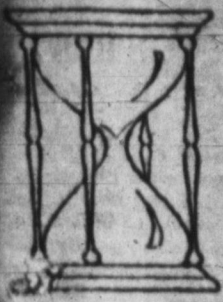


HAPPY · NEW · YEAR



CONTENTMENT, PROSPERITY, TRANQUILITY—to we Americans how deep a significance these blessings must have when the unfortunate visitations of 1923 upon other nations are brought to mind. May Dame Fortune continue to smile upon us throughout the coming year that we may be able to lend a heart and a hand toward

At this Holiday season we think of our customers as our friends. We like to feel that in a broad sense our customers are our partners—that our success is but the reflection of theirs. And so on the eve of a New Year we extend to them our hearty good wishes.

Owens Electric Shop

We appreciate the courtesies that have been accorded us during the year now about to close and hope that we shall so conduct our business in 1924 as to merit a continuation of our present happy relationships.

Simmons Furniture Company

We take this opportunity of expressing to you our appreciation of the cordial relationship which has existed between us and the public in the past. May it continue indefinitely. Accept our greetings and warmest regards. Remember our line is meats, fruits and vegetables. By January 15 we will have a full line of nursery stock in yard south of building.

PALACE MARKET

1005 13th St. Phone 907

May 1924 be the happiest and most prosperous for the good people of Lubbock and the South Plains have ever enjoyed.

Spikes Bros. Grocery

The co-operation of our customers has contributed materially to our success, and we appreciate it most cordially. Accept our best wishes for a bright and prosperous New Year.

Koen Grocery & Meat Market



transmitting "Peace on Earth, Good Will Toward Men" around the world. And to you home-folks particularly may we convey most heartily our wishes for "A Happy and Prosperous 1924," to which the firms below join us in subscribing on this New Year's Day.

GOODWILL

Goodwill is an intangible and invaluable asset that we appreciate above all else. We shall strive to reciprocate all Goodwill that our customers hold for us and extend to them the greetings of the season, wishing them a Happy, Prosperous New Year.

W. J. Garrett Dry Goods Co.

TO OUR CUSTOMERS:

With grateful appreciation of all favors received by us from you and for that priceless though tangible asset, your Good Will, which we prize beyond measure, we seek to merit your continued confidence and aim to serve you faithfully in the future.

Ainsworth Market

A HAPPY NEW YEAR TO VERYBODY EVERYWHERE

Like the treasure ship of olden times, full fraught with precious things, so may the New Year 1924 come to you laden with all that will make for your Happiness and Contentment.

Red Cross Pharmacy

May 1924 bring peace to the world and happiness and prosperity to our many good friends in Lubbock and surrounding counties.

Texas Furniture Company

Believing that the joy of human relationship constitutes the greatest satisfaction in business, this greeting is sent you as an expression of appreciation for your friendly patronage, and with the hope that yours will be a joyous New Year filled with happiness.

Lubbock Buick Garage

Lubbock, Texas
1005 Avenue H Telephone 353



WOMEN'S DEPARTMENT Ruth Moore Tuton, Editor

Wives and Their Work

Miss Mary... head of the Department of Home Economics... average farmer's wife in the state...

FASHIONS

By Lillian Meriwether

Spring fashions were decreed some time ago... the calendar... the designers are concerned...

Rails News

Mr. and Mrs. J. O. Tuton were guests of Mrs. Tuton's uncle G. R. Moore and family of Ralls, Christmas Day.

Mrs. A. J. Hicks, arrived home Thursday after a several weeks visit with relatives in Amarillo, Hereford, and other Texas points.

Mr. and Mrs. Thomas Carter, of Amarillo are the guests of her parents, Judge and Mrs. George W. Foster.

Mr. and Mrs. R. H. Martin, have as their guest their son, Edwin and wife of Mineral Wells.

Mr. and Mrs. Gillon of Ralls, were guests of Mr. and Mrs. Temple Ellis, Tuesday.

Robert J. and Miss Henry Cook and Milton Cunningham of Amarillo, spent Christmas with Mrs. E. B. Cook, in her elegant new home at 2105 Broadway.

Stock Judging Becomes Popular at Canyon College

CANYON, Dec. 26.—Beginning January 2nd a special course in the judging of livestock is to be given by the agricultural department of the West Texas State Teachers College.

Man Offers Self As Christmas Gift

By International News Service. PARLERSVILLE, Texas, Dec. 26.—The citizenry of Farmersville is indignant!

IS YOUR DOG LOST? A want ad in The Plains Journal might find him. The cost is nominal.

Rails Honor Roll. Grade 1: Dale Elms, Oliver Travis, Jr., Wilmetts Watkins, Daisy Dean, Cecil Chance, Mildred Shell, Frances Taylor, Pauline Travis, Louella Kemp, Elizabeth Kutch, Herbert Burkholder.

Grade 2: Ruth Haney, Lee Watkins, James Lattimore, Frances Moore, Mary Florence Taylor, William Shell, Edwin Dowell, Tom Pearce, Jr., Ailene McIlroy.

Grade 3: Al Ray Cooper, Sybil Shell, Raymond Ralls, William Swartz, Grace Garrett, Raymond Way, Pauline Jones, Gladys Shiner, Evelyn Smith, Emma Kate Stephens.

Grade 4: Eula Mae Jones, Gerald Moore, Annie John Caudley, Winifred Mathews, George M. Gideon, J. B. Premit, Elva Halnes.

Grade 5: Bobbie Keetch, Jess Garrett, Horace Stowall, Myrtle Gibben, Berrie Hubble, Eunice Barrett.

Grade 7: Kate Swain, Gladys Robertson, Fae Joyce, Pauline Ralls, Elmo Blanton, Mable Forberg, Tulay Ward, Ruby Goodloe, Evaline Starck, Houston Payne, Alvis Dwy, Edith Travis, Dial Exam, Hazel Smith.

Mr. and Mrs. Lawrence Moore had as their dinner guests Christmas Eve, Mr. and Mrs. C. Jerdan and two little daughters, of Crosbyton and Mrs. Ethel Owens of Crosbyton.

Mrs. Ruby Mae Allen of Fort Worth is spending the holidays with her parents, Rev. and Mrs. J. M. Harden.

Mr. and Mrs. John D. Bird of Lawton, Okla., are spending the holidays with friends. Mr. Bird was a former Ralls merchant and his many friends are glad to welcome him back to his old home.

Mr. and Mrs. Lee Moses of Little Rock, Ark., are spending a few days with home folks.

Miss Trudie Taylor is visiting home folks in Post, Texas, this week.

Bill Marr, Jr., is home spending the holidays with relatives. Bill is a student in the Texas University.

R. L. Travis, Jr., is here with home folks this week. R. L. is a student of battle, and just a few doggone fool agitators have had to bear the brunt.

By having the necessary repairing and painting done NOW, you insure it against the wear and tear of the winter weather.

See that your roof don't leak. See that your windows don't rattle. See that all surfaces are painted.

We have everything that it takes to build anything

Higginbotham, Bartlett Co. "Good luck has a favorite of lighting on the shoulders of the fellow who goes out to meet it."

San Antonio Accuses Farmers of Keeping Mud Holes Wet

By International News Service. SAN ANTONIO, Dec. 26.—Not only have farmers in the vicinity of San Antonio been reported to be resorting to the practice of pouring water on the roads to keep the mudholes in good working order, but complaints are now being received of excessive charges levied for the task of extricating automobiles from the mire.

Cleburne To Have New Daily Paper

By International News Service. CLEBURNE, Texas, Dec. 26.—Incorporated in the Cleburne Daily Times a new paper will make its appearance here January 1. The paper will be an afternoon publication. Incorporators are listed as N. A. Adams, L. R. Goldman and J. N. Vickers, all of Cleburne.

Spend this in Winter

California

Santa Fe

California

Santa Fe

California

Santa Fe

California

Santa Fe

California

Santa Fe

California

Santa Fe

California

Santa Fe

California

Santa Fe

California

Santa Fe

Are you nervous?

Do you become irritated at trifles, start at sudden noises, lie awake nights? Your nerves are out of order. If you neglect them you may have nervous exhaustion, hysteria, nervous indigestion or serious organic trouble.

Dr. Miles' Nervine

will help you. Try just one bottle. We'll refund your money if it doesn't relieve you. Your druggist sells it at pre-war prices — \$1.00 a bottle.

OUR WEEKLY RECIPE

Luncheon Complete

- 1/2 teaspoon pepper, 2 tablespoons fat, 1/2 cupful milk, 3 tablespoons flour, 1 egg strained, 1/2 teaspoon dry mustard, 1 cup diced boiled potatoes, 1/2 teaspoon salt.

GOOD HOUSING NECESSARY

One of the big problems in poultry production is that of providing suitable environment for the farm flock. Those who appreciate the value of poultry on the farm have long since realized that the trees and farm implements do not provide suitable shelter for the laying hens.

The Sled Riders.

Man for thousands of years, yes, we expect millions of years, walked and packed his load of merchandise, meat, berries and roots on his back, the only mode of travel and freight traffic.

Will Deer With Shotguns Only

ALPINE, Texas, Dec. 26.—Seven miles, all armed with shotguns and light shot were not to be outdone at the pearance of a 144-pound buck deer.

EVERY FORM OF ENGRAVED stationery, announcements, calling cards, greeting cards at reasonable prices. Phone 284 and a representative of the Plains Journal will be pleased to call at your home with samples.



Are you nervous?

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Buy It In Lubbock

IF EVERY PERSON living in Lubbock bought their requirements from some firm which does business here, it would have more to do with the growth and progress of this city than any other one thing.

Do you know that almost everything needed by everyone living here is sold by some firm in business right here in this city? How will Lubbock ever become the hub of a great trade territory, that it has every geographical right to become, unless every citizen in this city patronizes home industry?

THIS IS ONE of a series of editorials on diversified lines of business which will be published in this paper. Familiarize yourselves with the industries—find out what they sell—learn who operates them.

There are business houses here of whom you have never heard. Lubbock is no longer a small village; it is the home of wholesale industries and other things of a worthy mention; therefore, there are many things that are happening every day in the business circle of which you know nothing.

This Picture Is That of One of Your Home Industries. What Do You Know About Them?

In the beginning of this Buy in Lubbock campaign, we are glad of the opportunity to introduce Anderson Brothers Jewelry Store, owned and operated by J. C. Anderson and R. C. Anderson.

Anderson Brothers are located at 1005 West Broadway. Their store contains the very latest and most attractive display arrangements, filled with high grade jewelry, watches, silverware; in fact, everything that can be found in the store of a high class jeweler.

The Anderson brothers are both young men, but they are not without a wide and varied experience in their business, as they have been jewelers for twelve years. They are both natives of West Texas, their parents having moved to Dawson County early in 1906.

J. C. Anderson learned the jewelry business in St. Louis, and first entered the active business with the leading jewelry firm of the South, Mitchell Greer Company, Fort Worth jewelers, with whom he was connected for three years. In 1918, J. C. Anderson left Fort Worth with the intention of coming to Lubbock to establish a jewelry store, but while en route he stopped at Vernon to visit his parents, who then lived there, and had an opportunity to visit the



Interior View Anderson Bros. Jewelry Store

then booming oil fields of the Wichita Falls district. Believing that an attractive oppor-

tunity existed for young men in the oil fields, Mr. Anderson decided to locate at

Electra, and established a business there, which he conducted for four years. During his residence at Electra, Mr. Anderson was one of the popular young business men of that prosperous oil town and numbered his friends there by his acquaintances.

Realizing the potential future of Lubbock, Mr. Anderson again decided to come to this city, which he did in the summer of this year, associating himself with his brother and establishing the present business. The Anderson brothers state that they are now at the end of their destination and are pleased to call Lubbock their future home.

Anderson Brothers Jewelry Store is a member of the American National Retail Jewelry Association, an organization of jewelers which maintains an exceedingly high code of ethics and demands a strict observance of them by all its membership.

Building their business on a sound, fair basis, and with an idea of substantiality and permanency, Anderson Brothers are staunch believers in supporting home institutions and industries. They believe that when an article can be purchased from a home concern, when a service can be secured from a home man, when any need can be supplied by a home institution, it should not be secured from elsewhere.

Boost For The Chamber of Commerce

And All Home Industries and Institutions

The Following Progressive Business Firms Made This Campaign Possible

Anderson Bros., Jewelers
Citizens' National Bank Bldg. Phone 805

Lubbock Cotton Oil Co.
Lucko Mixed Feed
Phone 12

Ideal Tailoring Co.
804 Main Street Phone 344

Elk Cafe
902 Main Street Phone 83

Lubbock Sanitarium
1301 Broadway Phones 710-711

Posy Bros.
INSURANCE
Leader Building

Lubbock Poultry & Egg Co.
703 Avenue H Phone 306

Higginbotham-Bartlett Lumber Co.
1408 Avenue H Phone 139

O. W. Jolly Harness Co.
Manufacturers of Auto Tops, Saddles,
Harness and Shoe Work

Sherrod Bros. Hdw. Co.
1614 Broadway Phone 837

Hodges Bros.
1109 Avenue G Phone 644

Lubbock Business College
1316½ Avenue I Phone 335

Lubbock Floral Co.
GREEN HOUSE
1612 Avenue O Phone 451

Earhart Motor Co.
812 Main Street Phone 89

Lubbock Tailoring Co.
1110 Broadway Phone 85

Scott-Farley Tire Co.

Van Buskirk Construction Co.
Architects, Engineers and Builders
Phone 884

Clover Leaf Creamery Co.
513 Broadway Phone 678

Texas Utilities Co.
Satisfying Electrical Service
1111 Main Street Phone 120

Jons Signs
913 Broadway Phone 793

Read This Page Each Week, It Gives the History of the Firm You Patronize