Now

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



Friday and Saturday October 17th and 18ih


Coming Thur., Fri. \& Sat.,Oct. $23 \mathrm{rd}, 24 \mathrm{th}$ and 25th-
Harold Bell Wright's A MA $N^{\prime \prime}$


Give The Exterior The Same Care As The Inside


TAKE precautions against I Winter weather; paint up before winter weather sets in. Next Spring your home, your garage or other property will be in wonderful condition.

Have your painter order your paint supplies from Hig-ginbotham-Bartlett and you will get the very best.

HIGGINBOTHAM-BARTLETT
LUMBER COMPANY


## Before

## WINTER Comes

Eight Couples Ask Marriage Licenses
$\qquad$



Fivr New Books Are
Received At Library


## 6"

Farm Loans $6 \%$ Namem
DALLAS JOINT STOCK LAND BANK
Office in Lubbock State Bank Building LUBBOCK, TEXAS





 minimum temperature, 38 deagrees: $\begin{aligned} & \text { to ches; departure fromi normal } \\ & \text { zanjary } \\ & \text { i, } 7.26 \text { inches. }\end{aligned}$
 Styles and Fabrics That are in Demand Sport Dresses

## Flannels

 SergesHair line stripes Roman stripes Checks and plaids

Priced $10.75 \approx 15.75$


Silk and Wool Dresses

Checiks and plaids
Myleens
Poiret twill
Crepe satin
Satin back crepe
Charmeuse
Priced
21.75 to 34.75
W. J. GARRETT

Where High Prices get a Divorce BUY DIAMONDS NOW!

Anderson Bros. Jewelry Stcre holds the center of the stage in one of the Biggest, Broadest and Most Commanding Diamond, Watch and Jewelry Selling Campaigns ever attempted! ! ! !

PD PIf $\begin{aligned} & \text { With Any Purchase Mado at Our } \\ & \text { Store } \\ & \text { Icday or or tomorrow, amount. }\end{aligned}$ ing to s2.00 or more, we will give you Absolutely
Imported Hot Dish Mat.

FREE!


The Store With a Reputation That Can't Be Equalled
Anderson Bros. JEWELERS
What We Say It Is-It Is! Citizens Nat'l. Bank Bldg. STORE OPEN EVENINGS DURING SALE

## :-: A Page Devoted to the Interests of the Women Readers

NEEDLECLUB IS ENTERTANEDAT THE CLIRK HONE Mrs. Ed Alexander Will Be Affair Of Organization



School nights-Mondays, Wednesdays,
d Fridays. Come in and let us help plan and Fridays. Co
a course for you.

Are you taking advantage of your spare time?

## LUBBock business college

## Phone 335 …… Labboek, Texas … Box 863




BRIDGE CLUB IS
ENTERTAINED BY MR. AND MRS. RIX
 entertanen the Thursday Night Arride
elut hat ther home. 19os Bronway.
TTe house was decorated



## NIGHT SCHOOL

## W-A-G-O-N-S

WE HAVE OUR LAST CARLOAD OF THEM

The WINONA wagon has stood the test for more than a half century. Each wagon has an absolute guarantee from the factory, which is one of the largest exclusive wagon builders in the country.

That is why se sell them. We know they will make good and we honestly believe that they are the best wagon made.

Every hub is guaranteed against cracking. Look ver your neighbor's wagon. If the hubs are not cracked, it's a Winona.
WAGONS
tents
cotton sacks

# SHERROD BROS. HARDWARE CO. 

1014 Broadway

Phone 837

IAFTERNOONIIIE
PARTY I I GIVEN
LIST WENEESOY


Year In City Bank


$\qquad$ | anded on October tourth. |
| :---: |
| HJs |



## Only Two Days Left <br> to take advantage of <br> OUR FURNITURE

Only two days left to buy furniture at drastic reductions. Nothing has been kept back or efforts spared to make this the outstanding bargain giving event in the furniture business of Lubbock.

It is doubtful when the public will be given an opportunity to again buy furniture at such savings. This sale is showing better than any boast, the buying power of this big exclusive furniture store.

EVERY ITEM IN OUR ENTIRE STOCK REDUCED

## Simmons Bed Springs

Best Grade ACA tick 50 lb . Mattress, regular price is
 Art Tick, 45 lb . Mattress, regular $\$ 12.00$, now _-.- $\$ 9.00$ Sealy Mattresses (this sale only) regular, Nationally
Advertised price $\$ 45.00$ Advertised price $\$ 45.00$ $\$ 35.00$

## RUGS REDUCED

Here is your chance to effect some big savings in rugs. We have one of the largest assortments ever stocked by a South
Plains furniture store. Every rug marked down.

## Baker Furniture Co.

High Quality and Low Prices.

 onment," says the Dodge City, probably have their work that it was time to take off the doubled. - International News thaties."

## WILL TRADE

change for improved or animproved in Dallas I will exbusiness property. I own the property and prefer to deal with owners. If your property is not worth $\$ 45,000$ or L. H. SMITH Reai Estate

Jones Investment Comp'y CITY LOANS

Phone 886 208 Leader Bld'g

## FARM LOANS

READY MONEY
PROMPT SERVICE
LIBERAL OPTIONS
REASONABLE RATES
Barr-Ivey-Hess Co.
Security State Bank Bldg.


DALMONT NURSERY

## RYE For Winter Pastures

We have found from several years experimenting on
the Sunshine Ranch that Rye planted during Septem--
ber, October or the first of November will make a bet ber, October or the first of November will make a bet-
ter winter pasture than wheat, bariey, speltz or any CAR OF RYE SEED As a result of our experience we are buying Rye Seed
by the car and will be in a position to supply every
farmer on the South Plains with all that he needs. farmer on the South Plains with all that he needs.
Come inand talk with us, get names of other farmers
who are growing rye and try this winter pasture crop who are gr
this year.
S. E. CONE ${ }_{\text {GRANE }}^{\text {GRE }}$

PHONE 187


West Texas, written about in the geographies' of our father's days, as "Llano Estacado" nd "The Great American Desert," has come into its own. The wise men of the financial
orid, the captains of industry and the barons of big business admit it. The map above shows why. In the national survey of business conditions for the entire United States, released by the
LaSalle Extension University, of Chicago, West Texas in its entirety is shown to be the most LaSalle Extension University, of Chicago, West Texas in its entirety is shown to be the most prosperous area in the whoe cound
tremp south Texas and isolated parts of Kansas, Colorado, Wyoming, Arizona and California, are shown to be as prosperous as is West Texas but the whole of the other parts shown to bo
in a fine condition will not, if merged into one tract, equal the size of this territory. in a fine condition will not, if merged into one. tract, equal the size of this territory,
The entire survey shows all of the United States in a fair condition, no portion of it being shown as failing in a business way, a showing which should dishearten some of the na-
tion's leading politicians who are pleading for election upon the grounds that they will put America on its feet from a business standpo as shown by the testimony of unbiased experts, has not been all imagination as some of the enemies of this section would have the gullible and not
uninformed believe. The only thing West Texas people can regret about it is that it is im-
possible for the interested parties in other sections of the country to really know business possible for the interested parties in other sections of the country to really know business
conditions here by lookiag at a survey map. The best thing about the whole matter is that prosperity has only begun in West T
and there is greater business success and more riches awaiting its people in future years.

## GHURGIES

CUMBERLAND PRESBYTER- SEVENTH DAY ADVENTIST
CHURCH CHURCH ,

##  AT HOME OF HER <br> MAUGHTER HERE

 Mother Of Mrs.Stephens Passes Away On Stephens Passes Away
Tuesday Afternoon

 Mrr. Adams has made her home hero
with Mro Stephens ter the past tein





Demonstration Will
Be Held On Poultry
Culling On Saturday
$=2=5=5=5$



In our collection of Fall Nelly Dons this stunning wool frock receives constant admiration from women whose good taste is a deciding factor in the modes of Labbock.

They like its simple youthful lines-careThey like its simple youthful lines-care-
fully tailored to give a straight, slender effect.
They especially comment on the perfect workThey especially comment on the perfect work-
manship-"exactly," they say, "as you would find in a more expensive dress."

Other Nelly Dons in out cisplay are quite as attractive in style or unique in fabrics as expressive of the you would expect.
num natat out
$\$ 14.75$

JUST TRY ONE ON
The A. B. Conley, Jr.Sore

## Announcement

 ©hpe Uraurlers Inturnuity Commpany Foumded 1889
The Greatee MultiplelLine orraniatition in World
has appointed m. t. buxton AGENT, wbzock and south planns

## COVERING:

Burglary, Plate Glass, Steam Boiler, Machinery, Automobile, Workmen's Compensation, Employer's Liability, Manufacturer's and Contractor's, Public Liability, Team, Theaters, Elevators Ginner's, Landlord's and Tenant's Public Liability, Aircraft, Property Damage, Life, Accident, Health, Group, Travelers Policies. Represent the Highest Standards of Excellence. TRAVELERS SERVICE AND SECURTTY ARE UNSURPASSED PHONE 1002 M

## NO QUESTION

about OUR stoves

All we ask is that you look them over. We guarantee the stoves and the prices to be absolutely right.

## The Judge: The Clerk Forgot io Mention There's A Shover In The Room Too- by M.B.





AT TIE LUBBOCK

## almost

EVERY-
BODY reads
the
plains Journal

## SANTARIIM

By Taylor TEXAS COTTON REPORT ENDICATES

MONN POP

Bleached Muslin $\qquad$
Hope Muslin
9-4 Bleached Sheeting
g … $\qquad$ -12 1-2c
Good Outings $\qquad$
8.oz. Duck
-there is a reason
WHY?

Minter-Gamel Co.
we sul for cash omir

SIMPSON'S ELECTRIC SHOP
"Nearly Everything Electrical" general wiring contractors
Lubbock, Phone 28-1316 Ave. I Texas

When you Think of December 1-.-You Think of the New-..
Lubbock Directory

## Phone 679J

Office 1619 19th Street
GUN AND LOCKSMITH SHOP
Located at Wright \& Wright, Ine.



 yoo Broadway

JOHN W. ROULSTON, Mgr.



## B 

$\qquad$ LOCHL BUTEHERG TOTHLK TO HAM County Attorney Says Laws
Slaughtering Must Be Slaughtering Must ${ }^{\text {Adbered Io Here }}$.

$\qquad$

 and has a pleasant odor.
BOWENSN DRUG STORE 1116 Avenue I

## FOR OVER

200 YEARS
haarlem oil has been a world-
widerememety fork kidney, liver and wide remedy for kideney, iliver and
bladder disorders, rheumatism, lumbago and uric acid condition

 Read Journal ace, il paya.


## EGGS

WE WANT ALL YOU HAVE

Here you will always find a ready market for your
eggs, poultry and hides fe are on the job every day eggs, poultry and hides, We are on the
paying top market prices for these items.

Plains Poultry \& Hide Co. Dependable Buyers of Poultry, Egga
F. A. McCASKILL, Prop Phone 128
 CROP WILL BE SMALLER FOR 1924

OCTOBER CONDITIONS SHOW COTTON CROP IS NOT AS LARGE AS WAS FORECAST IN SEPTEMBER,
SAYS COMMISSIONER GEORGE TERRELL












Phone $1050-\mathrm{M}$
2019 14th Street
M. C. NEVEIS \& CO. PLUMBING

HEATING

Arcola, Vacum Steam, Hot water
W. K. DICKINSON, Sr., V.-P
F. R. FRIEND, Vice Pres.
O. L. SLATON, President W. S. POSEY, Vice Pres.
RALPH BEDFORD, Asst. C.
H. S. LOWRY, Assistant Cashier FRAZIER STEVENS, Assistant Cashier STATEMENT OF THE CONDITION OF

## The Lubbock State Bank.

## Lubbock, Texas.

AT THE CLOSE OF BUSINESS, OCTOBER 10TH, 1924



general repatring

## Cadillac Garage

## A Complete Advertising Service

THAT IS WHAT THE PLAINS JOURNAL IS PREPARED TO DO FOR ITS PATRONS. WHETHER IT IS A SMALL ADVERTISING PAMPHLET, BLOTTERS, HANDBILLS, OR A NEWSPAPER CAMPAIGN WE ARE READY TO HELP YOU. A MODERN PRINTING PLANT IS AT YOUR DISPOSAL AT ALL TIMES. YOU WILL FIND THE CLASS OF WORK THE VERY BEST, SERVICE PROMPT AND THE PRICE REASONABLE.

For your next Printing Job, call
THE PLAINS JOURNAL


TWO--PANTS SUITS

These are the suits you'll want for "after-hours" hem during the day. Always fresh looking and fitthen there is double wear at no greater cost.
You should see our line of good clothing because
the selections and values aze better than ever.
Real good suits at $\$ 24.50$ and up.
BARRIER BROS
the bouse of Kuppenheimer good clothes

## WHEN IN DOUBT BUY AT <br> BARRIER BROS.

Here are a few prices that will show you how fou can buy your needs at BARRIER BROS.

Good bleached domestic, 36 -in. wiffe, free from
tarch, per yard
 $21-2 \mathrm{lb}$. bleached cotton bats, extra good at
only 1 1-2 yards 9-4 bleached sheeting_........-.-.-. $\$ 1.00$ Plaid double blankets in pretty colors, each Children's school hose, a pair..................-25c Children's unions in good grade and style, all $--15 \mathrm{c}$ Natural color silk pongee, good quality, per yard
only.Heavy unions for men, well made, suit only _- $\$ 1.19$


BARRIER BROS.
Distributors of Dependable Merchandise

$=$
$=$
LYRIC Mon.--Tues. nic undibe sumiticitic wave at present ravaging
thè country! A tensely dramatic, hu-
man, thrilling picture that
will keep you on pour tipSEE
PHANTOM JUSTICE

## $\overbrace{1}^{-2}$

Dorothy
Phillips SLANDER WOMAN

"BOX CAR LIMITED"
 frankilw fatinum "AL'BRE 45"
 FIRST PART OF OCTOBER NOTICED
 $5=5=\begin{gathered}\text { SPOKES } \\ \text { HUB } \\ \text { HUB }\end{gathered}$

george r. bean







## NEW AND SECOND HAND

We have just unloaded a car of second hand furniture and Perfection oil stoves. We are prepared to
fill your wants in anything in the way of new and nil your wants in anything in the way of new and
used furniture. We carry a large stock of new and used stoves, at all prices. We will sell you new furniture and will allow you a reasonable price for your
used furniture and stoves. We will buy anything used furniture and stoves. We will buy anything and stoves, We buy, sell, trade or exchange. See
us before you buy or sell. YOUR CREDIT IS GOOD, O. K. FURNITURE CO. Ave. J-Phone 879

#  

 SODA CRECKERS

SLIGHTLY salued, deliciously crisp soda rrackers that are jams, jellies, etce'
At your grocer's in packages, family NarIoNAI siscultocompany

> The Service of Light \& Power Must be a Reasonable Cost!

It is an essential service. It is so necessary to the people of a community that the best interests of the people who use the service, those who supply the service, and those whose money is invested in the plant for supplying it, are all one and the same. It is a stable industry. It grows as the community grows. Neither the industry nor the community can grow without the other.

Our interest is to serve the community well and to provide service ahead of its need so that the community can grow and develop.

The interest of the community is to see to it that the service is adequate and efficient and always ready at hand. That is to say, that the service be kept strong so that it can meet these demands.

There is mutuality of interest in the public utility service and the community such as is not found in ordinary lines of industry.

This company is anxious to do its full share in recognition of this mutual relation, particularly since it is your own company.

CITY LICHT \& POWER
CITY OF LUBBOCK





| ACCIDENT AND HEALTH INSURANCE IS SIMPLE ARITHMETIC $\qquad$ If a married man dies without having provided his widow she may have only herself to support. <br> 2 minus 1 equals 1. <br> But if the same man should be taken sick or meet <br> 1 plus 1 equals 2 <br> SOLUTION-Aceident and Health Insurance <br> standard accident insurance co. <br> Phone 435. |
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TheWORLD'S GREATEST ARRAY OF ARENIC. MARVELS Wonder Show de tuxe
Down town ticket office on day of show at BOWEN'S DRUG CO.
Same price for tickets as charged on circus lot.


Ask How You May Secure One of These Stoves for 10 cents


MOORE BROS.
NORTH SIDE OF SQUARE

## Rexall ONE CENT SALE

 THURSDAY, FRIDAY, SATURDAYOctober 16th, 17th, 18th

## CITY DRUG STORE

THE PLAINS JOURNAL LUBBOCK, TEXAS
Office: Journal Building, 1002, Avenue I, Phone 884 Mailed Anywhere for $\$ 1.50$ Per Year, Payable Curtis A. Keen

## Dorrance D. Roderick

 ffice at Lubbock, Tecond Class Mail Matter at the U. S. Pos ing to the pr
 THE PLAINS JOURNAL PLATFORM
For President For Vice-President ……- CHARLES W, BRYAN Closer co-operation between town and rural people. A Community Auditorium in keeping with our City Hall.
More building with More building with lower rents.
Continued improvement in County Parks
A cleaner, prettier town with more civic pride. A faster, bigger South Plains Fair.
A more uniform distribution of civic work. City Play Grounds and Recreational Directo
Better highways throughout the county.
Less politics and more unselfish citizenship.

## Editorially Speaking

## Where Are The Calamity Howlers?

Remember last winter, when everybody was wondering
if this year was going to beagood one and if we were going
to have any rain-and if the price of cotton was going to be
 body
not bu
civic i the memory may not be exactly a pleasant one.
Well anyway here we are on the threshold of the most
prosperous era in the history of West Texas and those who prosperous era in the history of West Texas and those who
maintained faith in the country are reaping their rightful har-
vests and getting ready for another bigger and better year in 1925. But where are the calamity howlers, the crepe hangers,
the hard time boys? As wagon load after wagon load of white
then the hard time boys? As wagon load after wagon load of white
gold is being hauled to the gins they are keeping under cover,
preparing for their winter offensive when once again they wil
gather on the street corners and broadcast their cries of pessimism.
The Plains Journal believes in conservatism-believes in
looking before leaping and in using heads for something else
beside hat-racks. But it also believes that through implici

 What part of the country are the farmers immune from bad
years? It has already been demonstrated that the fat years
will heavily out-balance the lean so why be pessimistic about it? W
the cal they start their annual moanings this winterer. Where are the
calaity howlers? They're hibernating but will be out in full
force in the next three months so prepare to turn a deaf ear

Flowers For The Living
 sting and atrative local feature but that its outcome will be
sore of
sin of ratification to the entire com munity to the tubbeck





## 

 The voting was beizun last week and already a large num.
ber of ballots have been received in this office. The Plains

 men, reputation and spirit of the city. No one is bar red save
the pastors of the local Churches, editors of the newspaper en members of the school profesisio,

## Cheerfulness Pays

## byy. wo matreases good impreseions and has many friends, it  The friendly person has a big advantage. <br> However, the zood will of the amible one must be silh



The Red Cross Roll Call







LL Lubock. Cross contribution is the cheapest begrar insurance
the citizenship can take. When you are called on remembe












 may receive
of the future

## The Tech Party

##  


 Cent fair and the other sismal succeseses ot the community Some



## How About Mail Boxes?

## 

 nouigh to be an accepted fact in the city -but where are thmailing boxes that eustomarily 80 with free city delivery makes no great and cuuttomati) distoce around the square as lons



station to take care of outgoing letters like practically all other
cities of this size regularily have? The expressman accommodates us now by mailing our late letters-but why not a regu-
dar southbound box and a northbound box for poiting lar southbound box and a northbound box for posting late let
ters and save the delay of missing a train when mailed through the uptown post off

## With Our

 Contemporaries The Yyllow hir hab compony
ot chizaco has ben orpanized
and has ordered 20




note of success in busineses to
day is peed plus accuracy. The

means. Heretefored by other
plane has been in the he himelight


## 



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## aim mion witu the the








## Hon Holks AND hlosophy

|  |
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|  |
| Some dogs can clever tricks-by owners! |
|  |
|  |
| $\frac{1 a d}{n}$ |

## 5omsing

 er did. And a ntan seedom
makes dough like his wife's ather did.

$$
\begin{aligned}
& \text { Nothing makes the other } \\
& \text { furniture look worse than buy- } \\
& \text { ing one new chair. }
\end{aligned}
$$

The kitchen stove is mightier
An optimist is a man' who keeps his thermometer in the
ice box in summer and in the
stove in winter. A pessimist is man who
keeps his thermometer in the keeps his thermometer in the
stove in summer and in the ice box in winter. 1 An opportunist is an told
maid who keeps silk pajnings
near to slip on in siace of fite A money waster who wears silk stockings ; wit
out crossing ler knees. Game is the easiest thing on
earth to find when you have to
gun.
When a man becone dibas
Whten a man ito pusualy be
ause in love is it disappointed in
The leaves, hre diopping
rom the trees, this is the Req. son of the sieeeze.
The fly in the ontment ?

price of beauty cream. | People won't feel soiry |
| :---: | :---: |
| ror |
| rou unless you feel sorry | yourself. you feem sorn All London is agitated about pleture painted by a groc: Londures phointed by Americion

pletures estate agents, says, the Ab
real lene, Kas., Reflectors


THE OLD HOME TOWN


## TECH VIEW

Don't Buy 'Till You've Seen It! --on 19th street, directly across street from Tech college grounds.
--Sold in 21-2 and 10 acre blocks, priced in two and one-half acre blocks about the same as one city lot.
Terms: One-fourth cash, balance easy

## John W. Jarrott

Phoñe 696--Room 211 Leader Bldg.


Give $U_{s}$ A Trial And Be Convinced. LYNCH HAT WORKS

HORN TO CHOOSE STRONG FACULTY MUSHTE TEACHERS FOR FIRST YEAR OF TECH SCHOOL TO MEET IIN THE


## Cottonseed Meal and Hulls

THE BEST and CHEAPEST FEED

If you have never fed Cottonseed Meal and Hulls to your milch cows you should give it a trial. The quality of this feed as well as the economy of it makes it to your advantage to feed it.
We will begin crushing new crop cottonseed about October 1st, and will at all times have fresh meal and hulls and-

## Lucko mixed feed

Each 100 ob. bag will contain twenty pounds of meal and eighty pounds of hulls throughly mixed by mahinery, this will make a well-balanced ration and very convenient for the feeder.

Ask us for prices on--
CRACKED CAKE, MEAL, HULLS AND MIXED FEED IN CAR LOTS

## LUBBOCK Cotton Oil Company

Phone 12
Lubbock, Texas




## WEEKLY BUSINESS REVIEW

This page made possible by the firms listed below for the purpose of informing the people of the South Plains the Merchandise and Service obtainable in Lubbock.
"This Is a Studebaker Year" CULLUM BROTHERS Distributors
1112-14 Main Street
Wilson Abstract Company

R. L. WILSON, Manager

Lubbock. Texas
lubbock coca cola bottling co. Coglata
Phone 73 YOUR BUSINESS APPRECIATED
$m$

DAY AND NIGHT SERVICE
Bagzage and Transfer
YELLOW CAB CO.
Phone $888 \quad 1010$ Main
STAR \& DURANT The Coming Small Cars
Hicks Motor Co. Distributors
Phone 608

## O. W. JOLLY

Manufacturer of
SADDLES, HARNESS AND. AUTO TOPS
SHOE REPAIRING A SPECIALTY SHOE REPARING A SPECIAL
PRICES THAT ARE RIGHT
L. H. Shelton \& Son shoe hospital

CALHOUN BROS.
Cement Contractors
All Work Guaranteed 17 Years in the West

Phone 903
DRS. HENDRICKS \& GILLESPIE CHIROPRACTORS
The best equipped Chiropractic office on the Plains WE RENDER HEALTH SERVICE
Suite 7, 8, 9 and 10, Burrus Bldg.
Jackson Brothers
coal, grain, hay

Phone tos
"Where You Get the Best in Health" ALMA DAUGHERTY
Office 810 Avenue $M$ CHIROPRACTOR

Telephone 813J

Lubbock, Texas

Kell Milling Company
BELLE OF VERNON FLOUR
WILLIAMS \& SON
Distributors
East Broadway
Phone 34
LIN

