# THE PLAINS JOURNAL 

THE NEWSPAPER FOR THE WHOLE FAMILY


## Most Wonderful Apron Dress Values This Town Has Ever Known Will be Featured Friday

In these dresses you will find vast improvements over all previous efforts. The charmingly smart styles are the very newest and far superior to any you have ever seen. The many pretty new patterns will delight you. Imagine such garments as these with DEEP, WIDE HEMS including STOUT SIZES cut generously full at this extremely low price-something you never find in other similar garments at anything near our price. Every desirable new trimming is featured in these dresses. You will find lovely combinations of excellent ginghams and percales with dainty piques and organdies together with other attractive trimmings such as ric-rac and combination pipings to match all colors.

# Your Dollars Never Bought Such Record Breaking Values As These "HAPPY HOME" APRON DRESSES 



Get Here Early Before We Are Sold Out--That May Happen Early


# MONDAY IS <br> "DOLLAR DAY" 

This Store Offers a Large Assortment of Special Priced Items.

Again Dollar Day arrives - the great bargain day of the month, As usual this store will offer the most ing the items for this event we have in all cases picked those that are seasonable at this time-goods that you are needing daily. It will be to your advantage to shop here Monday.

## A Domestic Special for MONDAY OŃLY

One of our especially interesting specials for Dollar Day-
A good grade bleached domestic, full 36 inches wide, in a fine pretty weave, a grade we sell regularly at 25 c , offered (Limit two yards to a customer)
AN ADDITIONAL OFFER TO
PLAINS JOURNAL READERS
Do you read our ads? To settle this point in our minds, we make the following offer on the above special: To all customers who bring us a copy of
this ad on Monday, with each $\$ 1.00$ worth of this Domestic purchay, with each $\$ 1.00$ worth of this FREE. In other words you can buy 7 yards of this domestic for $\$ 1.00$ by clipping this ad and bringing, it to us. Positively none of this goods will be sold at en us at time of purchase.

## Ficerophith. Priceces.

## 100 COTTON FARMS

Cream of the South Plains

## Cream of Hockley County

One-Half to Four Miles of Court House at
Levelland, the County Seat
Less than 20 miles from new Tech College Site, Lubbock
Typical Red Cat Claw Soil
On Highway to Lubbock
On Highway to Littlefield
$\$ 50,000$ New Brick High School Now Under Construction at Levelland

This beautiful tract of 4 Leagues or 17712 acres of 100 tracts is offered for sale now at $\$ 30$ to $\$ 35$ per acre on easy terms at --

## 6 Percent Interest

This tract of land is known as the South 4 Leagues of The

## State Capitol Lands

---and is located just 1-2 mile north of Levelland and is conceded and pronounced by all who know it, to te the largest body of---

## 100 Percent High Grade

--land in Hockley County. Hundreds of farmers who have passed this
land on their way to purchase lands further out have made the remark, "This is the land I am looking for" o nly to be told it was not on the market.

Within the last few days the und ersigned firm of Hunter and Hunter nd Mr. D. C. Reed of Austin, Texas purchased this choice tract and it is now surveyed into labors or tracts of 177.1 acres each. You can buy one or more at the above price, provided you come in time. Numbers of home people will buy out of this tract on account of splendid soil and ave a choice of location.
Every tract is numbered and wel ave abstract to each tract right up oo date.

Phone or write us now whilè you have a choce of location.

## HUNTER \& HUNTER

Office Phone 115 ؛罟!
P. O. Box 1437

# BUY <br> IW <br> HE spending of money with the local merchants keeps the cash in eirculation among your neighbors and friends, and thereby makes it possible for the local dealer to still further contribute to the development and prosperity of the home town, and incidently to you and your neighbors and friends. The dollar spent with the home merchant today may reach you again tomorrow, while the dol- lar spent in another town is gone from you forever. The local merchant is entitled 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 churches, civic organizations, helps pave the streets and provide police, fire and health protection. <br> LUBBOCK <br> HEN you buy from him you meet him face to face, and if the thing you purchased does not fit, is faulty in any particular or is unsatisfactory purchased does not fit, is faulty in any particular or is unsatisfactory want the thing 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 trad- 

## LUBBOCK BUSINESS COLLEGE

T HE Lubbock Business College, one of Lubbock's most thriving enterprises, was established November first, 1920, in the Russell building. One year later it was moved to the present quarters -1416 1-2 Ave. I--which were constructed especially for the school with every modern convenience for doing the best work and for the convenience of the student. All equipment is of the newest and most improved type. Desks are of the individual type and equipment includes every device with which the student will be apt to come in contact in the business world.

Positions Guaranteed
Positions are guaranteed every student of the school and according to Guy M. Witt, president, graduates of the school are in great demand in Lubbock and elsewhere, so the school experiences little difficulty in placing all its diploma holders tock Bustimess College has enjoyed a very' suc, cessful patronage with a constant increase in cessful patronage wast two years the enrollment has been around 290 . It is expeeted that this. number will be exceeded by at least 100 this term, Mr. Witt stated.
G. M. Witt, head of the institution, is instructor in bookkeeping, banking, commercial law, mathematies and spelling. Joe F. Witt, vicepresident, has charge of the stenographic department including Shorthand. Business Letter Writ-


A Welcome Awaits the Trained
Man or Woman
ing, Filing, etc. O. R. Christian, expert Penman, teaches Typewriting and Penmanship.

## Thorough Course Offered

The Bookkeeping ceurse offered by the college consists of 20th century bookkeeping, 20th century bankng, commercial law, commereial arithmetic, commercial correspondence, English, spelling and all auxillary subjects.

Ineorporated in the stenographic course is Gregg Shorthand, Typewriting, English, Filing, Penmanship and minor subjects. The Private Secretarial course offered is a combination of the other two previously mentioned courses with additional subjects. All subjects offered are standard the world over and recognized as the leading system of study.
As the enrollment increases there will be new equipment added which will take care of any number of students and instructors to fill the demand, according to Mr. Witt.

## Individual Instruction Featured

Individual instruction is one of the features of this school and by this method, the individual is not rushed to keep up with others or kept back in order to stay with the class, but on the contrary is advanced just as fast as possible. The student is allowed to enter at any time and upon completion is granted a diploma and guaranteed a position.

The Lubbock Business College is a real asset to this community and the country tributary to Lubbceck. The school draws its students princinally from the South Plains. The large number of graduates enjoying good positions is perhaps the biggest recommendation for the school. The management invites correspondence from the general public and prospective students. A representative will call at your convenience.

## LUBBOCK BUSINESS COLLEGE

## Boost for the Chamber of Commerce

AND ALL HOME INDUSTRIES AND INSTITUTIONE

## The Following Progressive Business Firms Made This Campaign Possible

Anderson Bros., Jewelers
Phone stional Bank
Lubbock Cotton Oil Co. Lucko Mized Feed Ideal Tailoring Co.
804 Main Street Phone 34
Elk Cafe Phone 83
902 Main Street
Lubbock Sanitarium 1301 Broadway Phones 710-711

Posey Brothers Leader Buiding

Lubbock Poultry and Egg Co.
Phone 306

## Higginbotham-Bartlett Lumber Co. <br> Phone 139

 1408 Avenue H Dry Goods, Groceriee, Hardware, Furniture, Floor 1109 Avenue G
 1014 Broadway Phone 837

> Lubbock Business College 1316 1.2 Avenue I Business College Phone 335
Lubbock Floral Co
GREEN HOUSE
O. W. Jolly Harness Co. Manufacturers of Auto Tops, Saddle Earhart Motor Co.

## 812 Main Street

Phone 89
Lubbock Tailoring Co. 1110 Broadway Phone, 85 Thos. D. Scott Tire Co. Phone 565
Van Buskirk Construction Co. Phone 884
Texas Utilities Co.
1111 Main Street Phone 120
Jons Signs
Phone 793


## Will Your Planting Seed Germinate?

This is a very important thing to find out at this
time as some tests of Cotton Sed raised ON THE time as some tests of Cotton Seed raised ON THE
PLAINS this year show a germination test as low as PLAINS this
10 percent.
You Cannot Raise a Cotton Crop with Seed of This Character
We have on hand several cars of Selected Gin-run Seed-Re-cleaned and Culled, for planting purposes
These Seed were grown in West Texas, above th Boll-weevil District but below the Cap Rock.
Germination Test Runs from $\mathbf{7 8}$ percent to 95 percent \$1.25 per bushel delivered your station-freight 81.25 per
prepaid.

Our interest is in your getting good Planting Seed mere saie of seed.
Sweetwater Cotton Oil Company


March Report Shows






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in


YOUR DOLLARS
Grow in savings account
Now is the time to plant your seeds for the fu-
ture. A dollar set in a Savings Account today ture. A dollar set in a Savings Account today
will look many times its size in a few years. Accumulated interest does the trick, You're invivit
customers.
Security State Bank and Trust Co.

## CottonSeed

 Different Kinds Different Varieties Different PricesGermination, State Test 80 percent to 93 percent.
See our Seed and get our prices before buying elsewhere
S. E. Cone Grain \& Seed Co. Phone 187 Lubbock, Texas


A CHARMING COLLECTION a Of Authoritative Styles from "STYLE CENTER Of LUBBOCK"

Is it in style? Do you ask
yourself this question a thous and times while selecting a new COAT SUIT?

These clever Boyish Models conceived for us by the fashion-
able SUSAN SMART, carry lute style authenticity.

Come see these smart new your every whim will be grati-

There are the ravishing new fabrics, rich and glorious new shades-
much the Vogue charmingly Boyish Lines so
for theh price, they are astonishingly moder-
Come in at your earliest convenience - Wear
and enjoy the new styles while they are still new. The A. B. CONLEY Jr. Sore

## COTTONSEED MEAL AND HULLS

FEED FOR EVERY ANIMAL ON THE FARM
Cottonseed Meal and Hulls properly mixed forms "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 s 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<br>Phone 12

The Plains Joturnal April 3, 1924.

| The Lubbock Plains Journal |
| :---: |
| LUBBOCK, TEXAS |
| ofrice: 1002 AVEEvE , Jounval buldina |



JAMES C. NANCE, Editor
CHAS. A. GUY, Associate Editor
DORRANCE D. RODERICK, Advertising Manager

#  of the Postmaster General. <br>  

Editorially Speaking
 that construction would not start until too late to take advan-
tage of the \&800,000 fund for oonstruction purposes during 1924
have proven groundess and everyhing is shape ready for the
bere ping beginning of the state's only tech hological institution. Mis
At the meeting of the board it was decided that the Mission
and style of architecture, that type so in line with local geographic
conditions, would be emploped in the buildings and a b beautiful

 that co-operation, so typical of this community, to assure a great
future for the new state school.

The Brownwood Meeting Local Chamber of Commerce heads are already planning
for the annual meeting of the West TTxas Chamber of Commerce, to be held in the middle of May at Erownwood. At this
convention Lubbock will be given addititonal chances to secure
colity a quinntity of the right kind of publicity.
President Paul H . Hom, of the Texas College of Technology
here, will be one of the prominent members of the program and here, will be one of the prominent members or the program and
a. large delegation of oloal ititizns at the convention wil en-
abie Lubbock to come the forentront abe Lutbock tee pointed out by local officials it it inot neces
sary ifo a person po be a memer of the Chamber to attend this
convention. Others are requested to attend if they are at all convention. Others are requested to attend if they are at all
interested in the organiantion.
Now is the progent time for progive Lubbock citizens,
These who are members of the Chamber of Commerce and those Thow who are members of the Chamber of Commerce and those
who are non-members but who wish to make the trip to make
whe preparations to be in Brownwood on May 13,14 and
cost of the trip will be ${ }^{\text {anominal one, consiting of not more }}$
than $\$ 25$ excluding meals. Every attempt is being made to asthan 825 excluding meak. Every attempt as beds time is prom-
sire comfort throughout the journey and ag ood
ised all who attend Plan to attend the meeting of the West Texas Chamber of
Commerce. Help keep Lubbock in the fore-front.

Remember, It Might Be Worse
Many were the malecdictions hailed upon the head of the de-
fenseless weather man here last week end when the esand storm was raging. Most of the complaints, not strange to say, came
from the newcomers in our midst, citizens who were going
throughtheir first real "West Texas Rain." fhrough their first real "West T Texas Rain."
Beyond a sadow o douth the sand storms are disagree
able to everyone, newcomers and old times alike. They form the greatest draw back to the climatre in this territiory. We and
wish we could get along without them, ut
Was there ever a seection of the world that did not have its climatic drawbecks? Has there ever been a group of inhabi-
tants of any one setion of the world which was absoutely
and suited with the weather condeditions? If there ever was it has
been undieveevered. beeause should such a teritory be found
three fourth of the civilized world would be congregated there andee it would be a woeful place in which to lve, because-
Wherever there is complete satisfaction, there is nop orogress
We Wherever there are no obstacles tr ese verco of people, not
be found an ambitionless no-aggresive race of
living but merely following the line of least resistance, isting throughout life. The sand storms which occasionally visit this section make us better able to appreciate the general run of the climate. They
make for more satife ation during those long periods when the
suns shines and living is a distinct pleasure. Every section of the sun shines and climgit ir drawbacks, some of them in the form of
giobe has its limate
loods, some in cold or intense heat, any and all of wihe may floods, some in cold or intense heat, any and all of which may
be greatly more uncomfortable than an occasional sandstorm

## Let us be thankful that the sandstorms are our greatest cli- matic discomfort. They are bad, maybe, but they might be

 worse. Think of a winter in Alaska or ar aummer in India andthen be thankul for the climate of West Texas.

## Another Broken Career

Harry M. Daugherty has pasped from out the portals of pub-
lic service, never azain to appeas as an official of state of federal government. With his passing a hectic polit. ical career has been brounht to a close, ignomininoustly.
Maker of senators, of governors and of presidents, Maker of senators, of orvernors and of presindents. Daugher-
ty rose to the highest position within the bounds of his profes ty rose to the highest position within the bounds of his profes-
sion, with the exention of Chief Justice of the Supreme Court
of the United Staptes, only to find that he was a failure as he sion, with the exception of Chier Justiee of the Supreme Court
ot the United States. only to find that he was a failiure as he
had found previously when he attempted to be elected to a public post.
A smart man, a talented man, he made his exit from the pubhie eye in a manner far less worthy of his personality than if
he had elected to stay within the bounds of strict obeyance of
the the hard and fast lines of honesty as set forth by public opinion
coneerning the actions of a cabinet officer.


## The Chamber A Good Directorate

The Chamber of Commerce of Lubbock is operating on a safe
and sane basis, a trait which is as much to be commended as
the trit the trait which the organization established in ints youth of be-
ing able to go out and get the things for this city and this section
which are absolutely needed
The directorate of the local Chamber of Commerece is made up of some of the brainiest beearest the rank and file of cit
this
zens ommunity and it can be assured zens of Lubbock that no scheme, regardless of its first appear-
ance, will be eontracted for by this rumou of men untita a com-
plete and business-like investigation has been made of the entire matter.
One of the things that have ever proven a drawback to
Chambers of Commerce all over the country has bewn the Chambers of Commerce all over the country has been the ree
fusual of the different boards of directors to hook upon munic-
ipal business in the same sane and conservative method ipal business in the same sane and conservative mothod used
in their own personal businesses. Such action, however, will
not prove a drawback to Lubbock as long as present plans are The conservative stand of the directors of the Lubbock Cham
ber ber of Comemerece is st be commeneded and the city is to be con
gratulated upon having a directorate of such high calibre care for the a
the community.


## Own a Home

A good percent of the people of this community own a home.
But why shouldn't more of them have a place to zo each night, after the day's work is done that they can actually and
really call home? The time for building is here. The spring of the year is ap-
proaching - the time when hope springs anew in the breast and which shat is capable of providing. Somewhere in the heart of every man is the desire to be inde-
pendent, because independence is the measure of his standing in the community.
The first tep
 the trusted man in this community.
The home owner has a deep sense of civic pride. He is estabUished; he is owner has a deep sensense is is vitally intere prosted in everything that tein whish he lives. peace, security and a home of your own
There are few causes for not owning a Means are provided whereby, with a smali down payment, one may be acquired by weekly installments paid as rent,
The sense of security and shelter that goes with ownership is well yorth the cost. It is a feeling that can be gained only well yorth the cost. It is a feeling that can be gained oniy
throun ownink home,
The independent man always owns his own home. Build

The Washington broadcast There are plenty of plans
stations sem to know only the for tax reduction most of which
one program.


Political Announcements

## Thatanoms naman anemene matr

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## Best Editorial of the Week

## Raise Feed Too

From West Texas come reports of literally handreds of
thousands of thousands of acres of new land being planted to cotton.
West Texas farmers, says a West Texas newspaper, have
 siasm can be heard here and there a vioce of warming,
such as that raised by the Big Spring Herald, near which
place it was recently reported siand owner had place, it was recentry reported, a a and owner had plowed
ap o.000 acres of prairie sod for a single cotton field. The
Heeld Heralid sasy: here annually for many years, states thas made a crop that he cent to plant a big feed crop each year He finda that he can
cotton mone
"He said
"He said it is a mystery to him why farmers, instead of planting a big feed crop, plant all their land to cotton,
knowing they are going to be compelled to purchase highpriced feed with hard-earned cotton money. "Right now, men are being offered $\$ 35$ a ton for maize by others who devoted large acreage to cotton. With
land here producing from 1,500 to 2,500 pounds of maize to the acre, this is not hall fad. You know that maize can be grown; and is not molested by the many pests that
can wipe out the most promising cotton crop in shoit can wipe out the most promising cotton crop in short or--
der. You can harvest an acre of maize at an expense of a couple of dollars, whereas you are out from $\$ 12$ to $\$ 15$ harvesting an acre of cotton and getting it ready for not only taking many big chances, but he is piling up his expense account and piling up work and worry on every
"The man who plays safe and provides for feed enough o answer every need for the current year and possibly.
another year or two, may not have quite so large a lump sum during occasional boom years-occasioned by high prices and short crops in other sections-but he will fare After the convincing manner in which the situry. is thus explained, it does not appear that any West Texas farmer could fail to see the bad business of bringing himself to pay out cotton money for feed he could have raised himself, Agricultural economsts have agreed, in
the main, that the cost of cotton production runs around the main, that the cost of cotton production runs around
30 cents per pound. This, of course, takes in the interest on investment and other features which rightly enter into the computation, and takes into consideration a minimum amount for the labor of the farmer and his family. That
sum, however, is small, and until the price goes above 30 sum, however, is smail, and until the price goes above 30
cents, the cotton farmer has not made as much money on his sear's work as a teamster makes in the citit. A A con-:
siderable item in this cost figure is that tor fied siderable item in this cost tilgure is that for feed for work
animals. animals. Manifestly, feed can be raised on the farm
cheaper than it can be delivered to the farm from elsewhere. Texas has a great fortune in store in the develop. ment of cotton growing. West Texas is the future "Cep-
ter of the Cotton Belt." But West Texas ter of the Cotton Belt." But West Texas can profit best.
from cotton if it learns from the mistakes of other coitron regions. There is enough land in West Texas to grow all the ootton America need and still to produce ast least anil
the feed West Texas needs. The West Texas farmer wh. the feed West Texas needs. The West Texas farmer who:
does not raise all the feed he needs this year is not giva.


The Best in American Verse

Build thee more stately mansions, 0 my soul,
As the swift seasons roll. As the swif seasons ro past
Leave eacen new temple, nobler than the last,
Shat thee from Heaven with a dome more vast, Till thou at length are free,
Leaving thine outgrown shell by life's unresting sea.
(rrom $\frac{\text { The Chmberad Nuvillom }}{}$ by Oiver Wepdel Holme.

| Kurrent <br> Komment | tions planning to meet in this City demands such a step. Amf: arillo has one. Why not Lut arilo has one. W ty good for? bock? Nothing ish Lubbock and the South Plain. |
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|  | Lubboek is getting |
| $k$ people. The construction | fast in the hotel p |
| buildings on the campus of |  |
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| ard to the annual | a time and make sure th |
| ting of the West Texas |  |
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| Horn of chis cly wir |  |
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| m , A number of conven. | ity for a long |
| ans and druggists meet. |  |
| sear. $A$ new city hall is und | ed that a certain disease, simil |
| construction and nearly 100 |  |
| cks of paving' are to be put |  |
| his spring. If such a pro- |  |
| gram won't con |  |
| throughout the United States |  |
| that Lubbock and the South |  |
| Plains is on the perpetual rise |  |
| might as well give up. |  |
|  |  |
| There is no time like the prent. Why not begin think- |  |
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| Now Method Is Being Enforced <br> This Spring As Planting I Begun In Northern State STILLWATER, Okla. - Soon afte Aprit 20. cotton tarmers of Oklahom w ill be told what percentage of bolt Weevil thteentation to expect in their Nielde this year flelde this year. <br> In five piacese, trom the southern the northern Hine of the cotton belt <br> Okkahoma, cages containing Hive <br> tlon of the department of entomology of Oktahoma $A$ and $M$. collge. The five are at Antlers. Dis <br> sithwater. Antlers. Durant, Colgate and April $15-20$ has been set as the time <br> Sor opening and inspeoting the "cages," <br> sanborn, head of the entomology partment. When the data is obtatned from <br> coses. The farmers catione us an an thdex of freld conditions," sanborn <br> stye. For example, if so percent <br> vile in the countles near the ceage <br> the cages then we thould conctude that practically all weevils throughout the <br> country are dead. <br> grerse tertiontar to that in the fieto in which weevils hide under natural con- <br> ditions in the open country, The coni- dition of the weevili in the cagen <br> should compare tavorably with weevia conaition ta the fields. The midatie of Aprll is the earilest <br> Ume it will be sate to make the in- apeotion, relative to the percentage of overwintering boll weevilc. Dot- <br> inite numbers of live $\qquad$ <br> theor advanced In some of the tarther <br> toons have been able already to give <br> dasta reil <br> the pest, Sanborn polnted <br> Hunt School Holds Good Program When Association Meets |
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| coupled with hit reorr as a buerness | Local Bank Starts |  |
|  | Remodeling May 15 |  |
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| to completed. Some of hise enemied |  |  |
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| Mr. Davidson himself terms it the | No amnouncement bas been mado |  |
|  | concerning the amount of money to |  |
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|  | New Mexico bank. |  |

A Few of Our Items For Trades Day


The Leader, Inc.

GOLDEN BROS Wild Animal SHOW
LUBBOCK
ONE DAY ONLY
SAT., APRIL
All New Spectacle
CINDERELLA
Jungleland
Mile Long Open Den Parade 11 P.M PERFORMANGES 2 AND 8 P. M.

## INSURANCE

INsunance for orevr need. We and nith sor yof Hail. Tomato Fireo Componation, Bond. Rent Autumet
 All our policeles are witten in old hine conppane ana woezio sou our emonal guraratere of far a ad uutrent

## POSEY BROS.

GENERALIINSURANCE
205 Leader Bldg. Phone 238

March Report Shows
 For County Farmers

## SHERROD BROTHERS



GOODS and EQUIPMENT

> FOR THE GOLFER
 to $\$ 7.50$. We can outfit the beginner and
satisfy the most particular professional. satisfy the most particular professional.
Carrying cases at 75 c to $\$ 7.50$. Wearever special practice ball at 25 c .

TENNIS RACKETS
If you are looking for a tenis racket be sure and see our line. They are priced


PEAY BALL With one of our Reach and Goldsmith gloves. We have
dandy gloves from one dollar up to $\$ 10$ for the kind the dandy gloves from one dollar up to $\$ 10$ for the kind the
big boys play with. Base balls from 15 cents to $\$ 2$. Bats are priced from $\$ 35$ to $\$ 2.50$ and the famous line of Louieville Sluggers is included.


An Outdoor Breakfast
Did you ever try bacon and eggs cooked on a camp
stove? lt's a mighty good stant for a hard day's stove? It's a mighty good start for a hard day's work. one that will take all the knoeks and bumps of many a camping trip. When you need one just remember Sher-
rod' Brothers have 'em. camping trip. When you need one just remember Sher-
rod Brothers have em.
SHERROD BROS. HARDWARE COMPANY
(The Sportsman's Headquarters)

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



## Bargain Hunters-

HERE'S YOUR CHANCE If you desire close-in acreage, 8 minutes to
town, opposite the Teeh grounds, no city taxes, you owe it to yourself to investigate this offer

## TECH VIEW

You can get these beautiful tracts on easy
terms, one-fourth cash, one-fourth in six months,
and the balance in one, two, and three years at and the balance in one, two, and three years at
8 percent interest. The best of it all is the price- $\$ 175$ to $\$ 250$ per acre in two and a half
to 10 acce blocks. Several beautiful corners

SEE IT TODAY
JOHN W. JARROTT
Leader Building
Owner $\quad$ Phone 346

## R

## It's Important!

That the cement you use in building anything is the best you can buy. Your foundation must be firm and secure.
We carry only the most reputable cements and therefore can assure you of the best and most satisfactory results.

> HIGGINBOTHAM- BARTLETT LUMBER CO.


Shade Trees Add Beauty, Value and Comfort, Expert Announces

## Special Offer Began Yesterday, Wednesday, April 2

NOW POSSIBLE, A COMPLETE KIT CHEN SUITE. YOU CAN FURNISH YOUR KITCHEN JUST AS COMPLETELY AS YOU WOULD FURNISH YOUR LIVING ROOM OR DINING ROOM

## \$1

Delivers Your

## Hoosier

or any one of the units to complete the suites, any time between April 2 and April 9
Home Builders
Plan your kitchen first, we have a plan book we wlll give you free.

Come in and see the Modern Kitchen.


## FREE!

With each purchase of a kit chen suite, Hoosier Beauty or Hoosier High Boy, we will give FREE a ten-piece Do mestic Science set.

Perhaps you have an old cabinet of some kind you would like to trade in on the New Hoosier. We will be glad the as you see it pictured here? Begin at once to enjoy a modern kitchen. We will arrange terms in a way that you an easily pay for it Eventually you will make your kitchen modern, why not now, while you can get advantage
RIX
Forniture and Undertaking
Company

## REPLINS FAMILY SHOP

Price<br>Reductions

SWINGS INTO ACTION A SEASON OPENING EVENT WHOSE MAGNITUDF ECLIPSES ALL EFFORTS EVER BEFORE ATTEMPTED IN LUBBOCK AND SURROUNDING COUNTRY, THROWING_ BEFORE. THE_BUYING PUBLIC OUR ENTIRE $\$ 30,000.00$ STOCK OF SEASONABLE MERCHANDISE AT UNHEARD OF - PRICES,- CONSISTING OF NEW SPRING LADIES READY TO-WEAR, MILLINERY, DRY GOODS OF ALL KINDS, FURNISHINGS, BOYS FURNISHINGS and CLOTHING. TRUNKS, SUIT CASES AND HAND BAGS. EVERYTHING GOES, NOT ONE ARTICLE HELD. BACK. WE MUST MOVE OUT $\$ 10,000.00$ WORTH OF GOODS IN OUR BIG--

## GET READY DON'T DELAY REMOVAL SALE Beginning Saturday, April 5th, Promptly at 9 A. M.

OUR LEASE HAS EXPIRED, WE MUST MOVE OUT. WE ARE SACRIFICING OUR BIG STOCK OF NEW SPRING MERCHANDISE TO SELL OUT \$10,000 WORTH AT ONCE, DUE TO THE FACT THAT OUR NEW LOCATION IS CONSIDERABLY SMALLER THAN OUR PRESENT LOCATION. COME EARLY, STAY LATE, BUY YOUR NEW SPRING MERCHANDISE AT A REAL SAVING.
SALE DIRECTED BY THE "MAYFIELD SYSTEM OF DALLAS, TEXAS, WHO HAVE ONE OF THEIR LIVE WIRE REPRESENTATIVES, TAGGING,
DISPLAYING AND MARKING EVERY ARTICLE IN STOCK AT PRICES THAT WILL BRING THE PEOPLE FROM DISPLAYING AND MARKING EVERY ARTICLE IN STOCK AT PRICES THAT WILL BRING THE PEOPLE FROM ALI FOUR GORNERS OF LUBBOCK COUNTY. MEN'S WORK CLOTHING OF ALL KINDS, ALL ON SALE.
THE FOLLOWING PRICES ARE EXAMPLES OF THE MANY BARGAINS WE HAVE IN STORE FOR YOU. --


## Free! <br> 1 Ticket Draws Ladies' House Shoes 1 Ticket draws gingham dress pattern.




The Plains Journal A pril 3, 1924.

Attention Batteries!


Your batery, should be watered
very two weks. Let Homer Henstey
Enght hant tor you .
End recharging,
nit
Exide Battery Station
North Court House

|  |
| :---: |
| What a Grand and Glorious Feeling--- |
| Whea you are disabled from illness, to have a policy that will pay you a guaranteed amount, to represent a toss of saiary, also an amount to cover your hospital expense and surgical opera- tion? tion? |
| Standard Accident Insurance Co. |










THE wash days of scrubbing and rubbing are gone. A turn of the button and the A-B-C electrical washing machine performs for you.

It thoroughly cleans your clothes-cleaner than when you scrubbed them in a tubb. Your wash is finished and out on the line at $100^{\circ}$ clock-far quicker than done before.
The housewife now possessing a washing machine considers washday a day of pleasure. Of course in considering a washing machine, you will want the A-B-C, recognized as the leader in its class.

Now is the time to have one of these labor and toil savers put in your home. We will be glad to let you pay for it while you use it, on our easy payment plan.


PRESENT FARM CONDITHONS INDICATE GOOD CROPS IN 1924


Only few more days remain of the Big Campaign

## RAIN OR SHINE

On Saturday, April 19th over $\$ 1,500.00$ worth of prizes will be given away by the Plains Journal
FIRST PRIZE
Maxwell Car ©

## Also Four Beautiful Diamond Rings



Value $\$ \mathbf{1 0 0 . 0 0}$


Value $\$ 85.00$


Value $\$ 65.00$


Value $\mathbf{5 0 . 0 0}$ Purchased of and on Dísplay at Anders 'on Bros.' Jewelry Store --

Double Vote on All Subscriptions Turned in up to a and indelididing Saturday, April 12 th. Positively No Extra Votes Will Be Given the Last Week of the Campaign.

Work and Win--Get That Subscription Now


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



