# THE PLAINS JOURNAL 

THE NEWSPAPER FOR THE WHOLE FAMILY


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



THE gardener without good tools hamer. When you get your tools from Moore hen you get your tools sure that the Brothers you may be make gardening a pleasure and that they will last for many seasons, unless the neighbors make away with them.
See our supply of garden tools before you buy.

## Moore Bros.

(North Side Square)

-Is service that fills the bill. It is service that leaves nothing to be desired. This sort of service is the aim of this company. It is the desire of this community.

It is possible to have this sort of service all the time through the co-operation of our customers and the people of this community--which amounts to about the same thing.

Every public service like the City Light and Power Company's service, depends solely upon the cooperation of the people in the community it serves for its progress---and the community depends upon the public service for its progress. Adequate light and power service which is not dischiminatory and which is supplied at a fair price, is the due of every good community enjoying that character of public service.

It is to the interest of the people of any commun ity to know and understand the situation surrounding its light and power service.

This company wants this sort of friendly interest and believes that through it the community will make progress and the affairs of the company become of community interest.


 | $\begin{array}{l}\text { will hanale all kitads of supplies for the ports conditions in the luytening rod } \\ \text { stiockman and farmer } \\ \text { butiness good in this meeton. }\end{array}$ |
| :--- |

EASE --THE SPRING IDEA
IN HART SCHAFFNER \& MARX CLOTHES

Clothes hang easily for Spring; they look informal, comfort able, smart. We've gathered a great selection of these styles for you in all best fabrics and colorings. Trimmer waisted styles for men who like them. They're priced very low at
${ }^{8} 35$ to ${ }^{8} 65$

## 

What Is a
Bank?
A modern bank is more than a depository for money; more than a place puon which to issue
checks.

A modern bank is an institution of helpfuln to its depositors and clients. It is interested in seeing that they are prospe
in their financial ventures.

Depositors who let us help them with advice born of long experience, can testify to the value
of our service.

LET US SERVE YOU
LubbockState Bank
LUBBOCK, TEXAS


## Introducing to the People of Lubbock and the South Plains the Most Wonderful Automobile Ever Produced in America "The Chrysler"

## 

Beauty, Durability, Speed and Performance

SHOW AND DEMONSTRATION Will be held Mond y, Tuesday and Wednesday, March 17, 18 and 19 at the Cadillac Garage in Lubbock


Chrysler in Lubbock. It is attracting unusual attentio
The Chrysler is the finished and perfected product P. Chrysler, who has earned a nation-wide reputation Mr . Walter as a genius in his work. Months have been spent by Mr. Chrysler
and the best auto engineers of America in working out all detail of this car. The product has amazed the automobile world. H is with out a doubt one of the ablest and most efficient designers
and manufacturers in the world, but who is this man who is the topic of so much discussion? Let us tell you something who is the Along toward the middle of June you perhaps read in your newsAlong toward the middle of June you perhaps read in your newsthe head of the Maxwell Motor Corporation; that he had disposed of all his outside interests; that he had increased his Maxwell-
Chalmers holdings; and that he saw for the future of Maxwell Chalmers holdings, and that he saw for the future of Maxwell-
Chamers nothing but increasingly conspicious success.
You read that. And before you turned to the Gumps you probabYou read that. And before you turned to the Gumps you probab
ly thought, "Chrysler-never heard of him. Who's he?" Which was only natural. Big game stays in the deep forests;
and of millions who have ridden in cars that Chrysler has built, and of milions who have ridden in cars that Chryster has built,
not one-tenth of one per cent have ever heard his name in passing.
Bat there are certain captains of finance back east Bat there are certain captains of finance back east who will risk
their millions if he says a certain thing can be done and agrees to do
it himself

So that litile news item was of extraordinaty importance. Noo to many, many others. Chryler grew up in the Union.Pacific Rairroad shops, At the
 himselt one, Athe these are of wenve-one he was setur acquaini
 until he became superintendent of motor power of the Chicago ${ }^{\text {o }}$ Great Western railroad. Ho became manager of the Buick unit of carar day, when he lef he was turning out 500 a day. He develop. ed the steil panel body during this time In In 1920 he was executive ice president and general manager or oht int ty- veriand cond
 When he took control of the production of Maxwell Motor Com. pany, bankryptey was only 48 hours ahead, This was in A August
1920 . The repe ern is excerestion is in now history ynd the financiaia status of this conCern ib exceptionally sound at this time. Theore Walter P. Chrysler-square-jawed, irrestable, driviny, hard absolutely blind to defeat

- genius of thop practice and - -he story, though, has just begun


## AN INTERVIEW

## with Walter P. Chrysler

"Mr. Chrysier, why did you buid the Chrysier cart".

 "II concentition of an ideal quality lipht ear is that of seores of
thousands, whoee requirements are practical ;oot visionary. For
 The Car
That Most
Drivers Want




 to haikh weight, so that a single passenger doesn't feel he is paying
 "Quality materialt and workmaniship to give long life and con-
 anterthought. Chryier re" you set about building a car to meet such an ideal, Mr. The planh has been growing in my mind for years and about four

 out oit op odederemined plant tapacity or manuffecturing lay-


was, that they they yes placed just one condition on their work-that to be done and the tain to to beore be beverp part." Mr. Chyser?
While owers will appreciate the fine features of our design, $f$ our deifign,
ean the
high.

## "Why did you follow such rigid standard

 "To make our car truly ideal. Itell you emphatically that anything less than the finest would take years off the life of this carYou know that the You know that the best result-in looks, in performance, in econo-
my, in durability. can't be obtained without the best design, material and workmanship."
"Are some of these Chrysler superiorities where the buyer can "Are some of these "Chrysler superiorites wher
see them?"
"One look at the car will answer that question.
Extraordinary
Air of Distinction

## 'French' or 'European' as 'or custom-

once that here is perfect balance of proportion and blending of line.
You will also feel that tere is an exceptionally racy car, largely because it is buit so low to the ground. it does not tell what it affords in the way of generous interior space. "So skillfully thaye the engineers manipulated the elements of weight, length and space that you are actually subjected to what
amounts to an optical lillusion. You receive the impression of length amounts to an optical ilfusion. You receive the impression of length
far beyond the actual fact-and when you step into the car you
find that the apparent illusion in find that the apparent illusion in so far as space is concerned, is
ntt an illusion at all. "You are literally amazed at the generous space-which con firms the first impression of length.
"Ill let you judge for yourself of the door-handles, inside metal ware and window lifters. I ean only tell you there's nothing finer. "But please give particular attention to the uphosstery. No car
is or could be better trimmed. Try the seats for yourself. You've heard a lot of baltk about sitting 'in' a car, not 'on' it ; but here's a car that has that quality'so evident that we don't have to talk "Bear in mind that this car is built for the man or woman who drives and then look at the controls. First of all, there's the per-
fect balance of the instrument board. Secondly, there's absolute fect balance of the instrument board. Secondly, there's absolute
completeness, all right in front of the driver's eyes and so simple you can scarcely believe it's all there-ammeter, oil pressure, gas-
oline gauge, motor heat gauge, or radiometer, speedometer, light oline gauge, motor heat gauge, or radiometer, speedometer, light
control, ignition switch, carburetor adjustment. "The Chrysler light control is worthy of special comment. To
regulate the lights for parking, city driving, and open road drivregulate the lights for parking, city driving, and open road driv-
ing, it is only necessary to turn the horn button to the right, thus giving any desired degree of brilliance or dimness and eliminating all the inconvenience and danger of taking the hands from the "Don't fail to study the power plant, too. Tll venture the opm-
ion right now that you never saw such a clean-cut, simple and accesion right now that you never saw such a clean-cut, simple and acces-
sible motor. While the Chrysler motor is free from mechanical
rovetics, two of its worth-while and unusal features are the oil"Vilirationlese power at all speeds is another notable feature nz parts and so op ainstakin nide behind it will be revelation of smoothnees
"During the last few monthhs, four-wheel brakes have won wide recognition as one of the most important of all motorar car dervelop
Examine the fourwheel hydrailic brakes on the Chrysler Here i same real four-wheel tralkins syatem brakes on the Chrysler
 ${ }^{\text {Posind }}$ And have you noticed the tubular front axle? This 'Chrysle

 New Mounting sway youb have that sicequenty exper silieneof Springs
Prevents Sidesway
Way you have frea suently experience. Prevents Sidesuay the frame and paralle to to it
Not how far apart they are-how theo are mounted dloses to the Wheels and parallel th them, not to the diazonal sides of the trame with the flexibility of long, flat spring-Ieaves, and the softening of road jolts by snubbers, produces in the Chrysler a riding ease never before attained in a light car." "And does the Chrysler car fully satisfy the public ideal you set
ut to realize?" "The best answer I could give is to ask you to read the specifica"Here are just a few highlights, based on thousands of miles of driving under all sorts of road and traffic conditions- of miles of "Average gasoline consumption better than 20 miles to the gal "Over 25,000 miles without having to clean carbon-or grind ly as a watch: "Seventy-five miles an hour, absolutely without vibration, afte 25,000 miles of continuous driving:
"Over-all length-if touring power: only 160 inches-yet room
enpugh for five large aduits. "Touring car weight 2650 pounds-yet as steady riding as any
two and one,half ton car you know; with a low center of gravity that produces a really wonderful roadability: that produces a really wonderful roadability
"Extra large tires-four and one-half inch ordinarily long mileage.
"If these do not meet the ideal of more experienced drivers than
any other car in the world, our experience and judgment have led
us astray." "But isn't such a car-one of such wonderful abilities and built of the best maler. people to whom it is the ideal the one thing in the whole car of
which I am most proud is the the price."


## Your Bank

In every sense; it is the desire of this bank that it be known to you as YOUR BANK. Only by giving our depositors the feeling that the institution is part theirs, can we hope to suceeed and render the fullest measure of service.

Our advice is free and it can be of value to you in your affairs. It is generously given, without "strings to it." It is our business to know things" you are likely to ask about.

We Shall Welcome You as a Depositor and Extend Every Facility

> Problems

Citizens National Bank
Officers and Directors





## 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 National Bank building. See samples and book your wants as these seeds will not last long at
our price of $\$ 1.65$ per bushel.

J. H. BRYAN

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just a little more than please you. The ealue will always be found in any just alittle more than please you. The value will always be found in any
job which bears the imprint of the Plains Journal Press. Send your next job to us and you will become a steady customer.

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## Six

The Lubbock Plains Journal LUBBOCK, TEXAS Subscription Rates

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Published Weekly, Entered as Second Class Mail Mat
ter at the U. S. Post Office at Labbock, Texas, according to the ter at the U. S. Post Office at Lubbock, Texas, according to the



## Editorial


There is no need for the South Plains farmer planting nothing
but octon. There is no needo of him planting the majority of
his acreage in octuon. Experts from the etate arricultural col-
lege have proven that grapes, corn, wheat, orchards, oats, barley and almost every others kind of farm produce can be raised
in this locality in money-making quantities.
Fore-warnet is for-armed said sage of long ago and if
t.
 cotton.

| Leave Your Foot-Print |  |
| :---: | :---: |
| Every man has an inate longing to leave behind him some task well बoné, some gift to those who remain after he has left |  |
|  |  |
|  |  |
| our names |  |
| the wall sowell done. |  |
| When an individual completes his journey through the mor- <br> at life without having left something constrace, the year <br> of travel spent by him were only in vain <br> Every one of us, in our own line of work, can do some one |  |
|  |  |
|  |  |
|  |  |
| thing, no matier how smalliti, by which we will be temember- |  |
| ed kindly after we have passed on. <br> When the desire to accomplish something out of the ordinary strikes you remeber the words of the poet, who wrote the im |  |
|  |  |

Presidential Candidates and Oil

 nation, President Calvin Coolitgge, while unscathed in the in-
vestigation in the leasing of the Teapot Dome, has lost consid
erabie prestige with the public in refusing to take a definite stand in the case of Attorney-G-Geral D. Dugherty, who as far
as the pubic is concernet, has ben maked as gulty of indis
cret actions whine Henry Ford, so it seems, has lost a golden opportunity to to
carry elther he Democratic ooprs, or the gonfaton of a third
party into the fray, by announcing as a firm supporter of Colidge.
The recent investigations have caused the general public to
become suspicious of the men who have been holders of the become suspicious of the men who have been holders of the
seats in the high places and from the look of the situation at
the present time the coming conventions and the eneral elec. ion will be extrmety
horsee variety. nave under the late President Woodrow Witson, is being boom-
ed for the Democratic nomination, as is Senato Royal S. Cope.
Sand ea for the Demorratce nomination, ast is senator Royal s. Cope
land New York phssician. AI Smith , governor of New York
has aliso been fliring with the party boses but this stand against prohibition is apt to keep him from the forefront.
Senator William Borah, Idaho, Senator Hiram Johson of Caifornia and Senator Robert LaFoiliette, Repubicans, are also
being mentioned now an possible party favorites, If Cooldige
fin clean tio the nresent troubles of the nation in regard to the
 advantage as a candidate. Whether or not that will come to
pass of course remains yet to be seen
As the situation stands now, almost any man of prominence in either party, or a particularly strong man in a third party
runs a good chance of ultimate nomination.

## Efrem Zimbalist

Next Wednesday night Lubbock and Seuth Plains folks are
going to be tendered the opportunity of haaring one of the fore most violinists in the world when the South Plains Music Teach
ers Association preesents Efrem Zimbalist in concert at the hig school aditiorium
In brint
In ringing Zimbalist to the eity the music teachers ar
launching out on a new sea of endeavor launching out on a new sea of endeavor and are opening up
new road to the metropolitan class for Lubbock. if the endeavnew road the metropoitan class for Lubbock, IT the endea
or is a suceass the association plans to bring a number of other
internationally kpown artists here next fail and winter. A real internationally known artists here next faill and
extraordinary treat is promised all who attend.

The Plains Journal, March 13th, 1924



Kurrent Komment

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## The Best in American Verse

To that mysterious realm, where each shall take
His chamber in the silent halls of death,
Thoo on onot, like the quarryelaye at night,
Scourged to his dungeon, but, sutatined and sootfle
By unfaltering trust, approach thy grave,
Like one who wraps the drapery of his coueh


## The Week's Best Editorial

Why Not Blame The People?
There are $45,000,000$ men and women of voting age in the United States, Not more than 25 per cent of the peo-
ple 8 o to the polls on election day and cast their ballots. The other 75 per cent stay at home and then they curse the results when Teapot.Dome explosions come and unfit
men misrepresent their interests in legifative halls or other high places. In 1920 mailifons of qualified voters boycotted the polls
on election day, doubtless millions will boycott the polls on election day, doubtless millions wil boycournent is
on election day the coming November. A governmen just as strong or just as weak as the men who make it-
just as honest or just as crooked as the men who control it. When grafters are elected to office, when men utterly inefficient and unfit are elected to office, when shallow
demagogues are eiected to office, place the blame on the demagyogues are elected to
shoulders of the people, where it belongs., Americans, men and women, should come out of their
trance. Their national debt $i$ is $\$ 225$ per capifa and it must be paid. There is a growing state debt, a growing
county debt, a growing municipal debt and the army of tax eaters is growing larger and larger year by year.
There are men holding high office who have never been suceesfful as private citizens. They have been failures as business men, failures as weath producers, and yet
their fellow citizens elect them to make laws or to administer the business affairs of the pubtic. There are to be 31 senators to be this year.
Te These are the men who, in the to the senate who have been successful in the various fields of human endeavor and who will. give the people a
progressive and economical administration? progressive and economase they are good fellows? Why
Why elect men because elect men because they belong to this lodge or that? Why
elect men who belong to this denomination or that denomination? Why elect men who make demagogic appeals to the passions or prejudices of their followers?
Why not select men who will do all in their power to make Texas first-to make Texas the first of the sister-
hood-to make Texas a manufacturing state of the first hood-to make Texas a manufacturing state of the first
magnitude and to make the public schools and higher inmagnitude and to make the public schools and higher in-
situation of learning second to none under American skies?
There are 31 senators for the people to elect. They are
concerned. They pay the taxes. Their servants make the laws.
-Austin American

## So live, that when thy summons comes to join The innumerable caravan which <br>  <br>  <br> 



## Political <br> Announcements  JuDeÉ



## The Garner and Melion Tax Plans

 The house of representatives is to be commended on the defeat it recently administered to the tax reduction plan submit ted by Secretary Mellon. Their action practically puts an end
to the plan submitted by the chief of the treasury, the plan
symbolical of the sympathy of the Republican party for the big yumbonical of the sympathy of the Re
business and the capital of the nation
In the debate over the plan in Congress it was shown that
whilit ethe bait of a mall reduction was offered the little fellow
the bid be the big business men and the persons with the large incomes
would be the citizens who in the end would profit greater by the pasage of the proposed bill.
Representative Garner, of Texas has submitted a plan which
 that approximately 12,000 persons, representatives of the moni-
ed class, would profit greater by the Mellon plan while six nil lions of the so-called middle eclass woul
the Garner plan be the winning scheme
Obviously enough, somes sort of taxie reform is needed in this
country at the present time and it seems sure enough that such a reform will be passed in the near future. Care must be taken
however, that the plan which benefits the however, that the pan whe Anyone can see that the little man is
eitiezns whesen in need of assistance at this time more than is the money baron. the greatest part of us can breathe a sigh of relief.


## 

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x_{20}
$$

Community Fairs
County Agent D. F. Eaton and County Home Demonstration
Agent Mabel Marsh are now planning to promote a number of Agent Mabel Marsh are now planning to promote a number or acertainty that two of the fairs will be held, one at Shallowat
er and one at Canyon, early reports indicate. There are severa
other come other communities which could well aford to stage a fair of
their own and such a move would undoubtedy prove a wise one
if the community fairs were used only as a preliminary to the county, district and state fairs.
fr.
fforts iton and Miss
Marsh are to be congratulated on their efforts in this direction. That a fair benefits not only a a com,
munity at at large but also the individual enaging in the proj.
ect are proven facts. Lubbock county is certain to be benefit.
 put into effe
this district.


## jur neral neral



## 

## 



Purely Personal

 J. A. Young for the past sover
 nd are making their homber last we aeorge M. Botest has sold hiv. fin A. Iocited sutheant of Lubbock



Ralph Moore, one of the proprietor
taloore Brothers Hardware and

$\square$


## What the Government Says About Thrift

"Thrift," says the government, "means
alone. Thrift means better living NOW.
"Learn to know values; the value of your work; the value of the fruits of your
labor. Weigh expenditures. Put on your thinking cap and keep it on.

Why not begin the exercise of systemat-
ic thrift TODAY?
Security State Bank \& Trust Co.

Racket Store SPECIALS FOR Saturday, March 15th

3 Cakes Palm Olive Soap
4 roles Crepe Paper .--.-.-.-.- 25
Plain White cups and saucers

Plain White dinner plates, 7 -in.
size, per set
Bluing, per bottle $\qquad$
hese are just a few of the many bargains to
The Racket Store
910 Main St.


Better Shingles For Roofing YJU should be particular about the roof that covers your head. Make sure of getting the best shingles to be had anywhere by specifying shingles from our yard. We can fill any lumber requirement.
Higginbotham-Bartlett Lumber Co.

## Cotton Seed

Different Kinds
Different Varieties Different Prices

S. E. Cone Grain \& Seed Co.

Phone 187
Lubbock, Texas

$\mathbf{Y}^{\text {OULL want to make sure of }}$ property es a specialty of prescription work You don't gamble here, you know it's just right.

Quality and Service
Bowens Drug Store Has It


Concrete and Cement Materials

CONTRACTORS---We are prepared to furnish you with sand and gravel for construction purposes at 4 cts. per pound F. O. B, Lubbock.
We handle a mixture of sand and gravel all ready for the mixer which you will not only find economical, ut very satisfactory to use. Also pure sand of the finest quality.
It will pay anyone planning on any construction work to get our prices which include the very best service and your supplies delivered in Lubbock.

Justiceburg Gravel Pit
Phone us at Eppler, Texas



Those who fail to win one of these valuable prizes will be paid a 15 per cent cash commission. Any ambitious lady in Lubbock County who has a few hours spare time will overlook a wonderful opportunity if she fails to enter this big campaign.

## Subscription Price and Vote Schedule


outside lubbock county
Fifth Prize




Are you nervous?
Do you become irritated nofises, lie awake nights?
Your nerves are out of Orfer. you neglect them you may have nemvous exhausdifestion of eqrious organic
Dr. Miles' Neryine Will help yolh Try just your money if it doesn't lileye you.
Your druggist sells it at frotion

## 

Jinl|chival bamiof fitite

Phicoriciry


## SAMS.DENMAN

## lubbock insurance agency

Phoneer: Day ore Insurences and Bont

## THE HALSELL FARMS

## \$25.00 Per Acre

Theese lands are now being offered to farmers on very liberal terms with a low rate of interest. First come f first served. BETTER HURRY
One handred and twent-five Labors have been sold since July 25th Par. ties who bought arrly, near the town of Amherst, have been offered a protton their land.
These lands are now being sold for 825 per acre, 85 per acte cash,
anhe in ifiteen
equal
 This land has been subdivided into tracts of 177 acres each. Some maller, some larger. The cash paym ment is 8885 . Your first note will be
 Uni.40, which will be the largest, which
which is the cheapest rent in the country.

Haleell farms surround the town of Amherst. This is s station on the
n line of the Santa Fe Railioad, near the center of Lamb county, Tex-
This is high grade agricultural land with an inexhaustable suply of pure water, at about 80 feet and will grow ant hhe cropss
ry, such as Cotton, Corn, Maize, Wheat and Alfalta.

This is one of the best tracts of land in Texas, located on one of the
railroad in the United States.
lif you contemplate buying est railroad in the United States. It you contemplate buying in the gar-
den spot of Texase now io your opportunity, We will take pleasure in showing you this land at any time that you
cometo our office. We have plenty of cosed cars and can show the and within two hours, from our Lubbock office, for one of the beat highways in the estate pasesesthrough this tand. You do not have to wait for
onveniences, as is the caseo with most new lands now being offered as
 are reserved.

## Tor further info

## OWENS \& HUFSTEDLER

EXCLUSIVE AGENFS,
Office Merrill Hotel Building

LUBBOCK, TEXAS Phone 196

Professional Directory


BEAUTIFY
YOUR HOME Beautiful shade trees, rose
celimbing vines and fruit treas
direct trom our healing yard.
 DALMONT NURSERY Phone 907
WTHORNE, Local Mgn

. W. JOLLY sadata, hatreis ond


NEW METHOD TAILORS

Cleaning
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Alterations
Phone 3 ss

Lubbock Sanitarium


## Dr. J. T. Krueger

Dr. J. T. Hutchinson
yoa, Ear . Nooe and in throat Otrice Phone 209
Residence
Phone218
Dr. M. C. Overton
J. P. LATTIMORE

Miss Gracia Hinkley, R. N.




## FERMAN MARTIN


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$\qquad$
Weaver Brose Cotton $\mathrm{C}_{0}$

ISURAICT:
STRONG COMPAMIISS FIRE H.D. automosie WDODS plate glass
 CASUALIY PHONE 833
JUST IMSUPANCE

## BUY IT IN <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 local dealer to still further contribute to the development and prosperity of the homeal dealer to still further contribute to the development and prosperily to you and your neighbors and friends. The dollar spent with the home merchant today may reach you again tomorrow, while the dollar spent in another town is gone from you forever. The local merchant is entitled 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 <br> LUBBCCK <br> THEN you buy from him you meet him face to face, and if the thing you 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 unt if you change your mind and decide that, after all, you do not want the thing that you have bought-no doubt he wif glatly take it back and return the purchase price to you. And, last but not least, the stock of the home 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 city 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.

## This is the History of one of Your Home Business Institutions - Read It <br> HODGES BROTHERS

$I^{N}$
N the brief two and half years that Hodges Bros. have operated their general merchandise and department store at the corner of Broadway and Avenue G, they have built up a business which is truly a monument to their efforts to serve this community with goods that are worth the money. The proprietors of this well known establishment are J. A. Hodges and B. F. Hodges. Both have been prominent in business circles here for a number of years. The Hodges Brothers store is operated on the principle that cash should buy for less and it does at their store. $T$
THE Hodges building has a 100 foot frontage on Avenue $G$ and is owned by the business. Among the numerous lines of merchandise handled are; Hardware, Groceries, Meats, Dry Goods, Ready-towear, Shoes, Farm Implements, Paints, Wall Paper and Furniture. It can be said that Hodges Brothers handle practically everything from pins to tractors.


THE famous Rock Island line of farm implements is carried in stock and Twin City, Emerson and Moline tractors are here ready for demonstration. This store has been designated as offical distributor of Marshall Neil flour and enjoys an especially fine feed business. The fresh and cured meats department is another flourishing business. The hardware department boasts of practically everything in shelf hardware on the market and is equipped to supply every need.

D URING the past few years the Hodges store has enjoyed a tremendous volume of farm trade in addition to the city business. On trades days and Saturdays the store is a gathering place for the country folks who find trading at this reliable store much more advantageous than mail order shopping. According to the proprietors, this business is being conducted along the plan of the golden rule and it is undoubtedly proving a great satisfaction to the owners.

B USINESS is good at Hodges Brothers and they want the people of Lubbock and the South Plains to see the values and quality mercandise being handled by this store. This is one of Lubbock's public ©nstitutions.

## HODGES BROTHERS

## Boost for the Chamber of Commerce

AND ALL HOME INDUSTRIES AND INSTITUTIONS

## The Following Progressive Business Firms Made This Campaign Possible

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