His spirit will give us grace in abundance.

We cordially invite the good people to visit us and see what we are doing and in this way become acquainted with the work and learn from first hand its importance and future results in the uplift and development of those who are now holding out their hands for our support.

W. T. GREGORY,  
President and Manager.

Carl Pierce of Brownfield is confined in a local hospital.

T. E. Temple of Hamlin is a patient in a local sanitarium.

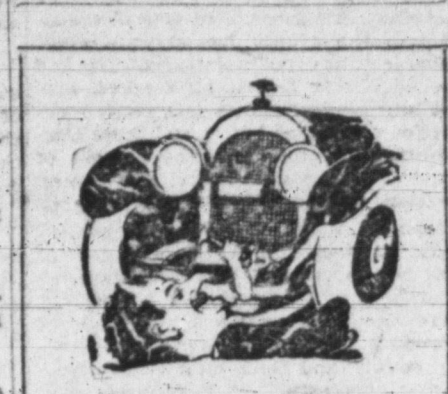
B. B. Rhea, local battery service man, is convalescing from an operation in a local hospital.

John F. Robinson of Fort Worth is here visiting his mother, Mrs. J. K. Robinson. Mrs. Robinson will accompany her son to Fort Worth and will spend the holidays there.

Mrs. W. H. Bledsoe and son have returned from Hillsboro, where they visited relatives for some time.

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**Service**

"The Performance of labor for the benefit of another."

That is just exactly what we are doing every day. When one of our customers comes to our lumber store for a bill of material, be it large or small, we strive to so perform the labor in connection with the transaction, in both office and yard, that he will realize that we have rendered a service to him.

Can we be of service to you?

## FASHIONS

By Lillian Meriwether

**Personal Adornment**

With regard to the adornment of one's person, each woman should be taken into consideration. With the short sleeves, waists have become popular. Ties, arms that are fashionable are again worn with them, and they are a stylish color note.

**Bracelets**

A bright bracelet placed snugly well above the wrist of a slim arm, seems to make it rounded and more shapely; the plump arm with a double circle bracelet loosely at the wrist, seems to take up the air of sturdiness. Oriental effects in jade, amber or jet are customarily designed in serpent patterns and these are worn high on the arm. Rhinestone bracelets being brilliant affairs, are mostly becoming to the plump arm.

**Earrings**

Nowadays the bracelet is matched with the neck chain and earrings of fine cut stones and these can be had in oval or combinations of red and white, blue and yellow, and green and amethyst. Earrings extremely long and veering on the eccentric, are being worn. Shower earrings and pendants of coral are very smart.

**Necklaces**

Pearl necklaces are always in good taste and just now as many as six strands are correct for a neck chain. Cream and cream pink, from 15 to 30 inches long are favored. A very smart necklace seen was a cluster of colored traps on a silk cord.

**Rings**

An ultra smart manner in which to wear one's largest and favorite ring is in the forefinger of the left hand. It must be very large and striking looking, otherwise it will merely look out of place, and of course no other ring must be worn at the same time.

Now is indeed the time to open the family jewel vaults and bring out your choicest treasures. Garnet jewelry is scarce and is now very smart. In the year 1820 garnets reigned supreme, and their vogue is again revived, and those that have these jewels are covering their hands, arms and throats with them. "Granate" garnet jewelry is so named because it duplicates in glistening tone of the blood-drenched red of the pomegranate.

**Headbands**

Gleaming headbands and head crowns for the dance are displayed in an endless variety. For adams, who coifs their hair with Madonnalike simplicity, or for the maiden who tosses modestly shined locks, there will be found the very thing she will think becoming as well as fascinating. A new and glittering one struck this winter is a turban of mottled silver cloth with a unique insert of rhinestones. A delicate leaf pattern, which allows the hair to show through a fine network of rhinestones, very new. Coronets of pearls, or pearls in Oriental effects, are seen everywhere.

**Combs**

An old time fashion that has regained popularity is the wearing of combs. The comb lends a foreign touch to women's hair, and many heads are glittering with them. There are combs to suit all conditions.

## ACUFF COMMUNITY CLUB

(Special to Plains Journal)

The Acuff Community Club was reorganized in February of this year, under the direction of Miss Marie Marsh. After quite a vacation between the time our former demonstrator, Miss Halsey, was with us.

Our first meeting and organization was with Mrs. Earl Davis, having fifteen present. The evening was spent in organizing, talking and planning future work, also Miss Marsh gave a demonstration in hat and flower making.

Our meetings continued every two weeks. Our next work was the making of several dress forms, also studying poultry and plant diseases.

With the help of Miss Marsh, several of our community had a poultry cutting which was quite a help in learning the people how to cull out the unprofitable fures, for the hot of hair at the nape of the neck, the comb that towers above one's head and the circular comb for the bobbed hair, which is almost a bandana around the back of the head. There is a big collection from which to choose, tortoise-shell, silver and porcelain, carved ivory, others in colors of jade, amber and red black or white; all sizes all shapes, some set with gay stones or jewels and all glistening.

**Perfume**

The use of perfume has become popular. With the foreign influence in clothes comes the perfume suggesting the Orient; flowers from China, Japan, Persia; the blend of sandalwood, suggesting Egypt, and a new perfume that is all the rage, "Mahraiah."

## OUR WEEKLY RECIPE

**Nut and Fruit Candy for the Holidays.**

2 cups candied prunes.  
2 cups salami meats.  
1 cup dates.  
1 cup candied cherries.  
2 tablespoons lemon juice.  
Grated rind of one lemon.

Chop the fruit and nuts fine. Then work into a fine paste, stir the lemon juice and rind in. Roll into a thin sheet, on a board dredged with powdered sugar. Cut in squares and sprinkle with powdered sugar.

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## SUE'S ART SHOP

Art needle work material Embroidery stamping, hemstitching. Novelty Goods: In front balcony Barrier Brothers. PHONE 33

Our club has tried to back up our Boys' and Girls' Poultry and Garden clubs. We provided ways and went with the club to Lubbock to hear Miss Murry's lectures to club boys and girls on poultry judging, selection of eggs, etc. We also took them through the demonstration train from A. & M. College.

After our diligent persistence in having our poultry club boys and girls see and hear all that was coming their way our reward was in seeing one of our boys, Curtis Grimes, win first in the poultry judging contest. His reward was a free trip to the A. & M. short course and a chance to enter the state poultry judging contest. Again our club was called on in providing the means of sending our boy to the short course. After discussing ways of raising money Miss Marsh suggested feeding the Rotary Club, which we did and, seemingly, to the delight of all concerned, the Rotarians had a square meal fresh from the country and the Acuff Community Club received the needed change. Curtis was sent to the A. & M. Short Course and to the statewide judging contest, where he won second place.

Mrs. V. C. Snodgrass is a patient in one of the local sanitariums.

A. B. Smith of Sweetwater was admitted to one of the hospitals last week end.

B. White of Slaton is a patient in a local sanitarium.

Frank Vaughn, local real estate dealer, is a patient in one of the local sanitariums.

Mrs. T. E. Buckner of Lubbock is a patient in a local sanitarium.

J. W. Boyce of Slaton, is here undergoing treatment in one of the sanitariums.

**Santa Says:**

**"Electrical Appliances"**

MR. MAN—Santa offers a suggestion in selecting your wife's Christmas presents. He advises Electrical necessities—from Texas Utilities Company. The very things she wants—needs for the comfort of your home.

Santa was just here—dropped a big sack of brand-new Electrical Appliances. Let us aid you in your choice.

**Texas Utilities Co.**  
Satisfying Electrical Service  
In Ten Plains Towns.



**Service**

"The Performance of labor for the benefit of another."

That is just exactly what we are doing every day. When one of our customers comes to our lumber store for a bill of material, be it large or small, we strive to so perform the labor in connection with the transaction, in both office and yard, that he will realize that we have rendered a service to him.

Can we be of service to you?

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Confidence is one of the most important factors in business life.

The long and well established business conducted by the

### Western Windmill Company

had a place in the confidence of the citizenship of the South Plains. The business policies, courtesies, and genuine service that made possible this recognized reputation for the Western Windmill Company will be continued to the best of the ability of those who compose the firm of

### Myrick Hardware Company

We shall strive to merit a continuation of the patronage that was accorded our predecessors and trust that we shall make new friends for ourselves and for our business. One of the policies that was an important factor in establishing confidence for the Western Windmill Company was

### Quality In The Complete Stock Always Carried

The patrons of that firm were always able to get just what they wanted at almost any time. If the article needed was not in stock it was procured for the customer without delay.

We shall strive to continue that policy and shall take pleasure in supplying all the needs of our customers. We invite you to visit the successors to THE WESTERN WINDMILL COMPANY. We have a very complete line of goods that will make attractive gifts for any member of the family. See our stocks before selecting your Christmas goods.

# Myrick Hardware Co

"If It's Hardware We Have It"

W. A. Myrick, Sr.

W. A. Myrick, Jr.

Russell Myrick