

THE PLAINS JOURNAL

THE NEWSPAPER FOR THE WHOLE FAMILY

VOL. II, NO. 28.

LUBBOCK, TEXAS, "THE HUB OF THE PLAINS"

THURSDAY, MAR. 27, 1924.

CLUB WOMEN ARE WORKING NOW ON MAY CONVENTION

Committees Functioning as the Plans are Shaped to Care For District Meeting

Members of federated women's clubs of Lubbock are at present busily preparing for the entertainment of the Seventh District convention of Texas Federated clubs here on May 5 to 7 and when this assemblage gathers here it will make up the largest convention that Lubbock has ever entertained.

PAVED AREA FOR CITY ANNOUNCED

City Commissioners Get Ready To Receive Bids on Paving Contracts for Lubbock

At a meeting of the city commission this week it was temporarily decided what streets in the city of Lubbock would be subject to paving and a total of 99 blocks were decided upon so bids could be made by contractors wishing to sell material for the work to the City of Lubbock.

Three meetings have been held in attempts to decide upon what streets will eventually be paved and at each of these meetings several changes have resulted in the original plans. While the last decision is probably the one nearest the ultimate end of the discussion, there is a further possibility that other streets will be added while some on the present list may be cut off.

PLAINS SEED IS NOT ALWAYS LOW IN GERMINATION

A report on the germination of Plains grown cotton seed was recently made by J. W. Jennings, former county demonstration agent of this county.

Begin On Work To Improve Santa Fe Yards In Lubbock

Approximately three miles of tracks are now being built in the local yards of the Santa Fe railway company to care for the ever increasing freight traffic through Lubbock, according to a recent statement made by R. F. Bayless, local agent.

Stock Show Troupe Will Play In City

The G. Bert Davis theatrical company will show in Lubbock for one solid week, beginning on Monday night, March 31, in a large water-proof and heated tent, on Avenue H, two blocks north of the courthouse, according to D. Yager, advance agent of the troupe, today. The company will open in this city with the four act comedy entitled "The Broken Idol."

May Spend Big Sum on Initial Tech Structure

That the entire building appropriation for this year for the Texas College of Technology be placed into the construction of one building was the suggestion made to members of the Lubbock Rotary club, in that organization's regular weekly meeting yesterday, by state Senator W. H. Bledsoe.

Contest Standing

The following is the standing of the contestants in the Plains Journal's big circulation campaign in which a total of \$1,500 in prizes and cash bonuses will go to the entered candidates. This standing was compiled in the race up to Wednesday night. Four of the candidates are tied, Mrs. J. W. Bullock and Miss Maggie Barton for first place and Miss Jennie Lou Sheppard and Miss Mary Shuman for fifth place.

THREE BIG LAND DEALS FINISHED HERE THIS WEEK

Nearly Three-Fourths of One Million Dollars Changed Hands Here in Week

Three big real estate deals were put over in Lubbock during the past seven days and in the three consumations nearly three-fourths of a million dollars changed hands. The consumation of these deals herald even better business conditions over the South Plains section with the coming of the spring season, it is believed. Following is the list of the deals:

ANTI-KLAN BODY FOR SECTION TO BE FORMED HERE

Members of the Lubbock anti-klan organization will hold two meetings in this city on Saturday, March 29, for the purpose of organizing a sectional anti-klan body, leaders of the move stated here yesterday.

To Issue Anti-Klan Newspaper In City

"The Remonstrator" an anti-klan newspaper for free distribution is to be printed in Lubbock for distribution over the South Plains. It was discovered late Wednesday. The first edition of the periodical is expected to be placed before readers here on Saturday when two meetings of the anti-klan organization are to be held here. The first edition of the Remonstrator carries no advertisements.

WHOLESALE BUSINESS GOOD

Despite the fact that seven new wholesale houses have been added to Lubbock during the past year, local wholesalers admitted here recently that during the past two months their respective houses did the largest volume of business in the history of this city. Three of the wholesale houses here stated that their business during February of 1924 more than doubled their firms transactions during February of 1923.

CANDIDATES ARE IN CLOSE GROUP AT FIRST COUNT

Any Contestant can Forge from Last to First Place With a Little Work, Wiley States

With all of the candidates closely grouped the Plains Journal's big circulation campaign swings into the third week of the contest and at the counting of the votes of the various candidates for the first time last night some of them were found to be so closely together that a single subscription would change their standing. R. D. Wiley, manager of the campaign, stated, a few subscriptions, Wiley said, would put any of the candidates four to be in the lower positions into the lead in the race which has at it finish a Maxwell sport model touring car as grand prize.

LOCAL STUDENTS PRACTICING FOR ANNUAL COMBATS

Add 13 Additions To Lubbock Since Location Of Tech

Thirteen new additions to the city of Lubbock have been planned and according to a statement issued by Council Engineer A. L. Harris here recently, the new additions to the city limits have all been brought forth since the announcement was made that the Texas College of Technology, the only purely technological college in the state was to be built in this city.

ESAY CONTEST FORMULATED

The essay contest, to be held by the local Brotherly, Protective Order of Elks, is rapidly taking form and the proposition will soon be placed before the school children of the county. Three members of the American legion, whose identity was not disclosed, have been appointed as judges and prizes have been announced at \$10, \$5 and \$2.50 for the individual winners and a flag, nine by twelve feet, to the schools which the winners represent. The essays may be on the History of the American Flag.

Transportation Is Least Of Lubbock's Worry, Probe Shows

The fact that twenty-eight trains, 138 automobile truck lines and twelve automobile passenger lines connect Lubbock with every point on the plains every day in the week was brought out through an investigation of transportation conditions here last week.

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Students of Lubbock high school are busily preparing for the district and county interscholastic meets, which will be held within the next two months, according to a recent statement by Principal G. N. Atkinson.

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LUBBOCK C. OF C. LAYS PLANS FOR DISTRICT MEET

Big Attendance By Local Men Is Expected At District Convention in May

Following a recent meeting of the board of directors of the Lubbock Chamber of Commerce plans are being made by members of that organization here to attend the annual meeting of the West Tex. Chamber of Commerce to be held this year at Brownwood on May 13, 14 and 15.

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Plan for Hotel To Be Formally Submitted Soon

T. R. Peacock, representing a company which has for the past ten days been working in conjunction with the local Chamber of Commerce in an attempt to build a hotel in this city, will return from Dallas the first part of next week and will formally present his proposition to the Chamber of Commerce on Monday.

Peacock has been working on this proposition with the end in view of erecting a hotel with the help of local citizens. His plan is to build a new structure, modern throughout and large enough to comfortably care for the transient business. Members of the board of directors will choose between his proposition and the one submitted by local men to remodel and enlarge the present Lubbock Inn in order to better provide Lubbock with the greater needed hotel space.

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HARWELL CHOSEN BOARD HEAD FOR FAIR THIS YEAR

Myrick, Jackson, Stephens and Davis Also Elected Officers For Lubbock's Big Event

At a meeting of the board of directors for the Panhandle and South Plains Fair of 1924 here yesterday Chris Harwell was elected as president. Walter Myrick, Jr., as vice-president, W. O. Stephens as treasurer and A. B. Davis as manager, according to an announcement made by Louise F. Moore, retiring president.

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MRS. W. L. BAUGH, President

J. M. Arthur, of Fort Worth, president of the Artell company of that city which is also represented in Lubbock, was a city business visitor the first part of the week.

W. G. Melton, of Fort Worth, representative of the Meyer-Both Advertising service, was in Lubbock Tuesday looking after the interest of his firm.

MORE NEW BOOKS ARRIVE IN CITY LIBRARIAN SAYS

Fine List of Fiction Works To Be Placed On Shelves And Others Are Ordered

A number of new books of fiction have been received by the Lubbock public library and still more have been ordered for the use of local readers. Mrs. J. J. Smulser, librarian, said yesterday. A list of the new books follows:

Ashes of Vengeance, Somerville; Four Horsemen of Apocalypse, Isham; Sleepy McDee, Oelmer; Scarabocchio, Scialoni; Four Squares, Richmond; Tangled Threads, Porter; Making Yourself, Mardert; Old Judge Priest, Coff; A Daughter of the Olds, Raine; The Flaming Forest, Curwood; The Courage of Captain Plum, Curwood; Rough Horn, Canfield; Book of Cowboys, Wheeler; Brad, Chas. Norris; Coast of Folly, Dawson; Nobody's Girl, Mast; The Boy Scout Book, The Shorn Lamb, Sampson; The Land of Oz, The Complete Poems of Dunbar; Time is Whispering, Elizabeth Robbins; Come and Find Me, Elizabeth Robbins; War and Peace, 3rd vol., Foster; The Critic and the Drama, Notharu; Etiquette, Emily Post; Social Life in Egypt, Petrie.

New Auto Enameling Plant Is Opened In Lubbock This Week

The Pee Wee Auto Baking System opened for business in this city today. This may well be called another achievement for Lubbock and the South Plains. This plant will be important addition to Lubbock as the natural center of all business activity in the believe they can get anything in Lubbock with the people of the plains to South Plains. It is almost second to Lubbock and at this plant the auto owner can get a job of enameling on his car that could only be procured in the larger cities heretofore.

The Pee Wee plant is opened and managed by S. J. and C. W. Payne, of this city. The plant is located on east Broadway in the new brick, recently erected especially for this firm. The plant will use the famous Dbc system of enameling, a process that has proven so satisfactory in enameling cars in the past two years. It is a newer process than paint but said to be a revolutionizer in that industry.

Messrs. Payne are to be congratulated on the splendid plant they have installed and the city may well be proud of the addition it has secured.

CITY PAVED AREA

(CONTINUED FROM PAGE 1)
Line Main street to north property line Broadway. K avenue from south property line Broadway to north property line 12th street. J avenue from south property line 10th street to north property line Main street. J avenue from south property line Broadway to north property line 13th street. I avenue from north property line 14th street to north property line 16th street. H avenue from south property line 10th street to south siding Santa Fe railroad. G avenue from south property line Broadway to north property line 13th street. H avenue from south property line 13th street to north property line 12th street.

New Loan Firm Is Started By Green And Hurlbut Here

William D. Green, up until last week cashier and member of the board of directors of the Citizens National Bank here, has purchased a half interest in the loan business formerly entirely owned and managed by Claude B. Hurlbut, and has assumed part control of the business.

Recently Hurlbut purchased the half interest in the firm which was owned by C. J. Howerton, who, according to Green, will remain in the firm as manager of the insurance department. Incidental with the entrance of Green into the company, the announcement was made that the firm will also have an office in Houston and Hurlbut will leave this city within the next two months to assume the care of that branch, leaving Greer in this city.

A number of plans for the enlargement of the business are being formulated by Green and Hurlbut at the present time but no announcement concerning them has yet been made. The new firm will be known as Green and Hurlbut.

PLEADS GUILTY TO CHARGE

Oris Hembree pleaded guilty to aggravated assault in county court Tuesday and was assessed a fine of \$45.75. County Attorney Owen W. McWhorter announced. Hembree pleaded guilty to firing a gun in the general direction of several negroes who were on his farm after he had warned them to keep away from his property.

113 HOMES BEING BUILT HERE

One hundred and thirteen residences are under construction in the city of Lubbock at the present time, an investigation of building conditions made recently, has shown. In the total number of homes being built the fact that most of them are permanent and modern dwellings is the most striking feature of the entire program.

J. C. Anderson, of the Anderson Brothers Jewelry company, spent Tuesday in Lamesa looking after personal business.

Improve Western Union Office

The local office of the Western Union Telegraph company has been improved recently by the installation of new equipment, according to announcement made by Manager Lovett. The chief improvement came about with the installation of a new six-position telegraph table. What old furniture is left in the office will be done over to match the new equipment. G. E. Powell, of Dallas, representing this division of the company's interests, installed the new fixtures.

ELKS TO BANQUET BOYS

Members of the Lubbock lodge of the Brotherly Protective Order of Elks will entertain the newsboys and messenger boys of the city at a local case in the near future, a lodge official stated today. A list of the newsboys and messenger boys of the city has been compiled and members are busy now finding the boys and inviting them to the banquet. The date of the affair has not yet been decided upon.

CITY ELECTION TUESDAY

A city election, during which the offices of mayor and four city commissioners will be filled, has been announced by the office of City Secretary Germany for Tuesday, April 1. F. R. Friend, local candy man, is the only entrant for the mayoralty position to succeed Percy Spencer, who died while in office. Two of the commissioner posts are not contested.

FIND MAN GUILTY

James Humphreys former local hotel proprietor, was found guilty of the charge of alluring females into an assignation house this week in county court and the jury sentenced him to thirty days in the county jail and decided that he should pay a fine of \$200. Another case pending against Humphreys will be brought to trial next week.



Tell 'Em With Signs

When you say it with signs, say it with ours. Then you get the results, we'll get some business, the job will suit, the price will be right and everyone is happy —

J. T. Walling, Painter
918 Main Street Phone 158



On the following well-known standard lines: Federal, Goodyear, Goodrich, Firestone, U. S. Royal Cord, Michelin, Hood, Portage, Standard 4, Miller and Fisk Red Top.

Positively no seconds, no serial numbers buffed. Every tire has the Factory name and original serial number.

FABRICS

30x3 Premo	\$6.00
30x3 1-2 Premo	\$6.50
30x3 1-2 Goodyear	\$6.75
30x3 1-2 Goodrich	\$6.75
30x3 1-2 Firestone	\$6.75
30x3 1-2 Red Top Fisk	\$12.85
30x 3 1-2 Rugged Federal	\$11.95
30x3 1-2 Standard 4	\$8.85
31x4 Red Top Fisk	\$15.25
31x4 Standard 4	\$12.75
32x4 Premo	\$10.95

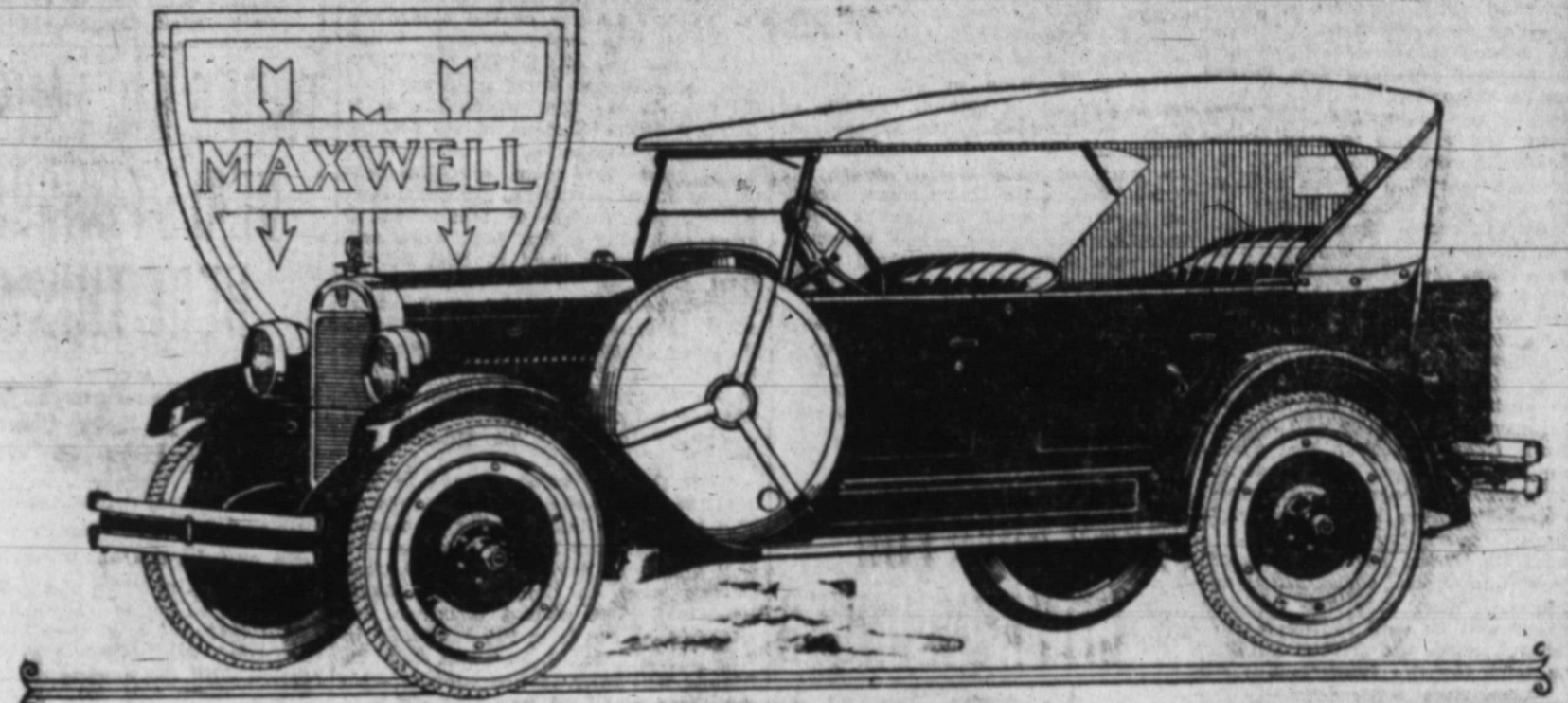
CORDS

30x3 1-2 Federal	\$8.65
30x3 1-2 Standard 4	\$9.95
30x3 1-2 Federal	\$10.95
30x3 1-2 B. P. Federal	\$13.95
30x3 1-2 Standard 4, oversize	\$12.75
31x4 Fisk	\$16.95
31x4 Standard 4	\$15.00
32x4 U. S. Royal Cord	\$17.95
32x4 B. P. Federal	\$19.95
32x4 Standard 4	\$15.75
32x4 Portage	\$11.95
32x4 Hood	\$12.95
33x4 1-2 Hood	\$14.95
33x4 Portage	\$13.95
33x4 Standard 4	\$16.00
34x4 Hood	\$15.95
32x4 1-2 Hood	\$14.95
32x4 1-2 Goodyear	\$14.95
33x5 U. S. Royal Cord	\$24.95
33x5 Standard 4	\$22.50
33x4 1-2 Michelin	\$24.60
34x4 1-2 Michelin	\$24.95

EXTRA SPECIAL
NEW
30 x 3 1-2 CORD TIRES
\$7.95

Also many bargains in used tires!
STANDARD TIRE CO.

WHO'LL WIN The MAXWELL Car?



Value \$1200.00 F. O. B. Lubbock

Purchased of and on Display at George Mulkey's Sales Rooms ---

Also Four Beautiful Diamond Rings

Purchased of and on Display at Anderson Bros.' Jewelry Store ---



Second Prize Value \$100.00



Third Prize Value \$85.00



Fourth Prize Value \$65.00



Fifth Prize Value \$50.00

Now Is the Time to Get in the Lea

Subscriptions will count more votes this week than any other time during the campaign. In order to receive the 50,000 extra votes with each \$10.00 turned in, all subscriptions must be in the Journal office not later than 8 o'clock P. M., Saturday, March 29th. The following two weeks, or up to and including Saturday, April 12th, instead of a Bonus, we will give just double the regular vote schedule with each subscription -- a one-year subscription will re-

ceive 4,000 votes, two years, 10,000 votes, etc.

The last week of the campaign, which closes Saturday, April the 19, there will positively be no extra votes given. The regular vote schedule will prevail.

Some enterprising lady will receive a \$1200.00 car for only a few days' work. As the vote stands today anyone in the race by a persistent effort can take the lead.

THINK IT OVER

One ten year subscription will now count 100,000 votes, TEN of them a Million Votes

Let's Try for a Few of These Vote Counters

Work Will Win-Let's Go!

**FARM
L
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**CITY
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A
N
S**



HERE'S AN EARFUL!

We will lend you money to Buy a Farm, Build a House, Build a Business House, Improve your property, etc.

THIS IS THE SERVICE WE OFFER

Farm Loans

IF YOU ARE A LAND OWNER, or have the DESIRE TO BE ONE, OUR LOANS WILL INTEREST YOU. READ THIS CAREFULLY.

PROMPTNESS --- We can inspect your land, draw the papers, and pass the loan for closing the day the application is taken. That's service.

TERMS --- We make our Loans payable on or before in any part or all at the end of the 2nd year or any year thereafter.

RATE --- We can make special low rates on large loans and the current rate on the regular loans. Ours never cost more, and usually less.

BUT THE MOST IMPORTANT IS THIS --- We give you the option of selling any part or all of your land at any time that we have a loan on it, and your loan can either be reduced or divided. In other words your land is not tied up for the period of the loan. Of all things about a loan, we think you will agree with us that is most important.

It will pay you to see us, we represent 6 different companies, and can make you a loan to suit your needs. We represent only the old established and reliable companies.

We are able to handle loans on tracts that are being colonized, or will buy vendor's lien notes as the tracts are sold. If you are preparing to cut up a body of land for sale by all means see us.

City Loans

You can own your own home and pay for it just like rent. We offer you the lowest rate of interest and the easiest way to join the ranks of the home owners in

We are prepared to take care of your insurance needs and appreciate your business.

William D. Green, formerly cashier of the Citizen's National Bank has purchased the interest of C. J. Howerton in the firm of Hurlbut and Howerton. Mr. Green will be actively associated in this business, which will operate under the firm name of ---

Lubbock. You don't have to wait to build! If you want a home of your own we will make it possible for you, and you pay for it on the monthly payment plan. Following is a table showing the cost of monthly payment loans. It's mighty interesting to the prospective home builder. Let us explain our plan to you.

On a loan of \$1,000 with our Company, THE UNITED SAVINGS BANK OF DETROIT, MICHIGAN, there are required 100 monthly payments of \$10.00 each on the principal to repay the loan. The interest which begins at \$7.00 per month and closes at 20c per month is added below. The loan may be repaid in full or in part at the end of any year without any cost or advance charge and if a partial payment is made, the interest is refigured on the unpaid balance only.

This table is for a loan of \$1,000 with THE UNITED SAVINGS BANK OF DETROIT. Any other amount is, of course, figured proportionately.

Monthly Payment	Principal	Interest	Total
1st 12 Months	\$10.00	\$7.00	\$17.00
2nd 12 Months	\$10.00	\$6.12	\$16.12
3rd 12 Months	\$10.00	\$5.25	\$15.25
4th 12 Months	\$10.00	\$4.34	\$14.34
5th 12 Months	\$10.00	\$3.44	\$13.44
6th 12 Months	\$10.00	\$2.56	\$12.56
7th 12 Months	\$10.00	\$1.68	\$11.68
8th 12 Months	\$10.00	\$.78	\$10.78
Last four Months	\$10.00	\$.20	\$10.20
Total	\$1000.00	\$374.48	\$1374.48
Making the Average Monthly Payment			
The total amount repaid on a loan of \$1,000.00 in the 100			
months			\$1374.48
Principal			\$1,000
Interest			\$ 374.48

It is of interest to know that we were the first to make City Loans in Lubbock, and that we have made it possible for more people to own homes than any other organization in the city. We have never had a foreclosure nor anything near one. The United Savings Bank has played a great part in making Lubbock a city, and stands ready and anxious to continue the good work.

Study this carefully and it may help you re-arrange your business to your convenience.

We make loans to BUY, BUILD or IMPROVE. Both Residence and Business property.

Wm. D. Green

GREEN & HURLBUT

Claude B. Hurlbut

Citizens National Bank Bldg.

Local Ford Man Is Leading Salesmen Of Entire Country

Another distinction has been hung up for Lubbock. E. P. Williamson, head salesman for the Lubbock Motor Co. local agents for Ford cars, has just been notified by wire by Ford Motor Co. officials that he has led all Ford salesmen in the number of cars sold in the first twenty days of March. Mr. Williamson sold 46 Ford cars during the first twenty days.

A sales contest was recently inaugurated by the Ford Motor Company, the twenty four leading salesmen of the United States during the month of March will be given a free trip to Detroit. The United States was divided in two divisions. The South half being entitled to 12 and north half of the country entitled to twelve, but in this Mr. Williamson led all salesmen in his division which includes cities of 5,000 to 10,000. If Mr. Williamson leads during the next ten days he will be a winner of a free trip to Detroit.

And all this goes to prove that the Ford is still the popular car.

New Cleaning And Pressing Plant To Be Installed Here

J. E. Hamilton of Roswell, New Mex., for the past twenty years a successful business man of that place, has recently entered into a contract with R. W. Blair and Sam C. Arnett of this city for the erection of a modern brick house, 25x38, on Avenue K, just off Broadway and which will be occupied by a modern cleaning and pressing parlor operated by Mr. Hamilton.

Construction work has started on the building and Mr. Hamilton expects to have his business in operation in the next thirty or forty days. Mr. Hamilton will become a permanent resident of Lubbock and will have active charge of the business.

A court has ruled that profanity is not ground for the wife to obtain a divorce from her husband. Unfortunately it is not a very good substitute either. —Kansas City Star.

LOCAL ATHLETES TURN ATTENTION TO TRACK MEETS

10 Lubbock High School Track Candidates Report Every Day for Regular Practice

Ten students of the Lubbock high school are reporting daily for track practice and the team which will represent the local institution on the field this spring is rapidly rounding into form, according to reports current at the school.

Weldon Hankins, Claren Christian, Harold Bowen, Tom Moore, Alec Henley and Elmer Moore are last year's veterans, who are in competition again this year and around this coterie of veterans Coach Ernest Lowery, former Texas Christian University track star, will build his 1924 team.

Candidates for position on the team with the events in which they hope to represent Lubbock are as follows: Mile run, Wolford Pearson, Ben Hutchinson and Raymond Coleman; half-mile run, Elmer Moore, Weldon Hankins, Corley Vaughn; 440 yard dash, Weldon Hankins, Orville Burris and Ray Sawyer; pole vault, Harold Bowen and Harry Pryor; 100 yard and 220 yard dashes, Orville Burris, Del McCarty, Claren Christian and Jack Jackson; discus, Jack Jackson and Claren Christian.

Daily practice have been held at the high school but Merritt park will be used hereafter in the work. Alex Henley, a veteran performer, is at present ineligible but there is a chance of his being able to compete later in the school year.

FRUIT GROWS IN ABUNDANCE HERE SAYS AUTHORITY

Warns Orchard Planters On Proper Selection of Stock If Crops Are Assured

Great care should be exercised in the planting of fruit trees in this section of the state if abundant crops of firm, healthy fruit are assured, according to A. P. Swallow, horticultural expert of the extension department of the state agricultural and mechanical college, when he was in Lubbock recently.

The only reason planters have difficulty with their orchards on the South Plains is because the young trees are not carefully enough inspected for a disease called crown-gall. Another difficulty is that they are not properly handled in shipment and in planting while a third is the choice of improper root stock, Swallow said.

Planters should remember that they do not have to accept bad shipments of fruit trees and if the roots are at all diseased they should be refused because it is against the state law for such plants to be shipped.

Peach tree planters should insist on the getting the Carolina Mountain or the Indian Cling tree as those kinds have been found to be especially adapted to this climate. In the choice of plum trees the Marianna species has been found best for West Texas planting.

Grapes Grow Well Here

While Swallow is particularly interested in tree planting he pointed out while in the city that this section of the state had been found to be an excellent place in which to plant grapes. The grapes grow in abundance here whenever correctly planted and there is no reason why farmers do not grasp the opportunity to increase their incomes by planting more of them, he said.

While in Lubbock county Swallow, with County Farm Agent D. F. Eaton and District Agent T. B. Woods gave three pruning demonstrations. One in the morning, at the experimental station across the canyon, and two in the afternoon at the Bob Crump place the John Burroughs place, near Carlisle.

Mexico will send an Olympic team to France. If the team has any soldiers they should be good runners. —Wichita (Kas.) Beacon.

Eating sugar soaked in perfume is a fad with Middleton, N. Y. girls, the sweet things. —Wichita (Kas.) Beacon.



Shoeing the Family with Star Brand Shoes

—Is giving Shoe Value, for no matter what the shoe may be, if it be a Star Brand, is absolutely Guaranteed to be all leather and will give the wearer perfect Shoe Comfort and Satisfaction. They are a popular priced Shoe, meeting a demand that is wanted by all families.

The line is an extensive one and is for Men, Women and Children and we carry a complete showing of all styles. Mr. Jas. H. Kimmel is in charge of this Department.

Minter Gamel Co.
Lubbock's Newest Store



Use Your Phone for Prompt Service

THERE is no need of coming down to the store to purchase your Grocery supplies. All telephone orders are given our best attention—prompt and satisfactory filling and delivery.

F. C. YARBRO GROCERY
1015 Broadway Phones -860, 861

New Phone Manager Located in Floydada

FLOYDADA.—A. A. Bailey, recently of Plainview, has succeeded E. L. Curb as plant manager of the Floydada Exchange of the Southwestern Bell Telephone Company, taking over the local work Monday of this week.

E. L. Curb who has been the local exchange manager for the past eighteen months has been transferred to Lubbock, where he will be assigned work on the Lubbock exchange. He has been one of the most efficient plant men ever assigned to this place patrons of the exchange declare.

FLOYDADA TO HEAR VIOLINIST

FLOYDAD.—Skovgaard, Danish Violinist of note will give a concert in Floydada, April 5th under the auspices of The Collins Chamber of Commerce band of Floydada. Skovgaard has appeared in America for a number of years and carries with him high priced Stradivarius violin.

Special Selling!



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FURNITURE for the Living room, Furniture for the Dining room and Furniture for the Bedroom make up this great special selling event. Considering the high quality of the merchandise offered, you are getting the value of years by buying now.

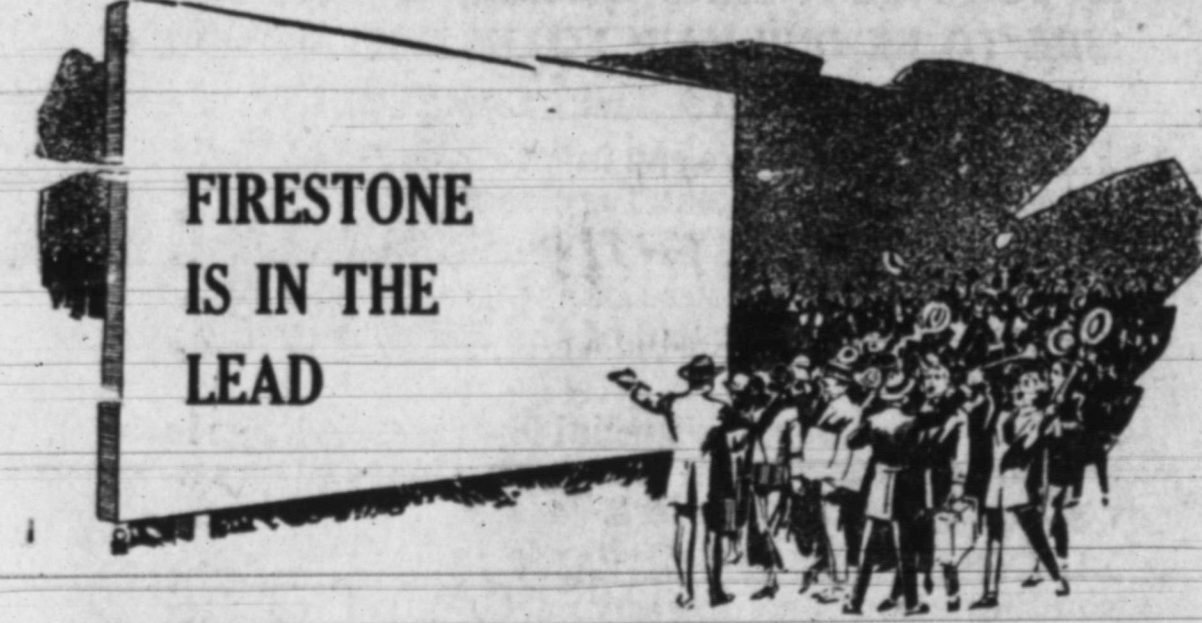
We are overstocked with a carload of dressers which are being closed out at the very special price of \$17.50.

Our stock of rugs offers you a complete assortment to select from and you know that the price is right if it comes from Moore Brothers.

We suggest that you select your furniture for Spring while our furniture stocks are still complete and assure getting just what you want.

Buy it at---

MOORE BROS.
FURNITURE & HARDWARE
North Side Square



Ask Joe Hilton About BALLOON GUM-DIPPED CORDS

IT is already an accepted fact that the Firestone Balloon Gum-Dipped Cord is one of the big things accomplished in tire building. The public and the automotive industry have registered overwhelming approval.

Naturally, motorists who are up-to-date are calling upon the Firestone Service Dealer for authoritative information about this latest example of Firestone pioneering. He is more than a distributor of tires; he is a guide to the motoring public—sound, experienced, business-like.

He is familiar with the facts about the Balloon Gum-Dipped Cord; how it has so materially bettered riding comfort, safety and car conservation, without sacrificing mileage or increasing fuel consumption. Ask him to explain why the special Firestone

gum-dipping process is essential to successful balloon tire construction. He will tell you how the thin sidewall is made stronger and more flexible by impregnating every fiber of the cords with special rubber compound.

With Balloon Gum-Dipped Cords the difficulties and hazards of rough roads disappear. For these great air-cushions easily absorb obstacles and roll smoothly over depressions.

The broad, pliable treads cling to the slipperiest road surfaces, giving far better braking control. Skidding or slipping is almost impossible. Traction is made far more effective.

See Joe Hilton for complete information regarding the application of these wonderful tires to your car. It will pay you to see Firestone.

CADILLAC GARAGE

Joe Hilton, Proprietor
Firestone Tire Dealers

The Plains Journal's Page of News from Here and There Over Texas

FLOWER CARNIVAL PLANNED
SLATON.—A flower carnival is being planned by a number of local ladies interested in flower culture here. The carnival as now planned will take place some time next October. In addition to influencing citizens to plant flowers the carnival will also take the form of a general clean-up campaign for the community.

TO FORM LEGION POST
SLATON.—A post of the American Legion will be established here in the near future if present plans are carried out by ex-service men in this city. A membership drive, incidental to forming of a regular post, is now under way.

BIG SPRING TO CLEAN UP
BIG SPRING.—May 12 has been designated by Mayor W. R. Puraurer as clean-up day for this city. At that time the citizenship will be expected to turn out en masse and help beautify Big Spring and at the same time to better the sanitary conditions of the community.

DEVELOP OIL FIELDS
BIG SPRING.—Oil development is increasing near here in rapid strides and the fifth well of the Big Lake Oil Company is expected to be the first big producer in this district. Geologists recently investigating petroleum conditions in this vicinity expressed as a certainty the finding of crude petroleum in vast quantities in West Texas.

FIND GAS NEAR VERNON
VERNON.—Gas found in large quantities halted the drilling on Stephens Well No. 2 near this city recently. The McCaleb well, also near here, was drilled into the first sand and came in dry but the owners are drilling into the second sand with a good showing for production.

HALE COUNTY GETS AGENT
PLAINVIEW.—Miss Dye, formerly a teacher of domestic science in the local high school, has resigned her position and will become Home Demonstration Agent for Hale county, according to an announcement by the County Commission.

BENEFIT SHOW FOR PLAINVIEW
PLAINVIEW.—"Hot Tamale Land," a home talent musical comedy, will be presented here next week for the benefit of the United Charities of this city. Costumes for the production have been ordered from a theatrical house in St. Louis, and advance indications are that the show will be a success. There is a possibility that the production will be given at Brownwood at the meeting of the West Texas Chamber of Commerce there in May.

IMPROVE BAILEY CO. ROADS
MULESHOE.—Sixteen hundred dollars has been appropriated by the state highway department for road development in Bailey county during the coming year. The improvement on the roads of this county will be completed by July 1.

MULESHOE MAN HURT
MULESHOE.—C. H. Buzard, who resides five miles north of this place, was severely injured when he was thrown from a wagon loaded with feed stuff bundles. Several ribs were fractured in the fall.

ELECT C. OF C. OFFICIALS
ABILENE.—At the annual Chamber of Commerce banquet here last week the following officers were elected to serve that organization here during the coming year: R. W. Hanle, president; A. E. Poole and W. R. Keeble, vice-presidents; and J. E. Littleton, treasurer.

BUILDING PERMITS INCREASE
ABILENE.—Building permits for this city during the month of March have thus far passed the \$50,000 mark. This figure includes only residences and small-store buildings.

Robertson Speaks at Midland
MIDLAND.—Judge Felix D. Robertson, of Dallas a candidate for the Democratic nomination for governor, will speak in this city next week, advance information from the Robertson camp indicates.

HOLD C. OF C. MEET
MIDLAND.—Following the arrival of the new secretary of the local Chamber of Commerce, Paul Vickers recently of the Amarillo Daily News, a meeting of all members of that organization will be held and plans for the coming year will be formulated.

RETAILERS ORGANIZE
O'DONNELL.—The first meeting of the newly organized Retail Merchant's association in this city was held recently with practically 100 percent of the members present. Credit rating will be established by the organization as soon as it is possible to get to the work.

NEW SCHOOL FOR O'DONNELL
O'DONNELL.—The Board of Trustees of the O'Donnell Independent School district in their meeting last week instructed local architects to begin working on plans for a new and strictly modern school building which will be erected here within the near future.

COTTON TRAIN THROGGED
McLEAN.—The Rock Island railroad's Cotton Educational train, which showed here last week was well received throughout the day despite the

60. Hundreds of visitors thronged the inclement weather prevalent.

CARLISLE RE-ELECTED
McKINNEY.—J. S. Carlisle, for the past ten years superintendent of the public schools of this city has been re-elected by the city school board to serve another term. During his period of office holding Carlisle has done much to bring the school system here to its present efficiency.

DRILL WILD CAT WELL
ABILENE.—A wild cat oil well, being drilled a few miles south of this city, is being sunk rapidly, officials of the Sanger Oil company, drillers, stated recently. That company has a number of leases in Taylor county and believe that good petroleum possibilities are to be found in Taylor county.

INCREASE FAIR CAPITAL
ABILENE.—At a meeting of the fair association here recently it was decided to increase the capital stock of that organization to \$60,000 and also to build another large building on the fair grounds. Money for the new building is to be raised by popular subscription of the business houses of the city.

OIL WELLS FOR COLEMAN
COLEMAN.—The Tidal Oil company one of the largest petroleum institutions in the United States, has begun operations in this locality and will sink several wells near here in the near future. The arrival of the Tidal company on the grounds in Coleman county has given the oil industry here an added boost.

BIG STORE FOR PLAINVIEW
PLAINVIEW.—Green Brothers, of Memphis, Texas, owners of a large department store in that city, will install and operate a large department store here by next fall if present plans are carried out. It was stated by a member of the firm looking over the situation here recently.

RURAL SCHOOLS AIDED
PLAINVIEW.—Ten rural schools of Hale county will be granted state aid. It was announced here recently by Mrs. Ola Legg, Hale county school superintendent.

WRESTLER AT FLOYDADA
FLOYDADA.—Joe Wheeler, heavy-weight wrestler of South Texas, is moving to Floydada to make his home and his manager J. C. Sharp announced Thursday that Wheeler's first engagement in Floydada will be with Bronnie Brown of Oklahoma City, a wrestler of considerable fame in athletic circles. Wheeler has a record of 27 matches of which he won twenty-six.

SIMMONS TENNIS BEGINS
ABILENE, Texas.—Tennis has come to the fore on Simmons College campus with the advent of springtime, and is competing for interest with the major college sports. Net aspirants have started their training in earnest and the six campus courts are in constant use, giving rise to large hopes for T. I. A. A. net honors for the year.

WOMAN WOULD BE SHERIFF
GREENVILLE.—Mrs. Joe Willingham, mother of four children and the widow of a former sheriff of this county, has filed for the democratic nomination of sheriff and is believed to be the first woman entering the race for sheriff in the history of the state. Mrs. Willingham lives at Quinlan.

SIMMONS DEBATERS PREPARE
ABILENE, Texas.—Debating teams of Simmons College selected from the Oratorical and Debating Council of the student body will stage four inter-collegiate contests this spring, three of them being scheduled with schools outside of the state. Four men have been chosen to compose two squads which will debate representatives from North Texas State Teachers' College of Denton, Louisiana Baptist College of Pineville, La., Oklahoma Baptist University of Shawnee, and Oklahoma State Teachers' College of Durant.

FLOYDADA WOMAN DIES
FLOYDADA.—Mrs. A. J. Sifton died at her home in Floydada Thursday following an illness of some months. She was sixty six years of age and had lived in Floydada for the past ten months, having moved here from Abilene. Funeral services were conducted by Rev. G. W. Tubbs of Floydada and interment made in the Floydada cemetery. She is survived by her husband, A. J. Sifton, and her two sons, J. F. Sifton, of Floydada and L. D. Sifton, of Des Moines, N. M.

COMPLETE CENSUS BOON
FLOYDADA.—Taking of the school attic census in Floyd county will be completed March 31st, according to County Judge E. C. Nelson. Several districts which have already turned in the complete census for the year show marked increases over last year. It is estimated that the total number of scholastics will exceed three thousand this year, in which case a separate office of County School Superintendent will be created, separating the office from that of County Judge.

BANQUET PLANNED
FLOYDADA.—A banquet honoring the Panhandle District Association of Photographers, which will meet in annual convention at Floydada Wednesday

and Thursday, will be given Wednesday evening in the basement of the Methodist church by the Chamber of Commerce of Floydada.

FLOYDADA DOCTORS IMPROVE
FLOYDADA.—Drs. W. M. Houghton and C. M. Thacker, of Floydada, have installed in their offices a modern x-

ray outfit for their Floydada practice. Thacker is a dentist and has had two years experience in the operation of x-ray units.



On His Back Twice---
But Uncle Standard Stuck to Him

Thos. O'Conner had an operation for hemorrhoids, and was bedfast four weeks. Then cancer was found. Fourteen weeks in the hospital. He certainly had a run of hard luck, but there was one glorious bright spot—the Standard paid for the operating and his lost time—\$725 in all.

Standard Accident Insurance Co.

L. S. HARKEY, General Agent

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Announcing

The Opening of a New Auto Enameling Plant FOR LUBBOCK

--We bake 'em, the body too. They can't check, the Dehco process fixes that.

When you want your car to look like new, you no longer have to trust to luck with a common paint job. We have secured the newest and finest process of enameling, the Dehco system. This process insures your car against checking, and is positively guaranteed in every respect. It is durable, reliable, guaranteed and, last but not least, it is as quick as it is good.

This shop is out to build a reputation for quality and service that cannot be surpassed anywhere. The famous Dehco process of enameling will be used exclusively. This is your assurance of a real high class job on your car.

When you get your car enameled here, you add a year to it. We put new life into it --- make you proud to run it. Depreciation is much less --- the motor is good --- no use buying a new car. Just have the old one enameled. Let us give you an estimate.

PEE WEE AUTO BAKING SYSTEM

S. J. PAYNE & C. W. PAYNE

Owners and Managers

615 EAST BROADWAY

When and Where to Plant Trees As Told By Expert Nurseryman

(From the Southern Nurseryman) Every home should be tied to the earth by means of shrubbery, trees, flowers and grass. The house itself is only the background of the picture. To complete the painting and make the picture a real one, the proper planting of the ground is just as necessary as paint is to artists when putting it on a canvas.

A home cannot be beautiful unless the grounds are improved with trees, shrubbery, flowers and grass. It matters not how expensive and elaborate the house is built, other things are necessary in order to make it a beautiful place.

Those who plant trees and shrubbery and beautify their home grounds are public benefactors, because such beauty cannot be hid from the public, but is open and free for anyone to view, as often as they may wish. For that reason, persons who plant trees and shrubbery and change the home from a bare unattractive place to one of beauty, is in every sense of the word, a public benefactor.

Shrubbery Remakes Appearance
More and more of our people are realizing that the making of money is not the sole object in life. As important as it is, there is no use of one making it the sole object. Let it play its part, but don't let it crowd out all the other finer things of life, such as the appreciation of beauty. Beautiful home grounds is something that all may have, whether rich or poor, or have small or large grounds, because it does not take a large amount of money for enough trees and shrubbery to remake the appearance of the home.

Every person who improves his home grounds with trees, shrubbery, flowers likewise. There is something about it that is catching. When a neighbor sees his friend better the appearance of his home by properly planting the grounds, it automatically creates a desire on his part to improve his own grounds. It is like the snowball that

is started down hill, the farther it goes, the bigger it gets. Therefore, let those improve and plant the home grounds do the best job possible, not only for the sake of his own place but for the effect it will have on others doing this kind of work.

Plant Close to House
Shrubbery should be, as a general rule, planted up close to the foundation of the house, particularly in front and around the two sides. By planting it next to the foundation it has the effect of tying the house to the ground, giving the house the appearance of being a part of the picture, rather than something stuck on it. Never set shrubbery out in straight lines. Put it in masses or clumps in irregular shapes. Try to approach nature's method of planting as nearly as possible. Straight lines of shrubbery cannot best serve the purpose of beautifying the grounds and therefore should never be planted in this way.

Neither should individual specimens of shrubbery be planted about the grounds. Remember that it should always be in masses. Neither should it be planted in the middle, near the border of the lawn, in the angles created by the walks and driveways and near trees. These general principles should be kept in mind in locating shrubbery on the home grounds, because one can make the place appear rather odd by improperly planting the shrubbery.

Leave Front of House Open
As a general rule, trees should not be planted directly in front of the house, but to either side and in the rear. If the grounds are large, the trees should be planted in groups, rather than singly. Of course they should not be planted too close together, as sufficient room should be allowed for their complete development. Under no condition should the trees be planted in straight lines. This gives a stiff, unnatural effect that is not beautiful or pleasing to the eye.

The rose beds and flower beds have no place on the front lawn. Leave this space open, in order that a good view may be had from the front of the house. Also the front of the yard should be largely free from trees and shrubbery so as to give the grass every chance possible for developing a smooth lawn. Roses should be part of the planting on every home place, but they should be either to the side or to the rear, and never in front. This is true of other flowers, such as canna beds, rows of peonies, dahlias, etc. This is the general principle with reference to location of flowers, that should always be kept in mind, because the appearance of the place can be very easily ruined by putting them in front.

Make a Start Now
By keeping these simple rules in mind, one can easily draw up some plans for the planting of the home grounds that will be effective and pleasing. Expert advice along this line may be secured from the State Agricultural College, Experiment Stations and Nurserymen. Make the needed and by drawing up the plans indicate where each tree, shrub and flower bed will be located. Set them before spring opens.

If the lawn has not already been made, break the ground, make it rich

with stable manure and commercial fertilizer and rake it over until it is smooth and in a fine seed bed condition. Then plant Bermuda grass roots which will give a good lawn during the summer. Next fall sow rye grass on top of the bermuda and this will give green during the winter.

Before planting shrubbery or trees, the ground should be thoroughly broken and pulverized and enriched. This is especially important for the foundation planting up next to the house. A good plan is to spade up 12 to 16 inches deep with a spading fork. When trees and shrubbery are set much with a heavy coating of manure. This will both supply plant food and conserve moisture.

Agents Plan Now To Cover County With Farm Clubs

County Agent D. F. Eaton and Miss Mabel Marsh have formed a number of boys and girls farm clubs in this county but there are still a number of communities which are not represented in club work. The following statement has been issued from the office of the agents concerning the leaving out of those communities which do not have clubs:

"This office through the County and Home Demonstration Agents has completed the enrollment and organization of club units among the schools of the county. We feel that it would be unwise and impractical to undertake work with more units than the maximum of twelve.

However, Miss Marsh and myself do not wish to appear to be neglecting the remaining school of the county or to deny any boy or girl the opportunity of entering any of the clubs of the county. So we are writing this to give opportunity to any ambitious boy or girl to become an individual member of his group of junior members.

"All benefits will come directly to the individual as he or she may take part in any contest and will be eligible to all prizes offered.

"Therefore, we would be very glad if the teachers in these schools will report to us any one having an interest in this line of work so that we may communicate with them and enlist them in these various activities.

D. F. EATON, County Agent
MISS MABEL MARSH,
County Home Demonstrator.

HOLD SCHOOL ELECTION

FLOYDADA.—An election will be held in the Lone Star school district of Floyd County, April 6th, for the purpose of erecting a modern brick school building and equipping it. At the same time the proposition of raising the district's school tax rate to \$1.00 on the hundred dollar valuation will be voted upon.

Plains Journal Brings Georgia Man to Lubbock

That the Plains Journal is enjoyed in Georgia as well as in the Plains section of Texas is apparent in the letter recently received by this news paper from Cotran King, of the Riverside Farm, near Rome, Georgia. Mr. King's letter is re-printed below:

Plains Journal,
Lubbock, Texas
Gentlemen:

I am in receipt of a copy of your paper and I am very favorably impressed with it both as a newspaper and a town booster. I am contemplating moving to Lubbock and I had heard of that city several times before receiving your paper.

I would certainly appreciate it if you would send me your paper six months and enclose the money to cover same. I am confident that I shall locate near there from the information I received from the copy of your paper that I have read, concerning the advantages of both farm and city life in the vicinity of Lubbock.

Wishing you continued success and prosperity, I am,
Cotran King
Rome, Georgia.

Demonstrator Meets With Women's Club

FLOYDADA.—Miss Hayden, District Home Demonstration Agent of the extension service was in Floydada Wednesday in conference with officials of the Women's Federation of Clubs of Floyd County, and County agent Wilson and members of the Commissioners Court of Floyd county, with reference to putting on a Home Demonstration Agent in Floyd county. This question has been before the Commissioner's Court for a number of months and has been repeatedly rejected on account of insufficient funds of the County. It is now agreed that the County is financially able to put on the work and it is expected by the women of the County that an agent will soon be employed.

Floyd County Men Hot Over Politics

FLOYDADA.—County politics are getting warmer in Floyd county with the chief interest and speculation centering around the race for sheriff, which office is being sought by six aspirants, the present sheriff, J. A. Grigsby, who has been in the office for the past eight years, not being a candidate for re-election. Two deputies of Grigsby, H. S. Bolin of Lockney and J. R. Maddox, of Floydada, are in the race to succeed their chief. Tom Millican, E. C. Henry and Ed Griffin all prominent farmers of the county are in the race. The sixth aspirant is P. G. Stegall, at present City Marshall of Floydada.

BOND ISSUE VOTED

FLOYDADA.—A bond issue of \$7,000 was voted recently in the Rosebud school district of Floyd county for the

purpose of making additions to the brick school house. The transcript of the bonds was approved by the Commissioners' Court of Floyd county in session this week and the returns of the election show the issue carried by a vote of thirty-six to five. The increase in scholastic population of the district necessitated the increased building facilities.



To Be or Not to Be Depends on Your Savings

YOUR future is as large as you make it. Whether or not you will achieve the end towards which you strive depends largely upon your push and foresight. If you have the push to work hard and the foresight to put your savings in an Account in this Bank, you are assured of success.

Start by saving a certain amount today, tomorrow and the next day, and the future will find you prepared. Systematic saving has paved the way for many a successful man. Open an account here today.

Citizens' National Bank

OFFICERS AND DIRECTORS

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E. Stuleman, President.	Sam C. Arnett, Vice-President.
France Baker, Vice-President.	Paul Hardwick, Asst. Cashier.
Wm. D. Green, Cashier.	Emory Stewart, Asst. Cashier.



The man or woman with a business training is within easy reach of the goal others struggle to attain. We're always glad to organize a course of study which will put you on the road to success and independence.

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Different Kinds
Different Varieties
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Germination, State Test 80 percent to 93 percent.

See our Seed and get our prices before buying elsewhere

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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, but 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

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 Well Balanced 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 hay or fodder.

LUBBOCK COTTON OIL COMPANY

Phone 12 Lubbock, Texas Phone 12

H. D. Phillips, manager of the local office of the Southwestern-Bell Telephone company, will attend the meeting of the district managers of that organization which will be held the first of next week in Fort Worth.

L. J. Lane of Benjamin was in Lubbock the latter part of the week.

Miss Clyde Brown, of Itasca, Texas, has accepted a position with her uncle, F. C. Yarb, who will act as bookkeeper and cashier for Mr. Yarb's grocery.

Joe Dick Slaughter and Pete Posey spent Sunday with the former's brother at Roswell.

Walter Posey, Erick Posey and J. D. Lindsay returned the first of the week from the Rio Grande, where they enjoyed a three days' fishing and outing trip.

A. P. Seitz, a former well known rancher of this locality, died at the home of his brother in Hickory, North Carolina, Tuesday, March 25th. The remains will be carried to the old family home at Bowie, where funeral services and interment will occur next Sunday. The deceased has three children here, Mrs. Joe Griffith, V. E. and David Seitz, of this city who depart today for Bowie to attend the funeral.

John Ralls, of Comanche, Oklahoma, and a name-sake and nephew of the late John Ralls, of Ralls, was a visitor in Lubbock Tuesday. Mr. Ralls, together with his two brothers, are possessed a considerable portion of the Ralls estate and he stated while here that it was not improbable that he would locate in Ralls sometime this spring. Mr. Ralls is now active vice president of the First National Bank of Comanche and personally known by the Editor to stand high in business and social circles in his home town. His acquisition by the town of Ralls would be a great asset as he would soon take a first place in the progressive movements in that town.

Sheriff Jim Stroud and County Clerk Geo. Smith, of Leveland, transacted business in Lubbock yesterday.

Judge Geo. W. Neill of Brownfield looked after legal matters at the Court House Tuesday of this week.

W. R. Wilson, prominent farmer and business man of Slaton, visited in Lubbock Tuesday afternoon.

Bob Crump, of Shallowater, was a business visitor in the city yesterday.

Gus Shaw, one of the live wires of Littlefield, visited and transacted business here yesterday.

Horace Galtner, of Shallowater, was a visitor in the city yesterday.

C. H. Smith, one of the Court Stenographers of the 72nd Judicial District, returned yesterday from Post City, where District Court is in session this week.

J. C. Stewart of Slaton was among the out of town visitors in the city Tuesday.

SET SCHOOL ELECTION

FLOYDADA.—An election has been set for April 5th in the Newland school district of Floyd county for the purpose of voting a school tax in the district of one dollar on the \$100.00 valuation. The date of the election is the same set for the election of county and district school trustees.

White Man Is Victim Of Negro Highwaymen

F. B. Rountree, linotype operator in a local printing establishment, was up Sunday night about nine o'clock on Thirteenth street near the Long Bell Lumber company's yard, by two negroes and relieved of \$37 in silver and currency. Prior to his approach Rountree saw the negroes talking to a white man and it is not known whether he was in league with the holdup or whether he too was a victim. No other holdup was reported to local officers Sunday night, however. Rountree reported his loss to police immediately after the occurrence but as yet no clue as to the robbers has been located.

Only the dumb argue with their fists. And this in view of the coming presidential campaign.—Kansas City Star.

Yes, the canning season in Washington was begun unusually early this year.—Kansas City Kansan.



Where to Market!



AT THE NEW Cash and Carry Grocery

NATIONAL BISCUIT PRODUCTS CLUB OFFER

1 Package Assorted Deluxe	40c
1 Premium Soda Crackers	15c
1 Fig Newton	15c
1 Uneeda Biscuit	10c
1 Graham Cracker	10c
1 Cheese Tid Bit	10c
1 Masaron Snap	10c
1 Carload Choc-Date Snaps	15c
1 Nabisco	10c
1 Zu Zu	10c

\$1.45 Worth for \$1.00
ON THE OPENING DATE ONLY

DEMONSTRATION OF NATIONAL BISCUIT PRODUCTS PLENTY OF FREE SAMPLES

1 Uneeda Biscuit	25c
1 Log Cabin Brownies	
1 Barnum Animals	
1 Lemon Snap	
1 Vanilla Snap, for	
All 10c packages, 3 for	25c
All 15c packages, 2 for	25c
Assorted Cakes, per pound	40c
1 Uneeda Biscuit free with each pound.	

OPEN FOR THE FIRST TIME Saturday, March 29th

There is Going to be a Mighty Interesting Thing Happen in Lubbock

Lubbock's newest business --- one that has been looked forward to --- a business that will save you dollars each month --- one that will be welcomed by the citizens of Lubbock -- A CASH AND CARRY GROCERY will open its doors for business.

This grocery is one of the highest type and most up-to-date grocery of its kind and will be one of the best in Lubbock. Just another spoke in the Hub --- just another service for the people --- a convenient, economical and up to the minute method of conducting a Grocery business. It was planned to give, in addition to quality goods, a big saving on every article purchased.

We are going to be open for business Saturday, March 29th, with our shelves well filled with only the best foods obtainable. TO THE POINT --- we offer an unique service, true economy and quality groceries; we solicit your patronage.

The grocery where you wait on yourself; know what you are buying and get paid for your trouble.

Why Throw Away Money?

When a few steps will effect you a big saving? We buy for cash and sell for cash --- by doing so our patrons save the difference. This method of doing

business enables us to buy the best for less. By trading with us you serve YOUR OWN BEST INTERESTS. It's a wise person who spends a dollar where he can get full value back in high grade merchandise.

You Name Our Store \$25.00 in Cash for the Winner

We want a good name for our store. It deserves the best. We are willing to give \$25.00 to the one of our patrons who submits the best name which is accepted permanently for this store. You have till April 12 to get your suggestion in. The winner will be announced in the Plains Journal as soon as a name is selected. There is a place for you to register at our store, where you can submit a name. We cordially invite you to visit this new store on the opening day.

G. BERT DAVIS & CO.



G. BERT DAVIS, Manager

BAND WATER
AND PROOF
ORCH. HEATED
ESTRA TENT

Big Tent Show

Opening Play
A 4-Act Society Drama
"The Broken Idol"

Auspices American Legion

Tent Located 2 Blocks North
of Court House

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

SWIFT'S Demonstration

A representative of Swift & Company will conduct a demonstration of Swift Products on the opening date of The CASH and CARRY GROCERY, Saturday, March 29.

Orders over \$5.00
Delivered Free
of Charge

FOLGER'S

You have wanted a better coffee—you will find it if you try Folger's Vacuum pack—the flavor is sealed in. We will demonstrate and serve coffee on the opening day. A set of dishes will be given free to purchasers of Folger's products.

Phone 67

H. A. BERRY

Broadway and
Avenue J

COUNTY LINE NEWS

On Friday the 21st, little Ray Powell was carried to the West Texas hospital. He was there five days. The doctors said he had flu of the stomach. However, he is at home now and just doing fine.

Friday Mr. and Mrs. Harward Barnes were in Lubbock.

Mr. and Mrs. George Embry visited Mr. and Mrs. Frank Baines Saturday.

Messrs. Galand Carr and John Wade went to Abernathy Sat.

Mr. and Mrs. Herbert Pettit and Mr. Lane Pettit visited Mr. and Mrs. Howard Barnes Sunday, 16th.

Mrs. Oscar Bibby and Mrs. Willis Embry spent the evening with Mrs. H. M. Barnes Wednesday.

Mr. Harry Pettit was in Lubbock Monday on business.

Mr. Robert Ally was in our community again this week looking after his interests.

Sunday, Mr. and Mrs. Jim Pool of Abernathy and their daughter, Gertrude, and her friend, Miss Gladys Houston, spent the day with Mr. and Mrs. Harry Pettit.

Cecil Emory of Abernathy spent Sunday with Swan Pettit.

Mr. Ewell is breaking sod for Mr. Leonard Harral.

Mr. John Brown has purchased the northwest quarter of Mr. Harry Pettit's land. Mr. Roy Evans is breaking sod for Mr. Brown.

Sunday Mrs. Will Bohannon of Bartonside enjoyed a visit to the homes of Mrs. James and Mrs. H. G. Pettit.

Mr. and Mrs. F. F. Barnes visited Mr. and Mrs. Cecil Ray Sunday.

Mrs. James visited Mrs. Willis Embrey Monday evening.

Mr. and Mrs. Jim Haynes visited several neighbors in the community this week.

Mr. Perry Eddie has gotten his new mill up on his place, which he has just improved.

MONROE MESSAGE

Our school was visited Tuesday by State Aid Inspector, Mr. Clark and Supt. W. M. Pevehouse. We may obtain some much-needed aid that will enable our school to finish out an eight months term and do some improving too.

The piano tuner, Mr. Arion, visited our school and tuned our piano last week. It needed something.

The young people and some others enjoyed a party at the home of Mr. and Mrs. Herschell Beatty Saturday night. Visitors were there from Lubbock and other points around. A very enjoyable time was reported.

The weekly Sunday night singing was held at Mr. R. F. Mathoney's home Sunday night. We need much greater interest in the singing especially by the older people. If the better homes of the community do not interest themselves in the young people's enjoyment, others will, and your young folks may not be bettered thereby. Wake up, neighbors. Invite them, come to the school house and help us out there.

The program rendered at Monroe Sunday afternoon by the B. Y. P. U. from Lubbock was reported a very pleasing and profitable service. You should have heard them.

Mr. A. R. Ellis, our intermediate teacher, visited the home of Mr. C. Z. Fine at Posey Sunday, also seeing the sights at Slaton Saturday. There must be some very attractive girls down there. He goes often.

Mr. Matt Thomas from Shallowater visited the home of H. A. Beatty Sunday.

Mr. Adrian Merrill and Miss Loraine Collier from Lubbock, were at the party Saturday night.

Our program last meeting night was a great success. Mr. Wright who was tried by local legal lights, was declared not guilty by the jury. We had some fun, and hope to have more such upon another time. Our boys may be great lawyers yet. You should have heard Olin Graham and Prof. Ellis plead.

Mrs. J. D. Exum and family visited her mother, Mrs. E. N. Lanham, Tuesday.

Among those out of school at present we mention Arthur Wright, Bennie Strawn, and Opal Story, who have been quite sick for several days.

Mr. Will Agnew, wife and father and mother have moved back to Sherman. Their move was on account of Mrs. Agnew's health. We regret to lose such good people from our midst.

Mrs. C. W. Winnett from Abernathy visited in the home of Mrs. T. M. Taal Sunday.

Everybody invited to our semi-monthly neighborhood program next Friday night, March 28th. We hope to have a good time, and two weeks from then we will have a real debate on the subject, "Resolved That Pride and Ambition Have Caused More Harm in the World than Ignorance and Superstition." Messrs. Olin Graham and S. A. Ribble on the affirmative, and Mr. Jess Adams and Mr. Alfred Graham on the negative. These men will give us some real speeches, we think. Hear them at the school house at that time.

A new brick is being erected, financed by E. T. Daniel. Mr. Daniel seems to be very much interested in making Idalou a real little city.

Miss Maudie Fucker postmistress, has been sick for several days.

The 8-year old son of R. A. Gregory died Sunday night after a few hours illness.

W. M. U. of the Baptist Missionary Church will entertain the Missionary Union of the Methodist Church at the Baptist church the fifth Monday of this month. Each member of these societies is urged to attend.

Miss Ila Holt had the misfortune of getting her arm broken the other day while cranking a car.

A play entitled "The Pathway Over the Hills" will be given by Miss Zura Howard's expression class Friday night. Admission 25c and 30c. Every body invited.

The Idalou singing class will meet with Canyon next Sunday in an all day singing. Members of the class are urged to go. Nothing speaks better for a community than good singing. We have singing the first and third Sundays of each month, come and be with us.

MODERN FUNERAL HOME WILL SOON BE OPENED HERE

A strictly modern and up-to-date funeral home will be constructed at the corner of Fourteenth street and Avenue M in this city within the next few weeks, according to an announcement made here by L. D. Simmons, a licensed embalmer, formerly of Memphis, Texas, and now a citizen of Lubbock.

Simmons, a brother of E. C. Simmons, former owner of the Simmons furniture and undertaking company, of this city, has come to Lubbock to establish his business and has completed the purchase of the present Simons store here, now completely owned and managed by Norton Baker.

While all of the plans for the new funeral home have not yet been formulated the fact that it will be soon erected in this city is already a reality. Just how much money will be placed in the construction of the new venture was not made public by Simmons, but he was plain in his statement that when completed it would be one of the finest establishments of its kind in West Texas.

Lubbock Art Shop Gets Shipment Of Interesting Goods

Sue's Art Shop, located on the mezzanine floor of Barrier Brothers store, has recently received a shipment of goods from "Zeebink," Michigan, a Dutch colony of the northern state, where the inhabitants stay so close to the old country from which most of them came, that they retain all of the old Holland customs save the wearing of wooden shoes.

In the shipment received by the local establishment are included all kinds of wall pictures and motto placques, candle-sticks, bud vases, console sets, smoking stands and trays, fine incense and incense burners and bread and fruit boards. Clock sets, for use on the mantel, were also received.

Believing that they have something entirely new to this section of the country the management has planned to show their new goods in one of the large windows of the Barrier store on Saturday, which display will no doubt be an object of interest to shoppers here.

SCHOOLS ASK AID

FLOYDADA—Fourteen of the thirty two rural schools in Floyd county are applicants for State Aid and Jefferson G. Smith, State Inspector out of the Educational Department at Austin, has been on a tour of inspection of these fourteen schools since Wednesday accompanied by Judge E. C. Nelson, Jr. ex-officio County School Superintendent of the county.

SAM S. DENMAN
LUBBOCK INSURANCE AGENCY
Fire, Automobile, Plate Glass Insurance and Bonds
Phones: Day 36—Night 333
Office in Cotton Exchange Bldg., Lubbock, Texas

FOR GOOD
PLUMBING
See The
New Mexico Plumbing Co.
M. C. Nevels, Mgr.

GOLDEN BROS.
Wild Animal
SHOW
LUBBOCK -
ONE DAY ONLY -
SATURDAY, APRIL 5
The Most Gorgeous Spectacle
Ever Presented
Cinderella in Jungleland



More performing wild animals than all other shows combined.
4 - Concert Bands - 4
40 - Funny Clowns - 40
40 - Dancing Horses - 40
40 - Dancing Girls - 40
MILE LONG OPEN DEN STREET PARADE 11 A. M.
2 Performances --- 2 and 8 P. M.

IDALOU NEWS

There is quite a lot of sickness in our community at the present writing.

Dr. J. D. Graham, formerly of Oglesby, Texas, has moved to our town and will continue his practice of medicine here.

The play entitled "Safety First," presented by the Sophomore class in the Club House Friday night was well attended and enjoyed by all present. The proceeds, which was something over \$78, will be used to get new books for the library in the English department.

The infant of Mr. and Mrs. W. F. Plant passed away Sunday afternoon. It was buried Monday at the Idalou cemetery.

A modern hemstitching and piecing machine has been installed by Miss Vera Courtney in Roy C. Russell's store. Mrs. J. B. Mitchell has charge of the machine at present and will operate a dress making shop in the store.

Three new gins are being erected here. This will make five gins for Idalou. They are preparing to take care of a bumper cotton crop this year.

If You Succeed—
Your success is cumulative. You cannot progress alone in business and every forward step of yours carries along other people on the same road. In this way, your city becomes prosperous and great. In exact ratio to your success or failure your city succeeds or fails.
That's why we, as bankers, desire to see you succeed. That's why we make a point of rendering service to depositors and endeavor to safeguard them from financial reverses.
Come in any day. We'll welcome you.
Lubbock State Bank

Purely Personal

Harry Roberts, engineer in charge of the Lubbock paving project, has gone to Dallas, where he will join Mrs. Roberts and his two children in driving from that city to Lubbock to make their permanent home here.

H. S. Standefer, manager of advertising department of the Rix Furniture stores in this city and in Big Spring, made a business trip to the latter city the first part of this week for his firm.

Ed. Riley, of Dallas, a representative of the R. and F. Lindsey theatres, was in Lubbock the first part of this week looking over the local picture show conditions.

J. J. Lane, well known rancher of Roswell was a visitor in Lubbock Tuesday.

L. E. Land of Benjamin, Texas, here over the week and looking for property investments.

B. W. Mitchell, formerly sheriff of Crosby county, visited in Lubbock yesterday with his old friend Pink L. Parrish.

A. Emms, one of Lubbock county's leading farmers, residing near here, was looking after business matters here yesterday.



Concrete for Durability
My concrete work will stand any kind of a test for permanency. If it is anything from a cement sidewalk to a reinforced concrete structure it will pay you to figure with—
J. B. PRYOR
Cement Contractor
Phone 372

JUST PLAIN BUSINESS
FOR SALE—A \$10,000 Cash Estate. Terms, \$345 down and nineteen annual payments of decreasing amounts, starting at 3 percent of the principal for the second year and closing at 2 percent of the principal for the 20th year, when payments cease. Cash value at end of 20th year, \$981.60 more than total payments for period.
Estate is payable **IN CASH**, (or monthly installments) without court costs, inheritance tax, income tax, or other deductions, upon the death of the insured, and is guaranteed **IN FULL** against loss thru death after the first payment.
THAT'S LIFE INSURANCE—NO SENTIMENT, NO SOB STUFF—JUST PLAIN, STRAIGHT, EVERY DAY GOOD BUSINESS—WHAT OTHER INVESTMENT CAN YOU GET UPON THOSE TERMS?
TO LOAN—Money at 8 percent interest—no brokerage, advance interest or other trimmings deducted. Interest payable semi-annually—5 percent of principal payable annually. Any or all of loan payable on or before due date, without penalty—upon sixty day's notice. To loan on first class business or residence property in Lubbock, Slaton, Crosbyton or Lamesa.
Guarantee Feature—Approximately 1 percent of the principal per year is required for life insurance protection to guarantee your family a clear title to the property in case of death, before completion of contract. In short—if you live, we know you will pay the loan. If you die—your insurance will pay it and your family will be given a clear title to property immediately, together with the balance of your insurance money. At age 30, that guarantee costs \$9 per \$1,000 per year, net.
THAT'S OUR LOAN—WHERE CAN YOU BEAT IT FOR A STRAIGHT FORWARD BUSINESS PROPOSITION? NO SENTIMENT—NO BEATING AROUND THE BUSH—JUST STRAIGHT, COMMON SENSE BUSINESS.
Curtis A. Keen, South Plains Manager,
Jefferson Standard Life Insurance Co.
203 Bush Building, Lubbock, Texas.

Delivering Fuel By Wire
The modern miracle is the delivery of invisible fuel and water by wire. Some people do not fully realize this. But that is exactly what this and every other public utility in Texas is doing every hour of the day and night.
It requires millions of tons of coal or its equivalent in fuel oil and natural gas and millions of gallons of water to generate the electricity which provides light and power.
In hundreds of other ways your public utility invisibly serves you more cheaply and better than you could serve yourself.
CITY LIGHT & POWER
(CITY OF LUBBOCK)

BUY IT IN LUBBOCK

THE 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 home town, and incidentally 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 health protection.

WHEN 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—or if you change your mind and decide that, after all, you do not want the thing that you have bought—no doubt he will gladly 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

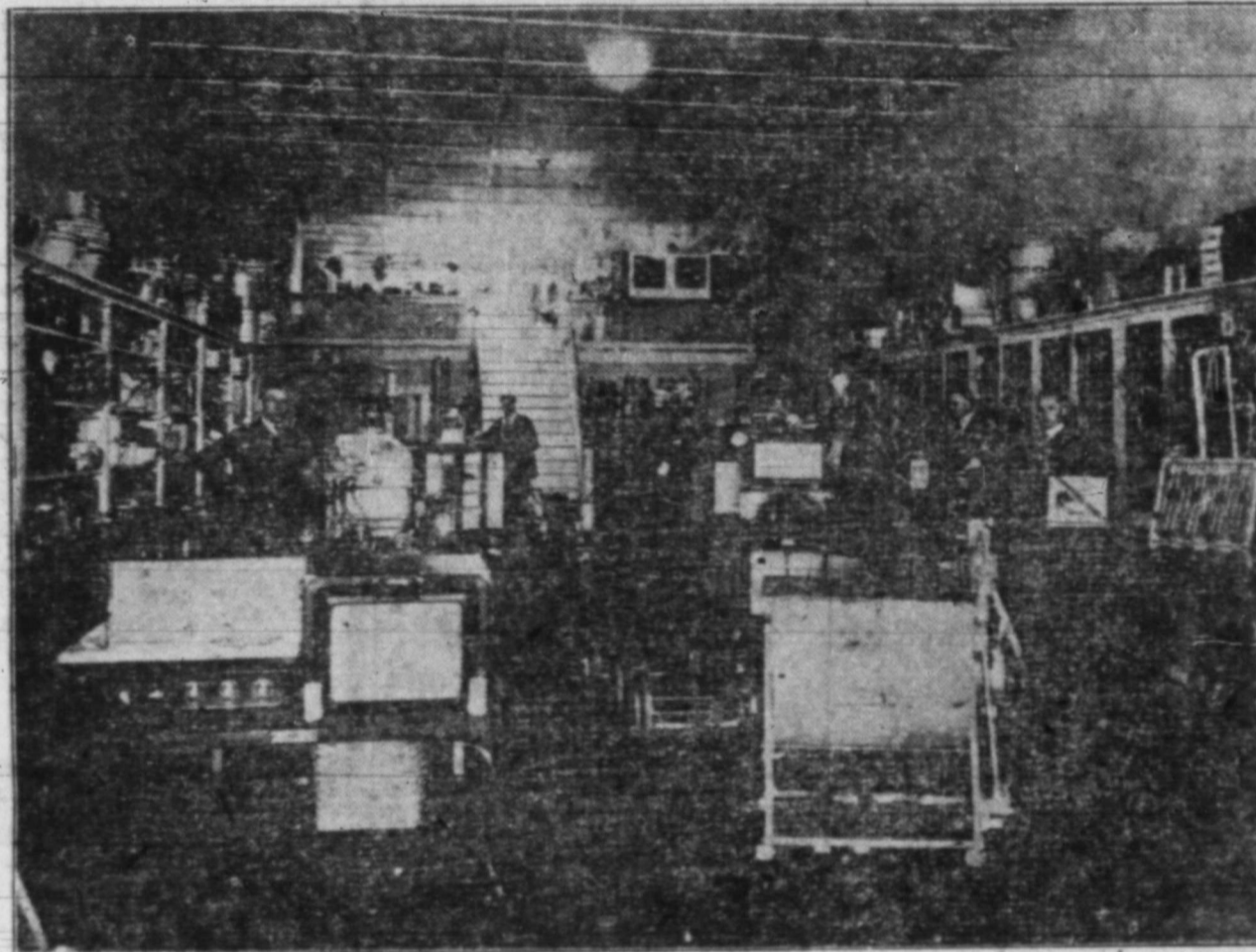
SHERROD BROS.

The remarkable growth of Sherrod Brothers Hardware Company is one of the little stories of success in business that compose such a large part of the history of Lubbock institutions. The Sherrod Bros. store, located at 1014 Broadway, is only nine months old, yet it is surely a healthy youngster. The proprietors are B. Sherrod and his brother, P. L. Sherrod, formerly of Idalou.

A branch store is operated at Idalou for the distribution of J. I. Case farm implements, which agency in this territory belongs to Sherrod Bros. B. Sherrod was formerly manager of the Higginbotham Bartlett Lumber yard at Idalou and was joined by his brother, P. L., of Atlanta, Georgia, in the enterprise here.

Employees of the Lubbock store are: F. W. Carlyle, Guy Morris, Mrs. Mamie M. Parker, bookkeeper, and Paul Hardy and Jess Pipkin. All have been added gradually to meet the increased demands of the trade.

The windows at Sherrod Brothers' always contain an interesting display to which they attribute a large amount of the success with which the new store has met. Although they are thoroughly sold on newspaper advertising and are consistent users of space, they have rightly



First among the featured lines handled by Sherrod Brothers is the J. I. Case family of farm implements which are sold both here and at Idalou. Much of the great success of the firm is attributed to these well-known aids to the farmer. Wallis tractors are also kept in stock. Other lines featured by this store are: Hughes Hot-point electric ranges, Thor electric washers, New Perfection oil stoves, Goldsmith and Reach sporting goods, Hibbard bicycles, Devco paints and varnishes, Glacier refrigerators, and standard lines of carpenters' tools and builders hardware. The latter is one of the lines in which the proprietors take great pride. They believe that they have the largest and most complete stock of tools in this section of the country.

This store has taken on a spring-time appearance, and in addition to being outfitters for the farmer at planting time, the show room is full of such things as garden tools, lawn mowers and ice cream freezers.

guessed that the attractive displays and convenient location are two big factors in increasing the clientele of the store. Many a kitchen has been completely equipped at Sherrod Brothers.

SHERROD BROS.

Boost for the Chamber of Commerce

AND ALL HOME INDUSTRIES AND INSTITUTIONS

The Following Progressive Business Firms Made This Campaign Possible

Anderson Bros., Jewelers izens' National Bank Phone 805	Lubbock Poultry and Egg Co. 703 Avenue H Phone 306	O. W. Jolly Harness Co. Manufacturers of Auto Tops, Saddles, Harness and Shoe Work
Lubbock Cotton Oil Co. Lucko Mixed Feed Phone 12	Higginbotham-Bartlett Lumber Co. 1408 Avenue H Phone 139	Earhart Motor Co. 812 Main Street Phone 89
Ideal Tailoring Co. 804 Main Street Phone 344	Hodges Brothers Dry Goods, Groceries, Hardware, Furniture, Floor Coverings, Implements 1109 Avenue G Phone 644	Lubbock Tailoring Co. 1110 Broadway Phone 85
Elk Cafe 902 Main Street Phone 83	Sherrod Bros. Hdw. Co. 1014 Broadway Phone 837	Thos. D. Scott Tire Co. 902 Main St. Phone 565
Lubbock Sanitarium 1301 Broadway Phones 710-711	Lubbock Business College 1316 1-2 Avenue I Phone 335	Van Buskirk Construction Co. Phone 884
Posey Brothers INSURANCE Leader Building	Lubbock Floral Co. GREEN HOUSE 612 Avenue O Phone 451	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 FIRMS YOU PATRONIZE

PLANS ARRANGED FOR CHAMBER OF COMMERCE MEET

West Tex. Organization Holds Annual Convention in City of Brownwood Next May

Arrangements for the district meeting of the West Texas Chamber of Commerce in Eastland during April are under way, said Homer D. Wade of Fort Worth, assistant general manager recently.

It was the intention to hold the meeting early in April, but Mr. Wade recommended that it be postponed for about a week so the date would not conflict with the dates of the Thirteenth District Rotary convention at Wichita Falls, April 3 and 4.

Two district meetings of the Chamber have been held this year, one at Colorado and another at Brady, he said. The annual general convention of the Chamber will be held at Brownwood, May 13 to 15.

A slight change in the tentative program for the Brownwood convention was made a few days ago, Mr. Wade says, when the date for his address was changed from May 13 to May 14. May 14 has been designated as agricultural day. Arrangement in which A. & M. College is cooperating are being perfected to have as many of the

boys and girls' clubs of West Texas as possible in attendance.

An address will be delivered May 14 by M. L. Corey of Washington, member of the Federal Farm Loan Board.

Brownwood is preparing to entertain and is erecting an auditorium with a seating capacity of 4,000. Regular sessions of the session will be held there and other meetings will be held at the chapel of the John Tarleton College. A rail rate to the Brownwood convention of a fare and a half for the round trip, applicable to all Texas points, already has been arranged.

One of the principal entertainment features will be a State-wide band contest of fifty contestants. The total of \$2,850 in prizes has been arranged.

Mr. Wade said President A. B. Spencer of Crosbyton would not be a candidate for re-election. He served two full terms.

Mr. Wade will move his office to Brownwood before the convention opens. Porter Whaley, the general manager, will locate in Brownwood about ten days prior to the meeting.

HOLDS SALE ON TIRES

A one-week sale beginning next Monday, during which all of the standard makes of tires in his shop will be sold at greatly reduced prices, will be staged by J. J. Richards, of the Standard Tire Shop, on Thirteenth street between Avenue I and J. Hood, Firestone, Goodyear, Michelin, United States, Federal and other standard makes of tires are included in the sale which is to be held on good tires, no seconds being included, Richards said.

Almost everybody curses big business and wishes that he were in it—Martin's Ferry (O.) Times.

Purely Personal

Gus M. Shaw, well known merchant of Littlefield, was a visitor at the Plains Journal office on Saturday. Mr. Shaw stated that he and his father, P. H. Hagan, have 300 acres a mile acreage will plant 700 in cotton.

H. C. Hudson, of Dalhart, was a visitor in the home of R. F. Adkins, assistant postmaster, here last week end.

George Cowan, a veteran newspaper man, will put in a newspaper at Idalou about the first of next month. Mr. Cowan, who has a son here in the employ of a local printing establishment has received the backing of the Idalou Chamber of Commerce in his venture. He has had forty-three years experience in the printing and publishing business, thirty-three years of which have been spent in Texas.

Mrs. J. W. Buril, a special writer for the Dallas Semi-Weekly Farm News, arrived in the city Saturday to look over agricultural conditions in this locality for her publication. She returned home Tuesday having been the guest of County Home Demonstration agent Mabel Marsh, while in the city.

Mr. Donald Douglas and Miss Sue Cook motored to Slaton Sunday with friends.

Mrs. Rufus Rush and baby son have returned from Dallas where they have spent the past several weeks.

Mr. and Mrs. Paul W. Horn have arrived in the city, where they will make their permanent home. They are at present ensconced in the Hugh Taylor home on West Main street, but will move into the home of Rev. and Mrs. W. A. Bowen about June first when the pastor and his wife will leave on a tour of Europe.

Sam C. Johnson, a representative of the Ferguson Seed Farm, of Sherman, Texas, was a business visitor here the early part of this week. He was looking over the ground in this territory for a place to establish a breeding farm for his company and was in consultation with County Agent D. F. Eaton, concerning the advisability of coming into this section.

Morton H. Jones, an old school mate of Superintendent M. M. Dupre, visited the city educational head here for several hours Monday. In their college days Messrs. Jones and Dupre attended Lebanon college, Lebanon, Ohio, at the same time. Mr. Jones now resides in Fort Worth.

M. M. Dupre, city superintendent of public instruction, is back at his desk again after having to spend several days in the confinement of his home last week because of heart trouble. Mr. Dupre was painfully injured recently in an auto accident on the Ralls-Lorenzo road and the injuries received in the crash are believed to be the cause of his recent trouble. His chest was injured in the accident.

Joe Hess, secretary of the Lubbock Building and Loan association, has been confined to his home the past several days due to illness.

E. E. Porter, formerly connected with the local Ford automobile agency, is now with the City Light and Power company in the capacity of commercial representative.

Major John Hawley, member of the engineering firm of Hawley and Roberts, in charge of the local paving project, is in Lubbock at this time attending to the affairs of his company in laying of the pavement for this city.

J. C. Anderson, of the Anderson Brothers Jewelry company, spent Tuesday in Lamesa looking after personal business.

H. M. Rogers, manager of the R. and R. Lindsey theatre in this city, made a business trip to the general offices of his company in Dallas the first part of this week.

Mayor H. C. Jones of Slaton, was a business visitor in Lubbock yesterday.

Professional Directory

Rix Furniture & Undertaking Company
Lubbock, Texas
J. A. Rix and H. H. Griffith
Licensed Embalmers
Day Phone 675 Night Phone:
J. A. Rix 659 H. H. Griffith 397
A. C. Sanders 227

McGee and Mashall
Attorneys at Law
Practice in all Courts
Room 8, Conley Bldg. Phone 336
Lubbock, Texas

JNO. L. RATLIFF
Attorney-at-Law
Practices in all Courts
Abstracts Examined
Deeds and Contracts Drawn
207 Security State Bank Building
Lubbock, Texas

Kate Castleman
Masseur
Security State Bank Building
Phone 790 Lubbock, Texas

Peters and Haynes
Architects
Leader Building

Dr. M. F. Swart
Eye Specialist
Office with Anderson Bros.
Citizens National Bank
Phone 805

BEAUTIFY YOUR HOME
Beautiful shade trees, Rose climbing vines and fruit trees direct from our healing yard, 13th and Ave. L.
Expert Landscape gardening designing at a nominal cost.
DALMONT NURSERY
Phone 907
J. F. HAWTHORNE, Local Mgr.

Van Buskirk Construction Company
General Contractors
Oklahoma City, Okla. and
Lubbock, Texas

NATURE'S HEALTH SCHOOL
Learn Self Healing
J. F. HARTIN, D. S. T.

Dr. L. B. Hodges
Graduate Veterinarian and
Interstate Livestock Inspector.
Phone: Day 829; Night 703J
Lubbock, Texas

O. W. JOLLY
Manufacturer of
Saddles, Harness and
Auto Taps
SHOE REPAIRING A SPECIALTY
Prices that are Right

Neil H. Wright
Southland Life Insurance Co.
Lubbock, Texas

NEW METHOD TAILORS
Cleaning
Pressing
Alterations
Phone 365
909 Broadway

Wilson Abstract Company
One of the best equipped abstract plants in Texas, covering every foot of land in Lubbock, Hockley and Cochran counties.
R. I. WILSON, Mgr.
Lubbock, Texas

THE Lubbock Sanitarium
A Modern, Fireproof Building
Equipped for Medical and Surgical Cases, X-Ray, and Pathological Laboratories
Dr. J. T. Krueger
General Surgery
Office Phone 710
Residence Phone 784
Dr. J. T. Hutchinson
Eye, Ear, Nose and Throat
Office Phone 209
Residence Phone 218
Dr. M. C. Overton
General Medicine
Residence Phone 407
Office Phone 710
J. P. LATTIMORE
General Practice
Phone 710
Miss Gracia Hinkley, R. N.
Superintendent
M. F. Williams, Business Mgr.
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Are of highest quality and are the most durable they have used.
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HAVING your home equipped with electricity means greater convenience.

There are no burnt matches to gather --- no soot to blacken the ceiling---it's the home of cleanliness.

At the push of a button your home is flooded with white light.

Electricity brings to your home the comforts of electrical washing machines, vacuum cleaners, fans and other electrical appliances.

Begin to make your home modern by having us submit our estimate today.

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BETTER MAIL CONDITIONS PROMISED BY POSTMASTER

Prior to his leaving the office of secretary of the Lubbock Chamber of Commerce, Curtis A. Keen wrote to Acting Postmaster L. D. Rankin concerning the mail situation and in answer to his questions he received from the acting head of the mail service here a reply which should prove highly interesting to local citizens who have been experiencing trouble in receiving their mail matter on schedule.

The trouble with the mail system in Lubbock is not due to the force of the local postoffice. Rather it is due to the reticence of the national department in making appropriations for more help in the office here. The force under Rankin is doing its utmost to serve the public but there is a limitation to all human endeavor and the great volume of business in Lubbock cannot be handled efficiently by such a small force.

That conditions will be bettered here in the near future is the text of the letter, printed below, as received by the Chamber of Commerce:

Mr. Curtis A. Keen,
Chamber of Commerce,
Lubbock, Texas.

Dear Sir:

Replying to your letter addressed to me under date of the 8th, instant,

relating to City Delivery of mail, I wish to state that we will, in the near future go over the routes that are being worked now by the City carriers, and quite a number of changes and additions will be made and added to their present routes, and as much addition as we can make will be added on to the present routes.

Also eight letter boxes and posts suitable for their erection has been ordered for collection purposes in connection with the City delivery service, and these will be erected as soon as they arrive, in the best places to serve as much of the public as can be arranged.

With reference to mail boxes at the railway station for pick up mail, both east and west outgoing mails, I rather think this has not been estimated or thought that this comes under R. M. S., and it is my opinion, the reason this has not been established, is due to the fact that one-half of the trains running through Lubbock do not carry mail clerks. However, this office will look into this matter as soon as possible, and see what can be done from this office towards establishing boxes at the railway station and report to you of the success we have.

(Signed) L. D. RANKIN
Acting Postmaster

DOMESTIC SCIENCE NOTES

A formal tea was served by the Advanced Foods Class to Mrs. H. W. Sims, Miss Alice Bledsoe, Miss Marie Hincade and Miss Modelle Simpson, March 18th. The purpose of the tea was to give practice in serving a formal tea and to discuss the home projects which the Foods girls are undertaking.

On Wednesday afternoon, March 19 the Foods class of the Home Economics Department visited the Ainsworth Meat Market to study the different cuts of breakfast meats. The visit was a very interesting one as Mr. Ainsworth had just received a shipment of new meats from the packing plant and he made a very interesting explanation of each kind of meat. The girls not only enjoyed the visit but they received some very important information in regard to their course of study.

Students of the Foods Classes served each other to a formal and informal breakfast, respectively, March 20, and twenty first. March 24th the following mothers and friends were served to a formal breakfast: Mrs. W. E. Baskin, Mrs. T. E. May, Mrs. J. B. Edwards and Mrs. Bolea. The class has spent the past two and one-half months in studying the principles of preparing and the serving of many breakfast dishes. The study of luncheons is to be taken up next week.

Mr. C. P. Tankersley representing the Southern Cotton Trading Company of New Orleans visited the Foods Department Friday, March 21st, demonstrating Snowdrift.

Mrs. Price, teacher of the sewing classes, had her tenails removed Friday afternoon but we are very glad to state that she is getting along nicely and was able to be back in school Tuesday.

Dr. Bullenger visited the Home Economics Department last week and talked to the physiology class under the direction of Miss Lola Oldham, on the care of the teeth.

In about one and one-half months the Home Economics Department is going to give a vaudeville. The purpose of this is to show the real work that the Home Economics girls and

JACK RANDAL TO RUN FOR COUNTY ATTORNEY POST

While he has been a resident of Lubbock county for only about one year, Jack M. Randal, formerly a law partner of the late Mayor Percy Spencer, is basing his candidacy for the office of County Attorney of Lubbock county, when he is brought to the attention of Democratic voters at that party's primary on July 28.

In addition to having had two years of actual law practice, Randal holds a Bachelor of Laws degree from the state university at Austin and also attended Baylor University, at Waco, for four years in an academic course there.

Since coming to Lubbock Randal has been connected with the many important law cases which came into the office of Spencer and Randal, the firm he was a member of, until the untimely death of Ex-Mayor Spencer. If he is elected to the office to which he aspires, Randal will no doubt be able to efficiently handle the legal affairs of the county.

The Journal wants a rural correspondent in every community in Lubbock county. This office supplies the correspondent with a free subscription, stamps and stationery used in correspondence work. We also have a special offer to make the correspondent who solicits subscriptions. This is an exceptional opportunity to do some real constructive work for your community. Join hands with this big county paper, in the development of your community. Come in and talk it over with the publisher.

Charles G. Thomas, of Denton county Representative has been appointed campaign manager for Lynch Davidson of Houston, candidate for Governor. Mr. Thomas was speaker of the House when Davidson was president and presiding officer of the State Senate.

ROTARY MEETING WILL BE BIGGEST ONE IN HISTORY

Wichita Falls Begins On Work To Make District Meet Of Civic Club Success

WICHITA FALLS — Wichita Falls Rotary is preparing to entertain the biggest district conference Texas has yet had, and Wichita Falls hopes it will be most enjoyable.

The conference will be held in this city April 3 and 4 but all Rotarians are urged to arrive at noon Wednesday, April 2, as the annual Rotary Golf tournament and an automobile trip to Lake Kemp, the main reservoir of the irrigation system will start promptly at one o'clock on this day. These are features which local Rotarians want every visitor to enjoy and to that end arrangements have been made for a special train to come up from Fort Worth, Wednesday morning, arriving in this city at noon.

The regular train from Fort Worth does not get here until two o'clock and it has no diner which is another item not to be overlooked.

The Wichita Irrigation project is decided worth seeing as it includes the largest artificial body of water in the state and the seventh largest body in America. The big Archer County oil fields now in a state of active development will be traversed en route to Lake Kemp.

The golf tournament will be played on the splendid golf course at the Wichita Falls Golf and Country Club, which ranks with the best in the country. A handsome new clubhouse has been completed and will be the scene of several of the social features of the occasion.

Members of the executive committee here are busy with plans for the entertainment, comfort and pleasure of the Texas Rotarians who are expected including plans for the entertainment of the Rotary-Anns, a large number of whom it is hoped will be present.

The phrase "public office is a public trust" has become an American idiom but some officials believe it merely is an opportunity to oil their bank accounts.

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Charming New Blouses With Every Suit

NEW BLOUSES are either severely mannish or elaborately feminine, according to the suit with which they are worn. The tailored sort favors white tub silk or English broadcloth, while the dressier type prefers lustrous silk, satin or crepe.

Silken Hose

In delicate chiffon weaves, full fashioned and with re-inforced heel, they are attractively arranged in groups at unusually moderate prices. All of the newest shades are included, among them sunburn and dawn.



Things to Carry

You will find in our large stock the very thing you have been needing to carry this spring. The popular hand-tooled, leather, beaded bags and under-the-arm bags are quite the thing for Spring. Prices from \$2.75 to \$16.50.



Presenting O'Rossen Tailleur!

In an unusually diverting variety of styles in mannish clothes, bound with silk braid or unbound, in a color range of navy, pin stripe or light tan patterns—such is our presentation this season.




Smart New Fabrics

Even frocks of soft silk adapt the new tailored idea—and remain straight and narrow in line. Simplicity is their keynote, yet they are characterized by a variety of smart and bewitching details. The prices are remarkably moderate.

Barrier Bros.

"Goods That Speak for Themselves"



Iowa Park Man Is Praiser of Journal

R. D. Butts, of Iowa Park, Texas, is a new reader of the Plains Journal after seeing a copy of this publication in the home of a neighbor. So impressed with the paper was Mr. Butts that he wrote the following letter to the office in Lubbock:

Editor, The Plains Journal, Lubbock, Texas.

Dear Sir:

Enclosed find a money order for one dollar for which please send me your paper for one year. I have a friend who is taking the Plains Journal and as he likes it so well I thought I too, would become one of your readers.

Yours truly,
R. D. BUTTS,
Iowa Park, Texas

New Cash Grocery To Open Saturday

The H. A. Berry Cash and Carry grocery store will be opened to the public here on Saturday, March 29, with an entirely new stock of fixtures and groceries, according to a statement by the management yesterday.

The Berry grocery store is located on the corner of Broadway and Avenue J, at the old location of the Tennessee Mercantile company, which was bought out by Berry and disposed of several weeks ago. The new store offers a prize of twenty-five dollars to the person submitting a name for the establishment which is found to be suitable to the owners.

Maple Wilson transacted business in Plainview yesterday.

Danger!

When your heart flutters, and palpitates, when you're short of breath and dizzy, when you have smothering spells and faint spells, look out for your heart!

DR. MILES'

Heart Treatment

has been used with marked success for all functional heart troubles since 1884.

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





LAST DAY SATURDAY!

We will ring down the curtain on our big sale Saturday, but before it is too late, we suggest that if you need any furniture you come in while these remarkable values still prevail. Following are only a few values. Every item in stock is marked down:

LIVING ROOM SUITES	
3 piece fibre suite bed construction, \$275 value, priced at	\$190.00
Cane back, walnut striped velour upholstery, regular \$300, at	\$227.50
Cane back walnut 3-piece suite, velour upholstery regular	\$275.00
3-piece cane suite bed construction, regular value \$254.00	\$187.50
3-piece, over-stuffed tapestry, loose cushions, \$190, extra special	\$125.00
BED ROOM SUITES	
4-piece suite, bed, chiffonette, vanity and bench, genuine walnut, regular value \$220.00, at	\$167.50
Our best Grand Rapids suite-walnut dresser, bed, chiffonette,	\$425, at \$356.85
DINING ROOM SUITE	
A 9-piece dining room suite, Grand Rapids Mahogany, regular value \$275.50, at	\$187.50
WINDSOR ROCKERS	
\$21.50 Rocker at	\$16.50
\$23.00 Rocker, at	\$18.00
\$18.50 Rocker, at	\$13.50
DUOFOLDS	
\$52.50 Kroehler Duo.	\$37.50
\$57.50 Kroehler Duo.	\$40.00
\$75.00 Leather, genuine	\$57.50
RUGS	
Genuine Gold Seal Congoleum Rugs, value \$17.50, at	\$13.85
9x12 Yonkers Seamless Axminster Rug, regular value \$75.00, only	\$49.00
9x12 Seamed Axminster, \$47.50 values, very special, at	\$36.00
9x12 Wool and Fibre Rug, \$20.00 value, priced at	\$14.50

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List your stuff with me, I guarantee satisfaction.

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