# THE PLAINS JOURNAL 

THE NEWSPAPER FOR THE WHOLE FAMILY


## The Plains Journal's Page of the Doings of South Plains Folks



Guaranteed Deposits

Deposits in this bank are guar anteed under the Depositor's Guaranty Fund of Texas.
This complete assurance of safety and our faciities for rendering every modern banking ser-
vice make an account at this institution particularly desirable.
Our officers are men of experience and their understanding of iocal conditions and arfarirs enables them to render a personal helpful.

## A Guaranty Fund Bank

Security State Bank \& Trust Co .


You Will Find Here All the New of Spring

These days this store is filled with bright new garments of spring-garments that have been most carefully selected for their good styles-for the merit of the materials from which they are made and for feal to turn to new clothes, garments that are bright and fresh in the high colorings of the new season. Don't fail to see the most interesting showing here before you purchase.

Special Showings at
$\$ 19.85 \quad \$ 24.85 \quad \$ 29.85$
Hemphill-Price Co.


## Purely Personal

## 

[^0]

Suggestions for
The Poultry Raiser
POULTRY NETTING INCUBATORS GALVANIZED CHICKEN COOPS FOUNTAINS FEEDERS
In fact everything to make the Chickens happy and earn their feed.
Moore Brothers North Side Square
 W. B. Sponcor, the last of the geng
that dermaued, F. Frank Norfiet of
 Labbock people who will reekret to learn
of his demise. The state of Texas, celebrated it Josso Mitehell, publisher of the Lamb
Connt Liander has inatailece a new
Linotype and Linotype and other modern equilpment
In his print ting office in that cty
Mitchell tays he titents to
 ine tried at Fort Worth at an early
tate geveror is now serving a ermm
in the pederal penitutlary for volato of the narcotic act.
W. T. Dodson, former W. T. Dodson, Former sacerotary of
the OKalanomin state Board of EducaLon, is a vistior in Lubock today. Mr.
oDdson is favorably mpresed whit
Lubbock and expectes to locate hera.

## Announcing--

The South Plains Office of

## The Jefferson Standard Life Insurance Company

## Curtis A. Keen, South Plains Manager

We Want You to Know That:
This is the iarget Southern Insurance Company having a total of vear and admitted aseets of $823,217,318,33$. Thisis is an increase of 835 .Oas, 234,00 of insurance paic for in 1923 and an increase in asseta of \$3. 0 ,
Orranized in 1997 as the 112 th old Line Company in the United States ir now merica we came in to Texasa four years ako and are today writing more business in the state than any other outside company, our average exceeding $\$ 2,000,000$ per month for the past six months.
We have a loan plan that is different and, we believe, better. It,
Loans includes straight 8 per cent interest, payable semi-annually without includes straight 8 per cent interest, payable semi-annually without
any deductions, brokerage or shaving, interest does not start on our loan until the day you get the money, any or all of the principle is payable WITHOUT FORFEIT, PENALTY OR DISCOUNT at any time, upon sixty day notice; and a guaranteed ownership of the prpperty for
your family in case of your death. We loan only upon first class residence and business property in Lubbock, Lamesa, Slaton and Crosby-
ton. Study all other plans carefully and you will appreciate ours more.
"Wherever Jefferson Standard is Known-It is Favorably Known"
CURTIS A. KEEN
203 Bush Building

(The first High Class Restricted Addition to Lubbock) Only $\$ 25$ Cash Required. $\$ 10$ a Month Until Paid For. No Taxes or Interest This Year, Only 6 per cent Interest. When you buy a lot in Morning Side you are buying a piece of valuable property. It is located within ten blocks of the Court House and is restricted to not less than $\$ 2,500$ houses. Every home built adds to the worth of Morning Side Addition. Lots will soon go soaring upwards with buijding even now underway. To date 40 lots have seen $>$ ld. Call us today.

[^1]

 URGES OLD-TIMERS AND NEWCOMERS ALIKE TO BE READY FRR REAL WEIGRKS DURING THIS YEAR
TO GREATER HEIGTS










## 

Two Things Made Our Reputation

Besides having good lumber of every. size and description we have much to do with building our reputation.

We solicit your trade, no matter what size the order, and shall be glad to have you consult us about your needs.
Our home planning service is under the direction of E. B. Ribble, an experienced draftsman. He will gladly draw plans for you or design a home or building to meet your needs.

## Higginbotham-Bartlett Lumber Co.



## Good Plumbing

GOOD plumbing is the only kind we do. On any kind of a plumbing job we make the lowest price that is consist$\zeta$ ent with good work. Whether it is to equip your new house or a repair job, it will pay you to figure with



## THE PLAINS JOURNAL BUILDING

Another Achievement for Lubbock and the South Plains

Designed By
PETERS \& HAYNES, Architects
LUBBOCK


The Lubbock Plains Journal LUBBOCK, TEXAS
OFFICE: 1002
JAMES C. NANCE, Editor
CHAS. GUY. AOscointer Edito
DORRANCE D. RODERICK

## Putlished Weekly. Entered as Second Class Mail Mat er at the U. S . Post office at Lubbock Texas, acording to the ter at the U. S. . P provisions or the of the Postmaste <br> 

Editorial
The Journal's Message to You

| The Plains Journal makes its initial bow as a Labbock printed paper. After months of waiting this publication has at last been installed into its own plant, a modern and erficient prine shop, which weTexas and the Panhendic, Amarrillo not excépted.Prior to this issue it has been one handicap after another in Prior to this issuethe issuance of it has been one handicap after another inPlains Journal. Problem after problem has arisen, been solved and overcome until now all of the worry and and printing the finished produet in the office of the A marilio News, is over and the Journal force installed in the new plant,feels fully compersated for paet inconveniences. feels fully compersatec for in the new building, with every facil-Surrounded, as we are ity for publishing a good newspaper, we believe that we willbe able to offer to Labbock and the South Plains a journalistic product which will be just a littie in advance of anything of its kind here now, and as the community and the vanguard of progress. At least inat is oar fondest hope, the one end toward which we The pubilisher wishes the Plains Journal to be his paper only in name. He wahe the publication, to feel that he is a part of the publicaion. With that feeling in view the Plains Journal invites inspection and icimm the Journal will feel that it is being complimented by an interested party. |
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The Mayoratity Selection


 Perey ppeneer, that Labbock may continue
unimpeded by the miriads of handicaps which

 might pilot the eity to
The choice of 2 ne
Pleasantiness Pays
There is a young lady in Labbock who acts as a sectetary and

| There is a young lady in Labbock who acta as a sect oficer between her employers and the general public, is her duty to greet business and profession callers in the of |
| :---: |
|  |  |

 preciated and that they are somethting more than mere custom-
ers of the establishent
While her salary is probably not exorbitant her actual worth to her employers can
In making friend for
pays even in business.

## The White Way

The laying of the pavement in the city this spring will give
Lubbock not only added attraction from the standpoint of the paving but will make posible the construcion of a great
white way in the down-town district, a step which will give Lubbock one more boost toward the metropolitan class.
It is
doutfol if
a
a better plan could be hit upon to approv the looks of any city than the constracion of a white way
Take oro instance the neighboring city of Amarillo. The nigh
travelier, reaching the city at the Santa Fe station receives a bright welcome from the street leading from the depot to the busines section, which would be sady lacking without a white
way which has been oostructed there
The same tituation will arise when this white way is conThe same situation will arise when this white way is con
structed here. At will
give the city a more inviting aspect, more wide-awake appearance than if the down town district
is shrouded in semi-iarknesse The money is avalable for the project and it will be begun as
soon as the aditional paving is ioid Its completion will be
a great forward step in the initory of Libock a great forward step in the history of Lubbock

## Hoe Your Own Row

 actnes. What you know you must know well and throughty, else. It will not do to know a thing half way any longer. You mut know it tall, and the man who knows a oew things-worthy
things, I mean, in science or art or mechanies or buiness, bet

The Plains Journal, March 6th, 1924.


## Old Fashioned Sunday

 ber how the church bells were ringing asy you put the last touch
es on your Sunday shoes-shine before reporting to your mother for a final inspection? Down the street then, between your
father and her, nodding to friends and eighbors all bound father and her, nodding to friends and eighbors all bound on
the same errand. What a wholesome spirit of unaffected
Chrisian kindliness was abroad that day Chrisian kindliness was abroad that day.
Then the old familiar hymns, in which all the congregation
joined so lustly, the honest, heartfelt prayers and the reading joined so lustly, the honest, heartfelt prayers and the readings
from the Bible. Perhaps the sermon seemed dull, perhaps the ay appeared dull to you in contrast with the joyous
of Saturday-but what wouldn't you give now to have
s back again betwhen wor such days back again between, your father and mother in the
old church again, to sit once again between your father and
mother in the old church where they worshipped God with mother in the old church where they worshipped God with
such simple faith?
Since those days you have drifted far from the church. In the Since those days you have drifted far from the church. In the
ceasless rush of modern life you may have given up the habit of regular church-going. Perhapsayou are not even giving you
children that Christian environment which belongs by right to
every think of what you are missing, what you are forcing your chil To that Christian atmosphere and environment you owe most
of the good in your own character. To it, also, is due in large measure the present greatness of America, for the ideals and
inspirations that have led our country forward are fundamen-
tally Christian Why not make next Sunday an old-fashioned Sunday by go-
ng to your church? - for "your church" means every church
n this city. Every one of them opens its doors to you with Christian hospitality, Give the time-honored serviee ap oppor-
tunity to reawaken within you the spirit of peace, friendliness
and self-sacrifice of an old-fashioned Sunday. Observe the
Lord's Day as your father and forefathers observed it before

## Don't Forget the Old-Timers

 thake Lubbock their future homes are welcome additions
to the business and social life of our community. Of that point and advancement of that city and greatly aid in the the progress
forent ferritory is a
fore conclusion. Without them the pregre doubtedly be slower and a greater number of years would have
to pass before this community would be securely placed in the However, clarning back a few years, who was it made Lub-
bock and the South Plains an inviting territory for newcomers? bock and the south Plaips an inviting territory for newcomers?
Who was it that started the city on the highroad to prosperity,
financial and economic success? It was the old timers, the
splid citizenry which came into West Texas when this territory was a cow country and dubbed "The Great Americian Desert."
It was the unceasing efforts of the people who inhabited thi
territory in the years gone by that Talt the To gress and advancement that this district has, seen in the past
few monhs. They made West Texas, they advertised West
Texas and thoseo of mas who are le
the pr and the prospects of this great undeveloped territory following their
lead and came here.
When the progress of Lubbock and the Sguth Plains is the soom. People are coming in there every day." All well and
bood but don't forget that it was the old timers who made the
growth possible. We who are newcomers would do well to remember that
we are but privates in the army of advancement, the army generaled by the people who came here in the lean years, be-
fore the cotton prosperity, and made a great field out of what

## Wise Cracks from the Southwest Press



Here and There


MORE THAN THIRTY-FIVE DOLLARS IS GIVEN RED CROSS SECRETARY IN RESPONSE TO CALL FOR
HELP FOR BED-RIDDEN GIRL. HERE. "Here is a dollar for the wheel chair for the little cripple girl," wrote one contributor to this fund, who signed herself
Just a mother" and her dollar brought this fund up to $\$ 35.50$ or almost to the necessary amount for the purchase of the chair
and practically guarantees that her seven year bed-ridden term is over and she will be able to enjoy the sunlight,
fresh air and flowers just as soon as the warm days come. fresh air and flowers just as soon as the warm days come,
The chair will cost something more than $\$ 40$ and is being ordered for we know that more than enough to care for the cos
will come in during the present week. If it don't-it will only take five minutes to stop five men and get a dollar each from them-but we want to let every penny of the fund come strictly
from voluntary contributions-and if it runs over $\$ 10$ or $\$ 15$ from voluntary contributions-and if it runs over $\$ 10$ or $\$ 15$ a comfortable chair mattress and some warm. blankets in the chair and edd so much to the little helpless mite's happiness.
Lubbock Folks Are Always Human The story of the wheel chair is just another story
The story of the wheel chair is just another story of the big
heartedness of Lubbock folks. The secretary of the Red Cross mentioned one afternoon that she had a little cripple girl in the South part of town that had pot been out of bed in seven years
but that the doctor said se might get much better if she could but that the doctor said se might get much better if she could
have a wheel chair and get out and enjoy the sunshine and fresh air - but that the Red Cross couldn't afford to spend that much of the money out of the general fund of the organization.
A Journal reporter heard the story-and retold it in one isA Journal reporter heard the story-and retold it in one ig-
sue of the Journal. And the money is coming in. One little
sirls heard her mother and dad talking about it and on her own sue of the Journal. And the money is coming in. One little
giris heard her mother and dad talking about it and on her own
iniative started out to take up a collection among her friends and brought $\$ 2.80$ in nickles, dimes and quarters to the Red Cross Secretary. letters brought a dollar bill. Just a little more is needed to put the whole thing over in good shape. If you would like
to have a part in the good work mail in your check to "Chair to have a part in the good work mail in your check to "Chair
Fund" care Plains Journal, Lubbock, Texas.

## Myrick.Will Lead

 Lubbock Elks For Next Office Term
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Byron C Di
rempenentative




Local Man Is Hurt In Fall from Truck


## Something New

The Racket Store
Just Opened Up at

## 910 Main St.

--in the building formerly occupied by Willifords Grocery Store. A little of everything usually kept in hardware, grocery, dry goods, drug, jewelry, furniture, confectionery and music stores.

New goods are arriving every day.
THE PRICE IS THE BIG THING AT.The Racket Store
B. C. MeCollum, local eab, ariver,

Hines McCleltan
Sells Grocery to
New Comer to City
dean was consumated ine


## The Working Dollar

$\mathbf{D}^{\text {OLLARS never need a vacation. The harder they }}$ work the more they can do. Dollars in the bank are real laborers of the money family. The hoarded dollar is a loafer. The dollar that works for his own-
er part of the time and lies idle tie eremainder, is just a moderately desirable fellow. The dollar who does things is the one, when his master doesn't need him for a while, hurries right down to the bank and starts to work for the neighbors.

Those are the dollars the store uses to acquire bargains for the benefit of its customers. Those are the dollars that build up stocks. Those are the dollars that advertise the community, that call in business from afar.

Lubbock can't do without those busy dollars. The more of them her banks can muster to the common service, the faster Lubbock will grow.

## Citizens National Bank

officers and directors

Professional Directory


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> GUARANTEE ABSTRACT AND TITLE CO. Merilit Hote Bulange O. L ADAMs, Mgn


## Smart Suits Welcome Spring Weather 9 MeGee and Mashall That nad Pim srrees TAILLEURS <br> Plain, Checked and Striped -Boy TypeJaunty tailored suits that refleet the vogue of the moment along the styie streets of the world, from <br> $\$ 39.50$ up



## Mandarin orSuit Dress

These distinctive modes conform to the trim straightness so closely carried out in the chemise, the tubular and the thered shiouetles, shown in such fav ored fabrics as Pom Pom Cloth, Matel le and Enchanto Cloth. Priced from
$\$ 49.50$ to $\$ 69.50$
$A$ Spring Novelty
The latest thing in the
way of Spring innovations way of Spring innovations
is the Under-the-arm bag, the box and the dress vanity. Our line of these
useful bags is very comuseful

## $\$ 3.95$ to $\$ 16.50$

"For those who care" MeAFEE COMPANY Exclusive Ladies' Furnishings


# Bushellsa of Bangains SPECIALS <br> For Cash <br> \author{ One Week Only 

}

Saturday, March 8 to Saturday, March 15 9x12 Axminster Rug, $\$ 17.50$ value..-- ......... $\$ 36.00$ Solid Oak Dresser (Princess Style) $\$ 24.00$ val. -- $\$ 18.00$ Imitation Oak Dresseŕ (Princess Model) $\$ 21.50$ value for ........................................... $\$ 15.75$ Simmons Bed, 2 -inch post with small filler, $\$ 10.00$
value Full size Mattress, $\$ 14.00$ value ................. $\$ 10.75$ Full size Bed Spring, $\$ 5.50$ value $\$ 3.75$
Full size Mattress, $\$ 12.50$ value
$\$ 9.75$


SIMMONS
Furniture \& Undertaking Co.
Noton Baterer Manaser


The Man Who folds the Reins is Business-CollegeTrained

There is no other way. You must have training. Prepare yourself for a better position and that position will eventually beyours. It is as inevitable as fate.

This institution has helped many young men and women to obtain responsible positions in Lubbock and elsewhere, and will help you to do the same. It offers thorough practical instruction in Stenogra phic, Bookkeeping, and Private Seceretarial courses, fitting the student for any office position in any line of business. The tuition is low enough to be within the reach of all; school open day and night. Individual instruction permits you to join anytime.

Come in and let us plan for you a course most suited to your needs. Or our field representative will call and talk it over with you, with no obligation on your part. Enroll at once.

## Lubbock Business College

| 1316 1-2 Ave. I | C. M. Witt, President |
| :--- | :--- |
| Lubbock, Texas | J. F. Witt Vice Proesident |
| Phone 335 | C. L. Backenstoss, Fiold Rep. |



# BUY IT IN LUBBOCK <br> HE spending of money with the local merchants keeps the cash in circulation among your neighbors and friends, and thereby makes it possible for the among your neighbors and friends, and thereby makes it possible for the local dealer to still further contribute to the development and prosperity of the home town, and incidently to you and your neighbors and friends. The dollar spent with the home merchant today may reach you again tomorrow, while the dol- lar spent in another town is gone from you forever. The local merchant is entitled lar spent in another town is gone from you forever. The local merchant is entited to your support and encouragement for the very good reason that he pays taxes to keep the machinery of the municipal government in motion. He supports the schools churches, civic organizations, helps pave the streets and provide police, fire and health protection <br> HEN you buy from him you meet him face to face, and if the thing you purchased does not fit, is faulty in any particular or is unsatisfactory purchased does not fit, is faulty in any particular or is unsatisfactory want the thing if you change you have bour mind and decide that, after all, you doubt he will gladly take it back and return the purchase price to you. And, last but not least, the stock of the home and merchant is well selected and dopendable, and his prices are as low, or lower, the merchant is well selected and dependable, and his prices are as low, or lower, the quality of the goods taken into consideration, than those charged by the big store in the big city. That the local dealer will sell on a smaller margin than the big eity store is. not questioned, for the reason that his overhead expenses are much less. The home dealer sells cheaper than it is possible for the great city to do, and by trading at home you save many hours in time and dollars in transportation charges. <br> This is the History of one of Your Home Business Institutions - Read It SAVAGE TIRES 

## ARISTOCRAT CORD

This is the pet of the SAVAGE manufacturers, and as made the most enviable reputation of any tire on the market. The average Aristocrat SAVAGE Cord milage has been over 15,000 , and 25,000 miles is nothing unusual.

TRAILMAKER CORD



Thomas D. Scott

SEMI-BALLOON
This tire has just been announced and
though we have them ordered, we have hough we have them ordered, we have
none in stock, but will have soon. The Semi-Balloon has the same flexible
construction as the full Balloon type but will fit any standard rim equipment.

FABRIC


SAVAGE only makes two sizes in fab-
ric tires, $30 \times 3$ and $30 \times 3$ 1-2. The fabric in these tires is of $171-4 \mathrm{oz}$, weight, and same grade of Gum Cushion and Tread Rubber is used in these sizes as is used in our cord
tires.
Most Fabric tires are made from 15 fabric.

We Have Handled Savage Products
On the Plains at Amarillo nearly three years during which time we have sold right at $\$ 200,000$ worth and have had less than $1-2$ of 1 per cent adjustments. W.e make our own adjustments when they are due. This feature alone is worth much to the con-
Sumer.
Phon
5
5
565
5
Scott \& Farley
Phone
D
Lubbock, Texas
565
North Side Square

## Boost for the Chamber of Commerce

AND ALL HOME INDUSTRIES AND INSTITUTIONS

The Following Progressive Business Firms Made This Campaign Possible<br>Anderson Bros., Jewelers<br>Lubbock Poultry and Egg Co.<br>O. W. Jolly Harness Co.

National Bank
Lubbock Cotton Oil Co. Lucko Mixed Feed
Itreal Tailoring Co. 804 Main

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Phone 344
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902 Main Street Elk Cafe Phone 83 Lubbock Sanitarium

703 Avenue H
Higginhotham Bartlett Lumber 300 Phone 13
Hodges Brothers.
Dry Goods, Groceries, Hardware, Furniture, Floor 1109 Avenue G Sherr
1014 Broadway Lubbock Business College

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\begin{aligned}
& \text { Lubbock Business College } \\
& 1316 \text { 1.2 Avenue } \\
& \text { Phone } 335
\end{aligned}
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Lubbock Floral Coren
612 Avenue 0 GREEN HOUSE
12 Avenue 0 Manufacturers of A Auto Tops, Saddles,
Harness and Sho Earhart Motor Co. 812 Main Street $\begin{gathered}\text { Earhart Motor Co. } \\ \text { Lubbock Tailoring Co }\end{gathered}$Texas Utilities Co.1111 Main Street Sting EEcotrical porvico.

Posey Brothers
Lender Buiding



 THEORIES TAUGHT IN COLLEGE CLASS RO
REST IS SPENT IN ACTUAL WORK


MATCH
TRADE
PROPOO
PROPOSITION-
Thats our basineess and you can
count on us to meet any exchang doel you may have to ofter tor male, rent of ezehange. We have ohe of the largest list-
ings of real eatate barguins in Linge of real
Lubboek Count HOLT \& BROOK Room 3, Johneon Bldk Phones 800 and $326-5$


City Property
South Plains Farms
We have a specialty of city property and have a number of choice listings well located and at bargain prices.
We are well posted on South Plains farms and are pleased to advise the homeseekers and

HUNTER \& HUNTER Merrill Hotel Bidg.

## Investors-Bargain Hunters

Certainly no better indication or fact could establish a true real estate
bargain than to be able to say that its own home people are buying it,

## TECH VIEW

Fronting the College Tract on 19th street, Elwood road and Brown of good business from local, as well as out side seekers of safe, sound investment, and if there is a real investor, or even a doubing Thoma. seeking small. acreage, verms. You can, without doubt quickly settle this question of the sane

## $\$ 175.00$ to $\$ 250.00$

Per acre in $21-2,5$ and 10 aere blocks, with graded streets, level, beau-
tiful, cheaper too than you could buy a big farm so well located and with only fourth cash, fourth in six months, ablance one, two, three years at 8 per cent interest, is proof positive that we have been using
the red pencil with regularity and pride.

## SEE IT TODAY

If you desire close-in acreage, eight minutes to town, opposite Tech grounds, no city taxes, you owe it to yourself to investigate this un
usual offer, beautiful corners open for purchase.
R. A. McKINNEY

Exclusive Agents
Phone 886-208 Leader Bldg-Lubbock

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cecording to popular beilef the the
Middele ages, presiled. were the four dements, Hiving li and vulting them The elempatal spirtits of ayg veere
called satninandere, those of water.


$\mathbf{M}^{\text {ONEY is the most needed when old man Adversity's heavy fist meets you }}$ IV midway between the eyes. That's when y
sured with the Standard that's when you get it.

Standard Accident Insurance Co.

INSURANCE
-THAT'S ALL-

FIRE
TORNADO COMPENSATION BONDS

## POSEY BROS.



## Cottonseed Meal and Hulls

Feed for Every Animal on the Farm

Cottonseed Meal and Hulls properly mixed forms a "Balanced Ration" giving better results in increased Milk and Butter production in Cows and in Flesh, Fat and General Condition in all animals THAN ANY OTHER FEED IN THE WORLD.


## Feed a WellIBalanced Ration

The practical common sense way to feed an animal is on a well balanced ration, that is, a ration which gives him at each feeding the proper amount of each of those things which science and practical feeding proves necessary for health and strength. You can't get the combination out of the usual feeds, such as corn and oats, hay and fodder, but can get it if you mix cotton seed meal with the grain and let cotton seed hulls take the place of the hay or the fodder.

## LUBBOCK COTTON OLL COMPANY

LUBBOCK, TEXAS
Phone 12


> What?
> Yes - 906 mare twe neme nomer thend Werveates in wate worn or det jour patronise -

> Good Luck Tailor Shop
> 1302 Broadway
Horn Visits School In Tucson, Arizona








 A. the
 Ci

## 3 Car Loads

We have three cars bulk feed red oats just arrived.
Also a large quantity of corn, rice, bran and hay.
See us at once for Special Prices

## JACKSON BROTHERS

Dealers In
Grain, Hay, Cotton Seed Products, Salt, Hides, Field
Phone 505


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## SECURITY!

There is the feeling of security in a clear title to your home that comes only with a good abstract-There is one sure way to have that safe and secure feeling and know that you wont get-

## Kicked Out

-of what you thought was your property, that is to have your abstract made and certified to by the old reliable--

## GUARANTEE TITLE \& ABSTRACT CO.

C. L. ADAMS, Mgr.

AMOS H. HOWARD, Secy.
1014 Ave. I
Phone 420


## Announcement-

I have purchasd the stock and fixtures of Hines and McClellan, Grocers, and am now proprietor of this business. I wish to assure all customers and friends of this fine store that it will be run along the same line as in the past-Quality and Service will be more than a mere slogan.

We will continue to serve our customers with strictly clean, fresh and high grade merchandise and assure them the courtesy and consideration which has made this store famous in Lubbock. We will make strenous efforts to show our appreciation of your patronage and continued good will by serving you in this manner.

We waht a number of new accounts and ask that you give us a trial.

## F. C. Yarbro Grocer Co.

## Successors to Hines and McClellan

Electricity will work for you cheaper than any other commodity. The present rates which prevail are so reasonable that the housewife who fails to avail herself of these electrical aids is doing herself an injustice.
You can buy any appliance you may desire at our display room. You have the privilege of paying while you use them. We will be pleased to tell you the advantages and demonstrate our appliances and show you how you can operate them economically.
Electrical appliances are really more than labor savers, they are actual necessities and the housewife is entitled to their use if she does her own house work.

Do It Electrically
Texas Utilities Co.


EGGS FROM PULEETS: POOR FOR HATCHING $r$ Prolets peeref movic br wed as


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 seltsecond
 re been-teo and housed propert motied up

 Fourcha hatcting eefs 8

 Brexione trom polles is to be dise ant the bect results are obtated
 Substitutes for Worms and Bugs During Winter







$\qquad$
Cotton Seed
"KASCH COTTON SEED ${ }^{\prime \prime}$ 90 PER CENT PURE Place your order now HEAVY RED SEED OATS PATTERSON GRAIN CO.

## The House That

 Service Built$T$ HE tremendous record of sales during 1923 indicates that the service and 1 efficiency of this institution is appreciated by the people of the S. Plains. During 1923, the Lubbock Auto Company sold as many cars, trucks and tractors as many of the largest cities of Texas. Thus far in the new year, Lubbock is leading the Dallas Bistrict in sales.

## Here's a Record to Shoot At

 470 Ford Cars 50 Ford Trucks 40 Fordson Tractors 4 Lincoln Cars1923564 Cars, Trucks and Tractors<br>$1924{ }_{\text {Month }}^{\text {Two }}$ 210 Cars, Trucks and Tractors

THIS record is made posible only through our highly efficient service and repair departments. Every mecanicin our plant is trained especially in Ford coln car.

## Genuine Ford Parts

$\mathbf{O}^{\text {NLY Yenuine Ford parts for all cars and tractors are handeded by this con- }}$ This assures you of the best, for there is no successful duplication Ot Mer Mor ing along the line layed out by Mr. Ford and the Ford Motor Company, with which we are in heartily accord. Our policies will be to give satisfaction and service at all times.

## More Cars for Lubbock

$D^{\text {UE to the efficiency of our sales department, Lubbock has been given a big }}$ D quota of cars, trucks and tractors for the current year. By this means we will be able to supply the demand made within a radius of many miles and we nvite your patronage on the basis of consistent, interested service for the conrenience of our patrons.

## LUBBOCK AUTO CO.

Geo. Benson
Sam C. Arnett

 Tonel IM fergiluilies democratic leader believes campaign to b UPLIFTED FROM THOSE OF PAST YEARS AND
INTERESTED IN TAX RELIEF ISSUES



## MEBANE Cotton Seed

Just-received a car of fine planting, seed, government tested and guaranteed 98.6 per
cent pure. Call at rooms 208 and 209 Citizens cent pure. Call at rooms 208 and 209 Citizens National Bank building. See samples and book your wants as these seeds will not last

## J. H. BRYAN

CEDAR POSTS IN CAR LOTS
 000 to 500.000 caretully graded, ary Fence Posth
DIRECT TO RANCHME

We quote Prices
Whar dize you want and your nearest elat how many posts you Barbed wire, Wove INQURIES Wilso, for Lumber, Windimill Timbers, pricen and others.
Ahwayn tatate how inany rods of wire you need; if woven wire what height, and for what purpose. Lumber inquirles should give the speeiflFEDERAL EXPORT AND SUPPLY COMPANY

## Auction Sales

Meet me at the Sale and Trade Block, one block
south of the Court House.
I sell implements, furniture, in fact anything that List your stuff with me, I guarantee satisfaction Joe Seale, Auctioneer
$\qquad$ Lubbock, Texas

## 






## Ger This Power Thrill

A big. virile engine to send you sweeping uphill-big, sure brakes o ease you downhill-patented Triplex Springs to melt the bumpo way! One hour's drive is fifty minutes niore than are needed to power. greater comfort. Champion $\$ 695$ Sedan $\$ 795$, L. o. b. Toledo.

Lub-Tex Motor Co.
F. M. Payne, Mgr.


Too Many Judges in

o per cent of all fees pata to Amerioan
lawyers go for plealingso
These are a few of the 57 varietlen



Doodging Autone.
Necesalty is the mether
ton. Many a peftestrien


SAMS. DENMAN
LUBBOCK INSURANCE AGENCY

iones: Day $96-$ Night 332

## Ribbon Cane SYRUP

Just reecived a
Texas cane syrup.
This syrup is manufactured expressly for me, by Farmer Hamblett, one of the moste noted and most succesesful manuracturers of pure ribbon cane in East. Texas. Come and buy a gallon, or as many gal-
lons, as you can use. It is absolutely guaranteed. We also handle apples. The best grade of eating
and cooking apples from Colorado. The quality of-our products are the very best and Lubbock Apple and Syrup House M. M. HACKLER, Manage Lubbock, Texas

## College Park Lots <br> Only a Few of These Choice Lots Left

## \$150 for a Building Site

One of the most desirable additions to the City of Lubbock is the College Park Addition. A purchase anywhere in this addition is an investment not a speculation. This addition is located only 1377 feet from the Tech Site. It adjoins the City Limits. It adjoins a highly restricted district that is soon to be improved. The addition is in the southwest part of the City where The addition is in the southwest part of the City where built.
We invite you to inspect this addition. If you want a building site that can be purchased reasonable and one that will make a large percentage in incrased values in the years to come, you will invest here.
This concern will be pleased to show you this addition. We also have many listings of choice property, both city and country. We invite the prospective purchaser to visit us, we will be pleased to help you in making your investments here.
> J. S. Echols Realty Co. Lindsey Theatre Building Lubbock, Texas



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    You can't do good
    work when your head throbe, your back aches or yourre tortured by a rheumatic, sciatic
    monthly pains. Dr. Milles' Anti-Pain Pille. relieve pain quickly,
    safely and without unpleasant after effector Your druggist will sell them to you at prewar Regular package $\boldsymbol{\sim} \mathbf{2 5}$ dooee 25 cents.
    Economy package - 125 doeee $\$ 1.00$.

[^1]:    W. E. Bush \& H. P. Lehr Bush Building

    1212 Ave. J
    Lubbock, Texas

