

THE PLAINS JOURNAL

THE NEWSPAPER FOR THE WHOLE FAMILY

VOL. III. NO. 31.

LUBBOCK, TEXAS, "THE HUB OF THE PLAINS"

MONDAY, NOVEMBER 3, 1924.

NEGRO TO FACE TRIAL ON THURSDAY LARGE CROWD THROUGHS FIRST COOKING SCHOOL

MORE THAN TWO HUNDRED LUBBOCK WOMEN IN ATTENDANCE AT OPENING SESSION

ADDITION SEATING ARRANGEMENTS PROMISED FOR TOMORROW'S CLASS; PIES AND PASTRIES TO BE ATTRACTION OF SCHOOL TUESDAY

When Mrs. Ida M. Chitwood, the noted food and cookery expert stepped into her model kitchen at the First Baptist Church this afternoon, she was greeted by an audience of enthusiastic women that filled every available seat in the basement auditorium. After being introduced by Curtis A. Keen, editor of the Plains Journal, Mrs. Chitwood opened her first session with a brief outline of her program for the week. The doors will be closed promptly when the room is filled, starting with tomorrow's school, according to Mrs. Chitwood.

The radiola concert scheduled for 1:30 p. m. was called off because of no music in the air. However, there will be a Brunswick concert starting promptly at 1:30 each afternoon. This feature will be offered by the Rix Furniture and Undertaking Company.

COMMUNITY COMMENTS

By CURTIS A. KEEN

COOKS AND COOKING

"If you need the brute, feed the brute"—that was the thought of a very clever melody singing the rounds of London music halls during the late war, and there is a lot more to that song than just a popular air. It is shot through with homely philosophy that has been recognized since Eve swiped the crab-apple. This gave Adam the eternal green-apple-sauce and stopped our own "kissy picking" for the rest of eternity.

A well fed man is a happy man and a well fed family is a healthy family. A bird in the hand is worth two in the bush," is an old saying that those of us who go hunting each fall have long ago accepted as true beyond all reasonable doubt, and to that, in the same strain, might be added.

The old idea that a girl had to serve a fifteen years' apprenticeship in the kitchen washing dishes, peeling spuds, mopping floors, and spanking battercakes before she could think of cooking a whole meal has already gone by the board, along with a lot of other fossilized ideas and today The Journal is offering the girls and women of Lubbock and the South Plains complete Free Cooking School where the practical and scientific cooking is made plain, where two ounces of common sense are mixed with one ounce of technical training and one ounce of approved recipes and the mixture, when skilfully served to a hungry husband, is guaranteed to restore that flicker of love and satisfaction and happiness that has been gradually dimming since he discovered that instead of a girl "just like the girl that married dear old dad," he married a high stepping but burnt cooking daughter of a dizzy age.

CLEAN UP FOR THE TECH PARTY

There is not a man or woman in Lubbock so blindly patriotic as to believe that the city as a whole is not way below standard from the standpoint of civic beauty and attractive appearance. Of course we all have a whole flock of convincing reasons why just this condition exists, to-wit: Such a continual and heavy building program, heavy traffic on unpaved streets, so many new folks moving into the city, etc., etc., ad infinitum. But the actual fact is that our town is not as clean and attractive as it should be simply because the folks here have not taken the time or trouble to clean it up and keep it clean and any other argument to the contrary is only more or less true.

On the 11th we will have from 20,000 to 30,000 visitors from all over West Texas and the entire State. Hundreds of these folks are coming here on the 11th with a view to deciding whether or not they are going to send their sons and their daughters to the Tech next fall. The matter is under discussion in 8,000 homes in West Texas today and they are watching Lubbock, reading about Lubbock, and will come here the 11th to see Lubbock.

Frankly, will what they see convince them that we have enough civic pride, home life and home facilities to make this a desirable city to which to send their boys and girls?

Explained Cake Baking Today

In her first session, held this afternoon, Mrs. Chitwood lectured on and demonstrated the baking of cakes. The fundamental principles of cake baking were gone into and completely explained to the ladies present. There are but two kinds of cake, Mrs. Chitwood stated, shortening or sponge cakes, and all other cakes are but variations of these two kinds. Women who learn to make these two kinds of cakes can very easily learn to make all other kinds.

Amused Watchers

Mrs. Chitwood drew her first laugh when she seized a delicious looking angel food cake, which she had just baked and smashed it flat, saying "if your husband comes home and accidentally seats himself on your cake, don't pull his hair, bake a cake that will retain its shape." The cake quickly got back to normalcy. After tying a few more knots in the cake she let it right itself again. This ability she attributed largely to the use of Amaryllis flour.

Tomorrow's school will be taken up with pies and pastry, and the latest decorations for same. Mrs. Chitwood will show how to make those flakey, tender pie crusts that people only dream about, the "crusts you love to touch," as she puts it.

ONE MAN OUT ON BOND FOLLOWING NEGRO SHOOTING

S. J. Buckner Released From County Jail; Try For Bond For T. H. Pierce

S. J. Buckner, farmer residing sixteen miles east of the city, was released from the custody of county officials Sunday afternoon on a bail of \$1,500. It was announced here this morning, T. H. Pierce, who was held with Buckner and who operates the same farm that Buckner does, is still in jail although R. R. Myers and R. E. Calfee, neighbors, believe that they will raise a bond for him some time today.

HE ASKS YOUR VOTE TOMORROW



Here are several intimate views of John W. Davis, of West Virginia, who carries the Democratic colors to the voters of the Nation tomorrow. At the left he is shown in street attire while the large insert is of him and Mrs. Davis, taken shortly after he was informed of victory in the hectic New York convention. At the lower left, he is shown fixing his tie, unaware of the fact that the camera was focused. At the right is a picture of his married daughter.

CRIME INCREASE KEEPS OFFICERS BUSY EVERY DAY

Business is rushing in the sheriff's department, with the crime quota increased by the increase in business and transient population, Sheriff H. L. Johnston stated this morning. The county officials are working day and night in an effort to apprehend and punish all law-breakers.

Sunday night, about eleven o'clock, Deputy Sheriff Vernice Ford and City Motorcycle Patrolman Bill Garret swooped down on a negro shack eight miles southeast of the city, and arrested twelve men who were discovered in a game of dice. Thirteen players were found but in the confusion following the raid one made good his escape.

D. C. Lowery, a farmer of the Petersburg district, but whose farm lies in Lubbock county, reported the theft of a quantity of household goods from his farm while he and his family were absent and a family of cotton pickers were left alone on the place. He reported the whereabouts of the pickers at this time and instructed the sheriff's force to take charge of the case. The goods were discovered missing immediately after the departing of the pickers.

CONFERENCE FOR BAPTIST CHURCH

Meeting Held Here Today With Fifty In Attendance; Three Counties Affected

With the end in view of organizing a conference of Lubbock, Hockley and Cochran counties approximately fifty members of Baptist churches of the three counties were in an all day business session at the local church today, Rev. W. A. Bowen, Lubbock pastor, acted as chairman.

After the morning session, which began at nine o'clock, the visitors and local men and women attending were served luncheon in the church basement by the ladies of the Lubbock church. This increase in members of the Baptist religion over the three counties named makes the forming of the conference necessary, Rev. W. A. Bowen said.

Mrs. Roy N. Hogarty of Ohama, Nebraska, is here visiting Mrs. A. V. Weaver for several days.

SCORE ARRESTED FOLLOWING KLAN AND ANTI-KLAN RIOTING IN OHIO TROOPS WILL BE WITHDRAWN SOON

ATTORNEY GENERAL PROBES REASONS WHY LOCAL AUTHORITIES FAILED TO COPE WITH ROW AT OUTBREAK ON SATURDAY

NILES, Ohio, Nov. 2.—(SPECIAL)—Twenty-five persons are in the hands of State troopers here today following an outbreak between Klansmen and anti-Klansmen in the downtown district Saturday afternoon. The city, which has been under martial law ever since the rioting, is now quiet and gradually returning to a normal state and Governor Donohy has announced that if no more trouble follows the two companies of state troops ordered from Columbus, will be withdrawn at an early date.

Three Are In Hospital And Two In Jail After Collision With Other Car

AMARILLO, Nov. 2.—(SPECIAL)—J. Cavet, William Spiller and John H. Whitman, all of Tulla, are lying in a local hospital today, painfully injured as the result of an automobile accident of the Amarillo-Canyon highway at a late hour last night. F. E. Wood and Claude Patterson, also of Tulla, spent the night in the city jail, charged with drunkenness. They were in the car with the three injured men when the accident occurred.

Students Of Grads Of W. T. S. T. College Win State Contests

CANTON, Nov. 1.—Both the first and second prizes in dressmaking at the Dallas Fair were won by club women who did work under ex-students of the West Texas State Teachers college. Birdie Lee Burkhalter, who took her degree in June of this year, is now doing home demonstration work in Bailey county, and a member of one of her clubs won first place on a dress at the Fair. Mabel Paulkner, home demonstration agent in Floyd county, directed the work of the club member who won second place on a dress. Floyd county received first place in the county exhibits.

Lillian Cob of Tahoka is in a local sanitarium for medical treatment. L. D. Albrighton, business man of Amarillo, transacted business here several days this week.

THREE LUBBOCK COUNTY SCHOOLS CONVENE MONDAY

Several of the rural schools of the county opened their doors for the regular term this morning after having closed to permit the pupils to help in gathering the cotton crop. Judge P. F. Brown, county schools superintendent, stated this morning, Monroe, Union and Bledsoe were certain to open today, Brown said, with the strong possibility that McClug and Liberty would also be ready for the regular program. Miss Gladys Pryor, local girl, the daughter of Mr. and Mrs. J. B. Pryor, will be one of the two teachers at Monroe. Miss Pryor is a former student of the College of Industrial Arts, at Denton and is beginning her first work as a school teacher.

According to Judge Brown practically all of the schools of the county will be under way by the fifteenth of this month. A number of them have held some sessions already this year and were merely closed until the crop was going along in good shape and a banner year is looked forward to when all the schools settle down under the program the superintendent stated.

BOY RECOVERING AFTER ACCIDENT

Stanley Wright Little Injured After Being Struck By Auto On Sunday

Stanley Wright, aged eight, the son of Mr. and Mrs. R. G. Wright, of the 1800 block on Avenue H, who was run over by an automobile driven by the young daughter of Mr. and Mrs. C. A. Holcomb, 564 Avenue M, Sunday afternoon shortly after two-thirty o'clock, was up and running around again on Monday morning almost as though nothing had happened to him, Mrs. E. L. Wright, the boy's aunt, stated early today.

Immediately after the accident the boy was taken to the West Texas hospital where his injuries were probed and found to be of painful but not serious consequence and he was then taken to his home.

According to the statement made by Mrs. B. L. Wright this morning he is badly bruised and skinned in different places over his body but is soon expected to fully recover from his experience.

LEGAL BARRIERS ENCOUNTERED IN SUMMONING JURY

Legal barriers prevented the calling of the special grand jury to sit in the case of Willie Hall, negro, being held by county officials on charges of assault but prosecution of the black will follow as soon as the difficulties are ironed out, Sheriff H. L. Johnston said this afternoon. The grand jury was to have been called at one-thirty today. Just what the legal difficulties are could not be discovered, as Park N. Dalton, special judge before whom the negro will be tried, was on the bench in a civil case throughout the day. It is supposed, however, that since one special term of district court is already being held for the disposal of numerous civil cases which have been clogging the docket for a number of years, there is no provision in Texas laws for the calling of a special case.

Trial Set On Thursday

As soon as the legal status of the case is discovered and steps are taken to legally call the grand jurors prosecution will begin and Hall will face the bar of justice early next Thursday morning, after which a speedy trial will follow. If the negro is found to be guilty of the charges placed against him county and district officials will bend every effort to see that he gets the maximum sentence for the act.

Hall was taken into custody last Thursday evening on a farm near the Acuff community, after an alleged assault on the person of a prominent and a highly respected white woman. Men arrived in time to halt the black but only after his victim had been painfully cut with a razor which the black is said to have been wielding in an effort to injure her.

Considerable excitement was caused in the Acuff community following the trouble but according to Sheriff Johnston the land owners in that vicinity have been more than reasonable over the matter and the sheriff is going to do all in his power to bring the black to justice.

JUDGMENT GIVEN IN OLD CASE ON LUBBOCK CHURCH

Alfalfa Lumber Company Is Given Judgment Of \$5,358.86 Against J. P. Hope

Work of the special session of the district court is coming along in fine shape. Judge Parke N. Dalton and Court Clerk Louis F. Moore, stated this morning. Sixteen cases have been tried, some of them which have been crowding the docket for years, and there is every probability that all forty-five of the cases placed on the docket when the special term was called will be completed.

The largest judgment in the court's program thus far was granted on last Saturday evening when the Alfalfa Lumber company was given a decision in a suit filed against J. P. Hope, for the sum of \$5,358.86. Court Clerk Moore said. Hope, however, has been adjudged a bankrupt and the judgment has been referred to the trustees on his bond, who are W. K. Dickinson, Sr., H. K. Porter, W. F. Schenk, Gus Watkins, Emmett Carlisle, Thad Carlisle, and C. C. Lane. The latter four men are trustees of the estate of W. A. Carlisle, deceased.

On Methodist Church

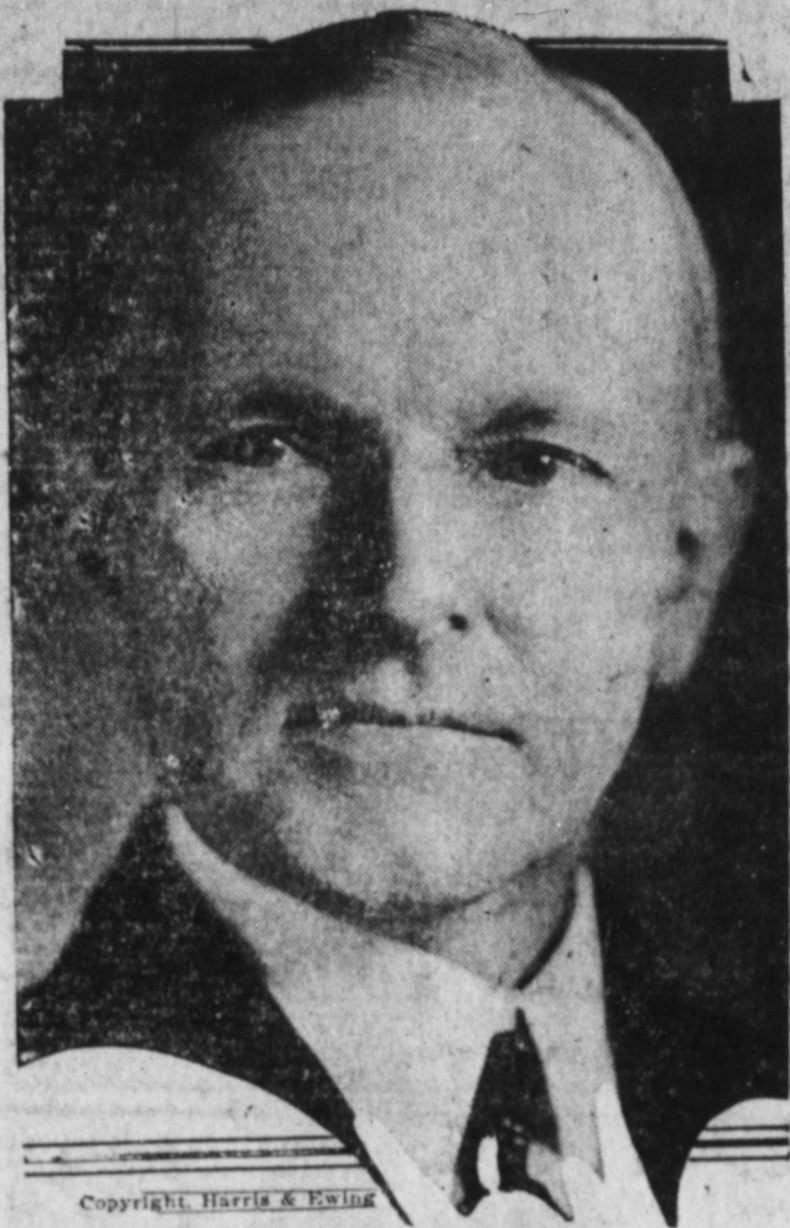
The suit was first filed in 1913 and was taken to a higher court, reversed and returned to the district court here for retrial. It concerns the payment of bills for materials used in the construction of the First Methodist church of Lubbock.

When the case against Willie Hall, negro assaulter of a white woman, is called for opening next Thursday before Judge Parke N. Dalton, the work of the special court may be somewhat hindered, Moore and Dalton believe. Judge Dalton is presiding over the special court, while Judge Mullan, who was disqualified because so many of the cases were being tried by the old law firm of Bledsoe and Mullan, is attending to his other regular terms in nearby counties.

MacDONALD TO RESIGN

LONDON, Nov. 2.—(SPECIAL)—Ramsay MacDonald, defeated premier of England, will resign his office in the next several days, it was definitely announced through his office today. MacDonald was the leader of the labor party, which suffered a crushing defeat in a recent meeting of parliament.

A SKETCH OF THE LIFE OF PRESIDENT CALVIN COOLIDGE



Copyright, Harris & Ewing

Republican Candidate For President

Fate plays queer tricks sometimes with the lives of men, and certainly she was ever in a capricious mood when toying with Calvin Coolidge.

The career of no other President of the United States has ever been attended with the drama of circumstances that has marked the meteoric rise of this taciturn, sandy-haired New Englander from a rocky little Vermont farm to the most powerful elective office among the free peoples of the world.

If one had pointed to Calvin Coolidge just ten short years ago and remarked: "There goes the man who will be President of the United States ten years from now" in all probability those who heard the remark would have smiled derisively, and the more serious minded might have called the police.

Ten years ago Calvin Coolidge was

Lieutenant-Governor of Massachusetts.

He had not struggled particularly to get the job. Like so many Lieutenant-Governors in this hasty-bury American political system of ours, it had been more or less "wished" on him.

In fact the same might be said about every elective office that Calvin Coolidge has occupied—from the City Solicitorship of the village of Northampton, Mass., to the White House. He has never had to fight for office in the sense that other men have had to fight. Always the office came to him—not because of his brilliancy of achievement or his prowess as a lawyer or business man—but by the favor of that inscrutable destiny that sometimes watches over the careers of the chosen.

"Coolidge luck" has become a maximum among the friends of Calvin Coolidge. They accept it in the same mat-

ter-of-fact way they accept rain, the sun, the snow or any other natural phenomena.

Calvin Coolidge's friends have put him into office after office, because first of all they liked him, and secondly, because they believed him safe, in the way business men like to feel safe about their public servants. He has acquired through a lifetime largely spent in public office a reputation for the safe, solid conservatism that appeals to the average business man too busy with his own affairs to want to bother watching a man in office.

That is Calvin Coolidge. The description is endorsed by his friends and his political opponents alike.

Mr. Coolidge came into the Presidency under circumstances that were unprecedented in American history. There have been other Vice-Presidents who succeeded to the White House upon the deaths of their chiefs—six of them all told—but always there has been a varying period of preparation for the event, a lingering fatal illness of the Executive to prepare the public mind for the transition. That is, save in those cases where the President was assassinated.

In Coolidge's case there was none. On the night of August 2, 1923, he was enjoying a brief vacation on his father's little hilly farm in the rural fastness of Vermont. He retired as usual about 10 o'clock. At midnight the jangling of the telephone bell awakened him. It was the only telephone for miles around. It bore him the message that Warren G. Harding had died with dramatic suddenness in a hotel on the Pacific Coast, three thousand miles away, after a brief illness that no one considered serious, and he was President of the United States—or would be as soon as he could take the oath.

The drama of that night has no equal in American history.

While still unaware of the circumstances of President Harding's sudden death, while still benumbed by the shocking surprise of it all, Calvin Coolidge took the oath of office in that lonely Vermont farm house by the flickering light of a kerosene lamp at 2:57 a. m., scarcely three hours after he had awakened from a sound sleep as Vice-President. The oath was administered by his aged father, a justice of the peace, with only a handful of relatives and villagers present.

Before the funeral train that bore the remains of his predecessor had started on its epochal trip across the continent from San Francisco, Calvin Coolidge was on his way to Washington on a special train, the first he had ever ridden on as his own.

This, briefly, describes how Calvin Coolidge came to the White House. Behind this simple yet dramatic tale lies a plain, every-day story of a plain, every-day man who started out as a farm boy, who tired of the soil and studied law and then inauspiciously began a political career at the bottom of the ladder of public service.

Calvin Coolidge's boyhood was no different from thousands of others in New England. He grew up on the farm. His father owned the farm and worked it. He helped his father, as American farm boys usually do, until he reached the age where he wanted some higher education than is furnished in rural Vermont.

He went to Amherst College. That was in 1891 and he was nineteen years old. He completed the usual four-year course, graduated in '95 at the

age of twenty-three, and with a lawyer's degree and little money he set up a practice in Northampton, Mass. His career at college was not marked with any particular distinction. His marks were good, but no better than the average. Frail of physique, he did not engage in athletics, but led a studious, somewhat retired life. He made many friends, but no more than the average boy.

In Northampton, things were rather slow for a young lawyer fresh from school. He practiced with indifferent success for a time and then came an opportunity to become City Solicitor. The job did not amount to much in Northampton, but it was better than nothing, so young Coolidge took it. He made little money, but he needed little, as his tastes were simple and frugal. It was a part of his Vermont ancestry.

Twelve years passed by and there was but little about Calvin Coolidge to mark him as different from the hundreds of other men in similar stations in life in the small towns of America. He was still in very moderate circumstances, living in a "two-family" house for which he paid \$35 a month rent. In 1905 he married Grace Goodhue, a teacher. Two years later, in 1907, came an opportunity to go to the Legislature. He accepted it as he had accepted the city solicitorship. He served two terms.

In 1910 he was elected Mayor of Northampton, served two years, and then decided to run for the State Senate. He was elected in 1912 and returned to Boston. After a year's service he was elevated to the presidency of the State Senate. That was in the days when the late W. Murray Crane was in the saddle in Massachusetts politics. Crane liked Coolidge. They were both quiet men.

In 1916 he was asked whether he would like to go on the State ticket as Lieutenant-Governor. There was a hint that if things went well it might mean the Governorship later on. Coolidge accepted. He had not asked for the nomination, but he was not turning anything down that meant political advancement.

He served two years as Lieutenant-Governor, things went well with the Republican party, and in 1918 he succeeded to the nomination as Governor quietly and naturally. His election followed. Massachusetts is a Republican State.

His career as Governor was unmarked by any outstanding event save one, and that one ultimately put him in line for the Presidency.

It was a time of labor unrest. The policemen of Boston organized a union under the American Federation of Labor, and their requests for increased pay having been declined, they struck.

National attention was at once focussed on Boston. The spectacle of a great city left defenseless and unpoliced was a strange one. Big newspapers sent reporters to describe the city. Something had to be done. Governor Coolidge had a conference with Mayor Peters of Boston, and subsequently the State troops were ordered out to police the city. They broke the strike.

To this day there is a difference of opinion as to whether Coolidge or Peters was responsible for the firmness and prompt action that broke the strike. Coolidge, however, was Governor, and it was he who was constitutionally responsible at least for the mobilization of troops, so in history he will get the credit for it. Peters' friends, however, have always said it

was Peters who forced the action.

The publicity attendant upon this strike put Coolidge in the national limelight. Because it was campaign year and there was a rettable scramble

for the Republican nomination, with

no candidate appeared to have it cinched, Coolidge's friends started a boom for him.

It ended in Chicago with his being

nominated for the Vice-Presidency

with but little opposition. The Vice-Presidency was not so highly regarded in Chicago in 1920 as it will be hereafter for many years at political conventions.

A Tribute to Butterflake



MRS. IDA CHITWOOD

Conductor of The Plains Journal's Free Cooking School Will Use

MARTIN'S BREAD

[Butterflake]

IN ALL HER DEMONSTRATIONS

Because of its Quality Ingredients, its Purity and Fineness of Texture and the Skill with which it is Baked.

EAT IT FOR HEALTH

AT ALL GROCERS

INSIST ON MARTIN'S

A PUBLIC SERVICE

The pulse beat of any community's growth and development is felt directly through the public utilities serving that community. So it is in Lubbock.

Lubbock is the fastest growing city in Texas. In keeping pace with the growth of the city all public service corporations have spent thousands of dollars in keeping their properties available to give the high standard of service they are noted for. The Texas Utilities Company is no exception.

The year just closing has recorded better continuous service than ever before. Through all the remarkable growth of Lubbock this company has been ever watchful and on the job to handle the increased demand for service, and maintained a high standard of service at a minimum cost to the consumer.

It is not only good business to give the best there is in service, but it is a pleasure to this public service corporation to extend every courtesy possible to its patrons.

Attend Plain's Journal Cooking School Monday, November 3 to 7, inclusive, and note how easy Mrs. Chitwood cooks with Electric Power.

Texas Utilities Comp'y

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Dorance D. Roderick Manager

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The Journal will honestly strive to be clean and fair in the dissemination of news. If through error or mis-information, undue reflection is cast upon the good name of any person or firm, the Journal stands ready and willing to make correction in the same manner that such mistake was printed. The paper invites suggestions and criticisms. It is by these only that it may improve.

THE PLAINS JOURNAL PLATFORM
For President — JOHN W. DAVIS
For Vice-President — CHARLES W. BRYAN
Diversified farming on the South Plains.
Closer co-operation between town and rural people.
A Community Auditorium in keeping with our City Hall.
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 Director.
Better highways throughout the county.
Less politics and more unselfish citizenship.

Editorially Speaking

Child Fire Prevention

If all the people of our country were to learn by heart the rules regarding fire prevention which Fire Commissioner Drennan of New York City has suggested for memorization by the school children of that city, so that what these rules require becomes instinctive, we would see a material decrease in our \$500,000,000 annual fire loss.

The rules which the Fire Commissioner suggests do not ask for more than ordinary care. He suggests that matches be kept always in metal containers; he warns against throwing remnants of lighted matches, cigars and cigarettes away without seeing where they fall; he tells one not to try to start fires with kerosene, nor to go into dark closets, bedrooms or cellars with lighted candles or matches and not to use lighted candles on Christmas trees; he further cautions against keeping gasoline, naphtha or benzine in the house, and ends the list of twenty-one rules with the commandment: "Do not look for gas leaks with a lighted match or candle."

The Constitution

At the 150th anniversary celebration of the meeting of the First Continental Congress, at Valley Forge, Pa., Senator George Wharton Pepper said

"When things go wrong, in ninety-nine cases out of a hundred it is we who are at fault—not our constitutional system. Our job is not to chop the Constitution to pieces to fit our abnormalities but to make ourselves worthy to live under our Constitution as it is.

"We are reminded here that when the times were evil, Washington fasted all day and united with his countrymen in prayer for light and guidance. It was in this spirit that they laid the foundations of the Constitution. Some of our modern reformers, on the basis of three square meals a day and the noisy proclamation of their own self-sufficiency, want to blow the foundations from under the Constitution. My brethren, these things ought not so to be."

Oil Rights Important

The eyes of the petroleum industry are being gradually focused on the South Plains. Several wells being drilled in this locality are being watched with interest by oil men everywhere. Should they come in with oil a swarm of lease men will immediately appear in attempts to lease the land in the vicinity of the wells and other land, which in the opinion of geologists has petroleum possibilities.

Now is the time to begin thinking about such leases, so if petroleum is discovered land owners will not permit their lands to be leased without protection.

Oil rights are important. Purchasers of property in any locality where petroleum operations are conducted, should understand that oil in the earth is owned by those who have acquired it by fee or leasehold process and it can not be dealt with except through legal methods—namely, sale of land with mineral rights included, or the sale or transfer of oil leases.

Traveling Shows And Showmen

The world grows better as time rolls on. That is a fact admitted by almost every one but the pessimist. As the rest of the world and its institutions have been improving so have traveling shows and showmen. They must have improved if the old idea that all show people are bums, riff-raff and deadbeats ever had any foundation for such is certainly not the case at the present time. At least not the case of the traveling showmen who have been making Lubbock during the past year.

Show people who have visited here have never caused the police or county officers any trouble. The court records show that not a case in the last year has been preferred against the show people. That's quite a record considering that hundreds of them have spent anywhere from one day to a week in the city. It is also a proof that they have behaved themselves while they were here.

The old belief that showmen are deadbeats has also been disproven. This publication speaks with authority on the subject for probably the greater share of job printing work the traveling shows have had here has been turned out in this plant. Never in the business dealings with the show people has this publication had the slightest bit of difficulty. The bills were not only paid but paid on time—something that cannot be said of everybody doing business in Lubbock.

In short, the traveling showmen have, through their unconscious actions, proven the old idea that they should be regarded with suspicion as false. In Lubbock they have shown themselves to be all that business men of any profession or calling should be.

Inflammable Roofs

Sparks on roofs, in the sixty months between January 1, 1918, and December 1, 1922, caused a total loss amounting to exactly \$50,666,652. As spreaders of fire, wooden shingles proved themselves to be wholly without rival. Already 118 communities have barred by ordinance the wooden shingle roof.

FUN, FOLKS AND ILOSOPHY

Why go broke to find out who your real friends are? Just try telling them the same stale joke three days in succession—and so who's left!

If you want folks to really like you, try really liking folks.

If things came to you without labor they would not be appreciated after they arrived.

It is better to truly live for a short time than to exist forever.

The Federal census report shows that 1,200,000 die every year, and that one death in every sixteen is accidental.

"Lend me fifty cents."
"But I have only forty."
"Well lend me forty" then, and you will owe me ten."

Thirty women will spend three weeks, contribute \$100 worth of food, \$800 worth of labor, have 43 disagreements, let thirty husbands and 107 children go hungry for three days, have 93 family arguments, pay \$21 for a concession right and if they take in \$43.91, call it a successful way to raise money for the starving Armenians.

It has ever been so.

The long eared knife and spoon orators will spend \$1800 worth of time, \$600 worth of printing, paraphernalia, and damage a million dollars worth of dignity to take in \$141 at the door of a home talent play that deals misery to 282 grown folks and 93 helpless children under age and call it good business.

It will ever be so.

Folks are more fun than philosophy.

Women are a good deal like houses, points out the McCune, Kas. Herald. Those that need paint most don't get it.

Congressmen haven't the courage of their convictions, they never vote as they drink.—Hastings, Neb., Tribune.

Some searcher for useless information announces that the language of the Lapps is free from profanity, but they live so far north that they seldom have occasion to take down a stove, which should relieve the strain a trifle.—Oklahoma City Times.

"An Atchison, Kas., young man is seen waving a lantern in his back yard every night," reports the Globe. "To put the neighbors at rest, we wish to state that the young man is studying to be a switchman by mail."

The Pulitzer prize for the best novel of the year having been awarded Margaret Wilson's "The Able McLaughlin," thousands of the hoi polloi now know for the first time that there was such a book, notes the Wichita Beacon.

Kissing has been once more pronounced dangerous. But who, asks the McPherson, Kas., Republican, wants to be called a coward.

"President Coolidge has issued a proclamation increasing the tariff on barium dioxide from four to six cents a pound." He is going to have something his way besides issuing the annual Decoration Day and Thanksgiving Day proclamations.—AEG Intl. News Service.

"Young fellow, eat, drink and be merry, for tomorrow you may be married," is the version of the Altamont, Mo., Times.

And yet suffering in silence is no fun unless you can tell your friends about it, points out the Muskogee, Okla., Phoenix.

The Wellsville, Kas., Globe asks advice on this problem, which has not been settled satisfactorily in one Wellsville home: Should the loud speaker on the radio be shut off while the blessing is being said.

Maybe that's why the Chinese sent that game over here. They wanted to be remembered.

CREDIT JAWN MCGRAW FOR MAKING STARS OF FRISCH, JACKSON, TERRY AND LINDSTROM ON GIANT ROSTER

NEW YORK, Nov. 1.—Well, McGraw bought the pennant, anyway.

It is a good line, and, since the gentleman in question is anathema at any given point west of the Hudson, the comeback is neither immediate nor embarrassing. There is none to say you nay—except the chance citizen who might happen to esteem fact over fallacy.

The fact of the matter is that, if John McGraw disposed of all the players whose development didn't come under his influence, he still would have a championship ball club. Of the present regular outfit only comparatively few are the direct products of an alien enterprise. The headlines of the club are McGraw-made.

There is, for example, Frank Frisch, one of the greatest of the age. Frisch came up from Fordham University, without the slightest echo of the halcyon, and McGraw made a star of him overnight. He also got George Kelly as a pitcher and converted him into one of the best all-round players in the game. Ross Young, star outfielder, came direct to the Giants from the minor leagues, as did Travis Jackson, shortstop; Fred Lindstrom, third baseman; Hack Wilson, outfielder, and Bill Terry, alternate first baseman.

The men mentioned comprise an all-star infield and the ingredients of a pretty fair outfield.

For self-made pitchers, McGraw could call upon Virgil Barnes and Jack Bentley. Of self-made catchers he has none, although Hank Gowdy originally was brought up to the big time by McGraw.

That leaves few members of the club to be accounted for, and of those Heinie Groh, like Gowdy, was an early McGraw purchase who went elsewhere for his development and was watted back on the wings of a certified check.

The others, with the exception of Art Nehf, could be given the free and high-bly beneficial air without impairing the efficiency of the club to any great extent. Nehf is easily the best pitcher in the ball club and a great man in a money series. The others have seen better days.

Frank Snyder, purchased from St. Louis, was a good, hardworking catcher, but his career is behind him. Irish Meusel was a steady outfielder who could hit. He is now passe. John Watson, the pitcher, never lived up to his original promise. Bill Southworth, a great outfielder in other years, seems to have gone into permanent reverse.

Which brings us to the case of Hugh McQuillan, who is only a good pitcher when he wants to be. He doesn't want to with any degree of regularity. In fact, it seems to the writer that any of the men brought into New York via other major league towns might be stricken suddenly with an epidemic of clubhouse wilts causing a local baseball calamity.

Yes, McGraw buys his pennants. And, I suppose, Rockefeller buys his oil.

PERUVIANS HOLD CELEBRATION OF INDEPENDENCE

December 6th Will Be Opening Date Of Fifteen Day Party After Spain's Loss

LIMA, Peru, Nov. 3.—The one hundredth anniversary of the battle of Ayacucho, which ended the dominion of Spain in South America, will be fittingly celebrated by the Peruvian government in a 15 days' program of fiestas and patriotic demonstrations. The nations of the world have been invited to send official missions.

The celebration begins at Ayacucho on the battle anniversary, December 6, 1924, and will end at Lima. Peruvian and Bolivian forces will stage a representation of the famous battle on the spot. A gigantic statue of Marshal Sucre, commander of the victorious Peruvian forces, will be unveiled and a memorial phantom and museum opened in Ayacucho in connection with the anniversary celebration.

Ayacucho lies in a valley of the Andes in central Peru, midway between Cuzco and Lima. It is about 360 miles from the capital. It was there that Marshal Sucre, whose army had been harried and pursued by the Spanish forces of Viceroy La Serna for several days, turned and gave battle resulting in decisive victory for the Peruvian patriots. After one day's fighting over the plain of Ayacucho the Spanish troops surrendered and Spain gave up a continent after three hundred years of dominion.

What is Accomplished by Mrs. Chitwood With Gebhardt's Eagle Chili Powder is easy of accomplishment By You

Ladies in attendance at this week's cooking school no doubt are marveling at the many ways Mrs. Chitwood is employing Eagle Chili Powder, the beautiful finishing touch she gives to salads with it and the delightful flavor it gives every thing on which it is used.

Of course all have used Eagle Chili Powder for making home made Chili con Carne and other Mexican flavored dishes. But to many it is a revelation to find Mrs. Chitwood using this unique condiment in place of paprika, giving not only a more beautiful color and decoration to salads and other dishes, but adding a distinctive and pleasing flavor.

Be sure and get a copy of "Mexican Cookery for American Homes" and make careful notes of what Mrs. Chitwood has to say about Eagle Chili Powder. The combination of this unique cookbook and the splendid recipes of Mrs. Chitwood will enable you to secure unusually pleasing results in cookery.

Eagle Chili Powder is absolutely pure and wholesome. It is made from only selected genuine Ancho peppers that are grown especially for and under the direction of Gebhardt.

Gebhardt's EAGLE CHILI POWDER
MADE IN SUNNY SAN ANTONIO

BUSINESS CLUB WOMEN OBSERVE WITCHES' NIGHT

Home Of Dr. And Mrs. Wagner Is Scene Of Merry Party On 'Halloween Night'

Dr. and Mrs. C. J. Wagner and Miss Mary Tinker were hospitable hostesses to a Halloween party given for the Business and Professional Women's club Friday night at their home, 1626 Broadway.

The house was decorated with Halloween decorations made by the pupils of the K. Carter school and added much to the enjoyment of the evening. Miss Rose Wilson, typically dressed as a witch, told fortunes. Miss Gladys

McSpadden won the prize for wearing the clearest disguise. Miss Maggie Mallard for pinning on the cats tail and Miss Madena Hester for bobbing apples.

At the close of the evening sandwiches, pumpkin pie with whipped cream, and coffee was served to Misses Lucille Robinson, Maggie Mallard, Nellie Richmond, Anne Malmed, Marguerite Whipp, Gladys McSpadden, Madena Hester, Xrepha Clark, Mae Murray, Alma Daugherty, Clydine Stehney, Rose Wilson, Mollie Jackson, Mabel Marsh and Mesdames George Turbo, Josephine Ballinger, Myrtle Mathis, J. C. Davis, L. H. Barkham, J. J. Smelser, V. A. Fann, Archie Hall and Clark Griffith.

A. B. Spencer of Crosbyton transacted business in Lubbock Friday. Mr. Spencer was formerly president of the West Texas Chamber of Commerce in this district.

Mr. and Mrs. James R. Dow had at their guests the last of the week, Mrs. Dow's mother, Mrs. R. E. Maddox, of a KANSAS, told fortunes. Miss Gladys

For Sale by Owner

Garage apartment and lot, 100x126 1-2, located in the very best residence district of Lubbock. Why pay rent when you can own a real place. Best bargain in town.

Call 1002 M



Brunswick Radiola No. 35

Combining the world-noted Brunswick phonograph with the popular Radiola III-A—a four-tube regenerative receiver.

Brunswick Concert Every Day at the Cooking School

Radio's greatest achievement is embodied in this newest and most remarkable of musical instruments—THE BRUNSWICK RADIOLA. This instrument marks a joint achievement of the Brunswick phonograph and the Radiola, leader in the field of radio. This scientific combination embodies the best that men know in music and in radio.

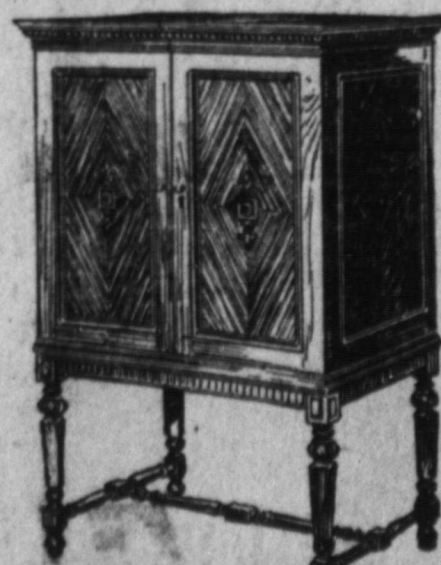
At a turn of the lever, you have radio's greatest thrill, the amazing Radiola Super-Heterodyne or Radiola Regenoflex to bring the mysteries of the air into your home, with tonal possibilities multiplied through the Brunswick sound chamber. At another turn, you have the recorded music of all time at your disposal, your favorite records played as only the Brunswick can play them.

FREE CONCERT

Starting at 1:30 each afternoon, just preceding the Cooking School, we will offer for your entertainment a BRUNSWICK-RADIOLA concert, basement of the First Baptist Church.

Hear Radio's Greatest Achievement

RIX FURNITURE & UNDERTAKING CO.

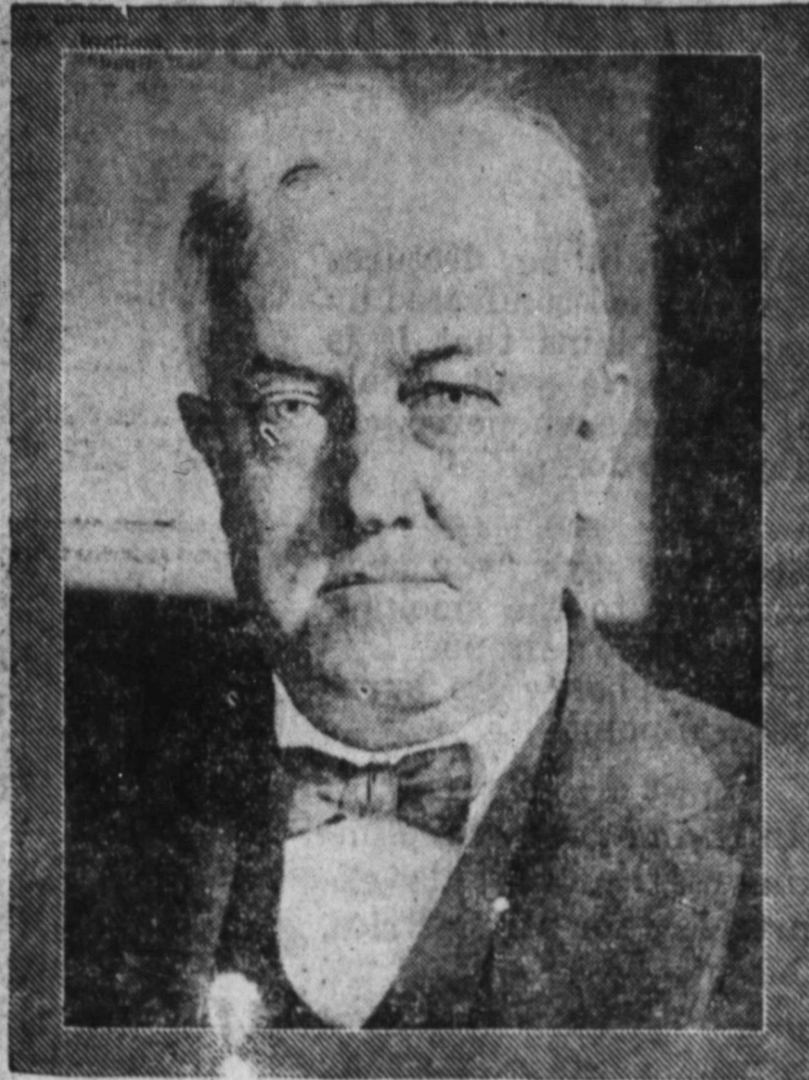


Brunswick Radiola No. 280

Combining the world-noted Brunswick phonograph with the superlative in radio—the Radiola Super-Heterodyne.

Cut No. R-131

A SKETCH OF THE LIFE OF JOHN W. DAVIS



Democratic Candidate For President

John W. Davis is characterized by his friends—and among them are hosts of men and women of opposing political faiths—as one of the most brilliant men in public life.

They point to his legal achievements, his oratorical ability and his intellectual attainments. Yet until some fourteen years ago, John W. Davis was a country lawyer in Clarksburg, W. Va., and was little known outside the confines of his native state.

From then on his rise was rapid. Congressman, Solicitor General to the Department of Justice, Ambassador to England, president of the American Bar Association were among his successive steps up the ladder of public life.

The former Ambassador's entry into public life is ascribed by his family to chance. In the summer of 1919, they explain, Democrats of the First West Virginia Congressional District assembled in Wheeling to select a candidate for Congress. A poll of arriving delegates indicated the almost unanimous choice of John W. Davis, Clarksburg lawyer, for the place.

News that Davis was almost certain to be nominated reached the ears of his father, John J. Davis, a former

member of Congress, at his home in Clarksburg. He immediately sent his son two telegrams advising him not to accept the nomination under any circumstances.

Pocketed Wire

A friend, a business man of Wheeling, intercepted the wires and fearing that if the younger Davis saw them he would obey his father's instructions, pocketed them.

The country lawyer, who was later to be American Ambassador to the Court of St. James, accepted the nomination and was elected by a big majority in what the Democrats conceded to be a Republican district.

Re-elected to Congress in 1912, Davis had scarcely been seated when President Wilson appointed him Solicitor General to the Department of Justice. His associates declared Davis made the best record of all the men who have appeared in the Supreme Court for the Department.

A tall, slender man with a shock of almost snow-white hair, a slow and gentle smile, and the general air of a student, listened gravely while two assistants to the U. S. Attorney General outlined their views on a legal point which was the crux of a case pending in the Supreme Court.

Finally, they paused. The Solicitor General of the United States smiled then rendered his decision.

"That sounds mighty fine, gentlemen; now, if one of you will loan me a pipe load of tobacco, both your lengthy arguments will be forgiven."

This incident happened when Davis was forty-five years old, and at the time he had had more experience with big law cases than most lawyers of seventy can point to.

Won Noted Cases

Celebrated cases he won were what was known as "The Pipe Line Case," a decision which compelled oil companies to post their schedules and to adhere to them with respect to all well owners, the income tax law of 1913, the ship subsidy case, the Adamson eight-hour law, the Selective Draft Act of 1917, and many others.

The long-suffering justices are said to have found him a joy which they hoped in vain would endure forever. One trait appealed to them, Davis would consent to long speeches by the opposition, but he could not tolerate the thought of one himself.

One of his practices was to let his opponents lull the court to sleep under a blanket of verbiage. Then, with a short, concise definition of the issue, delivered in the rapid, searing style for which he will always be remembered in the Supreme Court, he would rouse the justices to wide-eyed wakefulness. During his term as Ambassador which began in November, 1918, it was said in London Davis was one of the most popular and highly esteemed diplomats who had represented the United States in many years.

On the eve of his departure he was

the guest of honor of the Pilgrim's Society, and London newspapers characterized the gathering as among the most notable ever assembled for the purpose of bidding farewell to an American diplomat in England. The Prince of Wales and Lords Curzon, Reading and Deabrough paid tribute to Davis as "one of the most illustrious in the line of American Ambassadors in the last quarter century."

Attacks Reds

Replying to the eulogistic speeches, Davis thanked the speakers and then declared that "recent events had proved militarism to be a danger and not a safeguard." Branding Communism as "an ignoble fraud," the Ambassador devoted most of his speech to Anglo-American relations.

Davis is a "good mixer." He has had enough of the rough-and-tumble of politics to keep him out of the exclusive class, despite a certain perfection in dress and distinction in appearance.

His first laurels in Congress were won as prosecutor of Judge Archbold, of Pennsylvania, who was impeached in the Senate.

He framed the principal provision in the Webb-Kenyon Act to prohibit shipments of liquor in interstate commerce to dry territory.

When he was twelve he was urged by school officials to take the examination for teacher in the Clarksburg public schools, but declined on advice of his father.

When he was twenty-one he was offered the presidency of the Washington and Lee University, from which he had just graduated.

When he was thirty-three he was elected president of the West Virginia Bar Association.

Taught By Mother

His mother was a native of Baltimore, and she has told how, when she undertook his education, he used to roll on the floor at night, reciting his lessons as he rolled.

He was born in Clarksburg, April 13, 1873, where his father was eminent as a churchman and lawyer. After "graduating" from his mother's "school" he attended two boarding schools, in one of which he was one of two male students in a large class of girls.

Noted for his studiousness and bashfulness, he devoted most of his time to books. Members of his family credit him with saying he would rather walk three blocks out of his way than meet a girl acquaintance. They declare that at George Young's boarding school—where the students were all girls except Davis and another boy—he was cured of his bashfulness.

At the age of thirteen he entered Pantops Academy, a preparatory school at Charlottesville, Va. At sixteen he graduated and entered Washington and Lee University.

He was graduated from the University in 1892 with the degree of bachelor of arts. In 1895 the institution conferred the degree of bachelor of law upon him. He then returned to Clarksburg and was admitted to the bar. The following year Washington and Lee called him back to serve as an assistant professor of law. A position he filled for one year.

Father Law Partner

Returning to Clarksburg he formed a law partnership with his father and practiced his profession until he made his first venture into public life in

1899, when he was elected to the State Legislature on the Democratic ticket.

As an immediate recognition of his

legal knowledge he was made chairman of the Judiciary Committee.

He did, however, represent West Vir-

ginia as a delegate to the National Democratic convention in 1904 and

1908.

"Morning Pep" Coffee

Breakfast is the severest test of the taste of any coffee!

Next to the cloudless skies, nothing sends the day off to such a glorious start as a flavory cup of "Morning Pep" Coffee.

Imagine the highest grade coffees that are produced in any part of the world—add to that, painstaking care in selecting and cleaning; to that add the skill and artistry in coffee roasting and blending which only experience can teach. To that add the fact that "Morning Pep" Coffee is sold by your grocer at a reasonable price, a price under other high grades of coffee, and you have an unbeatable combination.

"Morning Pep" is used exclusively by Mrs. Ida Chitwood in the Plains Journal Cooking School.

For Sale By

Leading Grocers in Lubbock and South Plains

Roasted and Packed Daily by the JUNIOR COFFEE COMPANY, AMARILLO, TEXAS



ANOTHER TRIUMPH

for the

Western Electric CRAWFORD

Selected as the

OFFICIAL STOVE

at the

Plains Journal's Cooking School

It is no wonder that this store has distributed a carload of these fine ranges during the past few months. Its outstanding superiority has gained it the signal honor to be selected by Mrs. Chitwood for her personal use at The Plains Journal's free cooking school. Mrs. Chitwood asked Sherrod Bros. to equip her kitchen with a Western Electric range. She is conducting the food demonstrations every afternoon starting at 2:00 o'clock and lasting through Friday. The basement of the First Baptist Church will be the scene of this event.

Sherrod Bros. Hardware Co.

"Quality Goods at Reasonable Prices"



"She who uses Royal is certain of success"

Mrs. Ida Chitwood, who conducted the cooking school here last week, always uses and recommends ROYAL, the cream of tartar baking powder, because she knows that the best results are always obtained with Royal.

You cannot afford to ignore the example of experts in so important and complex a matter as the selection of your baking powder.

Send for the Royal Cook Book and the new Royal publication, "Making Biscuits". Both are free, and you will find them an invaluable supplement to Mrs. Chitwood's classes.

ROYAL BAKING POWDER COMPANY, 100 East 42nd St., New York City

Royal contains no alum—

—Leaves no bitter taste

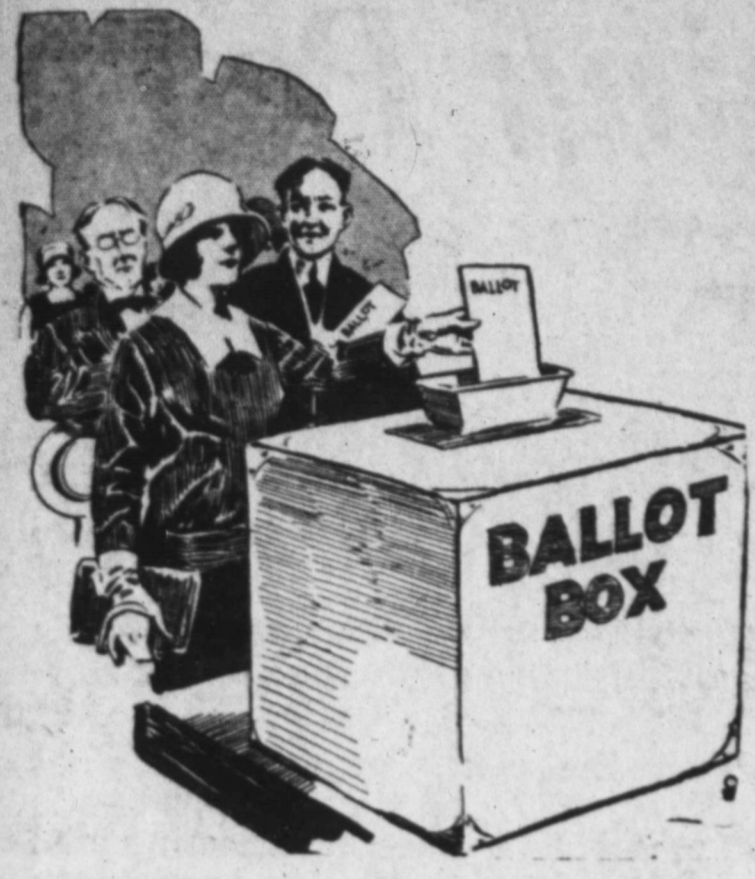


Dr. Krueger, physician of the
back Bentons, left Saturday for
ester, Minn., where he will take
five weeks course with Mayo Broth-

Miss Edith Carter had as her guest
over Saturday and Sunday, Miss Sims
of Brownfield.
Miss Frances McDonald of Regen,
was a Lubbock visitor last Saturday.

ESTIMATES ONE THIRD OF LUBBOCK COUNTY COTTON CROP HAS ALREADY BEEN GINNED

FOURTEEN THOUSAND BALES HAVE BEEN FINISHED
IN LUBBOCK COUNTY WHILE DAWSON HAS
GINNED ABOUT 24,000 BALES



Cast Your Vote
For Thrift

Mrs. Ida Chitwood, the food expert, is a great believer in household thrift. Mrs. Chitwood, in addition to telling the ladies of Lubbock her famous recipes, recommends a household budget.

Start a savings account in this big bank today and watch how fast it will grow.

Lubbock State Bank
[A Big Bank Made Big by Helping Others]

From a general report coming from various points in the South Plains it is estimated that approximately one-third of the present crop has been ginned. Lubbock county has around 13,500 bales out. Dawson county has better than 24,000 bales. Terry county is a little behind on its ginning but with an increasing number of pickers the gins are running day and night. Lamb county is ten to fifteen days later but considerable cotton is moving in that county.

The yield for Lubbock county is rather spotted, according to reports, running from as high as a half bale to the acre to less than one bale to six acres, with around one-third of a bale to the acre for the general average of crops not damaged by hail. Present estimates indicate better than 40,000 bales for the county with some of the more optimistic predicting 45,000 bales.

Good Pickers and Rif-Raff
The general run of cotton pickers coming in from the lower countries is better than the average, with a large number of home-seekers taking this means of spending some time in the section to see for themselves what farming conditions are before buying a home here. But with the general average above the usual run of cotton pickers the small percentage of undesirable are the most desirable we have ever had during a cotton season. There is a lot of rif-raff, hangers on, floaters and plain crap shooting hi-jackers coming into the section under the guise of cotton pickers and reports from various counties on the Plains indicate a lot of trouble from them.

It is generally estimated that more than 200,000 bales of cotton will be ginned on the Plains this year with an increase of at least 30 per cent in the acreage for next year. More than 2,000,000 acres of ranch lands are being actively pushed for sale in this section at this time and about one-half of the tracts sold will either go to a home owner direct who will cultivate it or will be put into cultivation by the purchaser through a renter. Not less than 5,000 new farms will be opened on the Plains this year, according to present indications.

Lubbock Cotton Center
Three cotton exchanges, a compress with the largest capacity of any plant in West Texas, a half million dollar oil mill, with storage houses in other cities on the Plains, and transportation facilities that are exceptional, Lubbock will handle more than 50 per cent of the cotton grown on the Plains this year.

More than 100 cotton men are buying on the street of Lubbock or taking up job lots of cotton from Lubbock and adjoining towns for shipment down state, to northern mills, or export trade and in this way secure the top current prices for the cotton offerings of the section. More than \$25,000,000 will be involved in the cotton business

done through Lubbock this fall. Direct export shipments are consigned from Lubbock to Liverpool, Japan, Germany, and other foreign markets. Heavy shipments move direct to the Farm Bureau warehouses at Houston and from there move to the world's cotton markets.

Lubbock, Dallas Of The Plains
In short, Lubbock is developing into a cotton center for the Plains similar to that which has been recognized as being responsible for the growth of Dallas as a result of her relation to the cotton industry of North, Central and East Texas. Lubbock aspires to be the "Dallas of the Plains," with reference to the cotton industry and wholesale distributing and market center.

General business will follow the movement of cotton and already is reflecting the developing prosperity in the section that will follow the marketing of the great cotton crop. Lubbock is taking the lead in the growth, development and expansion that is a part of the general development of the cotton industry and reports compiled from many sources indicate a growing volume of business for this city along every line, with the peak of the business yet to come.

Ambassadors Stick To Posts In Spite Of Tuesday's Poll

WASHINGTON, Nov. 3.—All of the fifty-four Ambassadors and Ministers who represent the United States in foreign countries, with the exception of six, are now at their posts, a census of the State Department today revealed. With the number of diplomats involved, the necessity of their traveling a great deal, both on official duties and on vacations, and the fact that the United States is on the eve of a political election that may sway a large part in their political fortunes, the present showing is considered an excellent record.

Of the six absent five are in the United States on leave, and the sixth, Edgar A. Bancroft, has just been appointed as Ambassador to Japan. He is now in Washington undergoing a brief study of the State Department records preparatory to sailing for Tokyo.

Edward Bell, the counsellor, is acting as Charge d'Affaires in Peking while Dr. Jacob Gould Schurman, the Minister, is in this country on leave. Myron T. Herrick, Ambassador to France; Peter Augustus Jay, Minister to Rumania, and Franklin E. Morales, Minister to Honduras, are all in this country on leave, and Robert Woods Bliss has just arrived in Washington from Stockholm.

Read Journal ads, it pays.

Don't cook all over the house

Mrs. Ida Chitwood, in her lectures in the Cooking School conducted by this newspaper explains that it is not necessary to have your whole house smell of smoke whenever you have deep frying to do.

"With Crisco," she says, "you need not heat your fat to the smoking point, because Crisco's proper frying temperature is below its burning (or smoking) point."

Not alone in frying does Crisco improve cooking results, but it also excels as shortening for all pastries, cakes and biscuits.

Crisco—for homes that want the best in cooking.



The
All-Purpose
Cooking Fat

Crisco is the trademark for a shortening manufactured and guaranteed purely vegetable, by The Procter & Gamble Company, U. S. A.

Lard Compound made from pure cotton seed oil will be used at the Plains Journal Cooking School

WHEN YOU ORDER LARD COMPOUND INSIST ON A COMPOUND MADE FROM PURE COTTON-SEED OIL, DO NOT ACCEPT A COMPOUND COMPOSED OF CHEAPER IMPORTED OILS USED AS A SUBSTITUTE FOR COTTON OIL. YOU GET A BETTER PRODUCT AND WILL BE USING THE SOUTH'S OWN PRODUCT.

COTTONSEED MEAL WHEN PROPERLY COOKED IS THE BEST FEED KNOWN FOR YOUR MILK COW. IT'S USE INCREASES THE QUANTITY OF MILK, IMPROVES THE COLOR, AND THE CREAM THEREFROM MAKES RICHER AND BETTER BUTTER.

Lubbock Cotton Oil Company

Phone 12

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