

THE PLAINS JOURNAL

THE NEWSPAPER FOR THE WHOLE FAMILY

VOL. III, NO. 32.

LUBBOCK, TEXAS, "THE HUB OF THE PLAINS"

FRIDAY, NOVEMBER 7, 1924

STAGE IS SET FOR TECH CEREMONIES FIRST ANNUAL COOKING SCHOOL CLOSURES TODAY

ALL EARLY ESTIMATES OF TOTAL ATTENDANCE ARE SMASHED AS FINAL SESSION BEGINS

APPROXIMATELY 1,100 LADIES ATTEND FIVE DAY CLASSES; ANOTHER SCHOOL TO BE HELD BY PLAINS JOURNAL NEXT YEAR

With approximately one hundred and fifty ladies present the last session of the five day free cooking school, sponsored by the Plains Journal and under the direction of Mrs. Ida Chittwood, got under way at two o'clock today. A funeral being held in the church at the same time cut down the attendance noticeably but in spite of that fact the total attendance of the school, estimated through partial registration as being in the neighborhood of 1,100 ladies, has surpassed all estimates made prior to the first session and interest in the work has increased with each new program offered.

COMMUNITY COMMENTS

By CURTIS A. KEEN

"We made a budget of what we expected the Tech party to cost—added 25 percent for unexpected expenses and the finance committee has less than \$100 having the full amount in the bank today."

That was the substance of a statement made Wednesday morning on the streets of Lubbock. The same thing was true a year ago when around \$10,000 in cash and \$5,000 in beef, labor and other supplies were raised for the big Tech party. The same thing is true of every major activity that Lubbock people are called upon to take care of. Regardless of what it costs if the money has to be raised, it is raised.

And who foots the bills?

The same little odd dozen business men around the square. The banks, the lumber yards, the dry goods, grocery, drug and furniture stores, the newspapers, the butchers, bakers, Tom, Dick and Harry—the same bunch of boys around the square—and if a \$50 article of guaranteed quality is 38 cents higher in a local store than it is in the picture store of Sit-Down-And-Rear-Back, out of town the order goes. Less than 5 percent of the population of Lubbock, representing less than 25 percent of the taxable valuation of the property in the city foot 90 percent of the expense of the various civic obligations.

Why not a fair, just, intelligent, efficient, practical plan of tax levy for this purpose? Every resident, non-resident and corporation property owner in Lubbock deserves a direct benefit from the work of the civic bodies through increased business following growing population, increased property values and other regular channels. Why should they not stand their proportionate cost of building the town and sections?

There are wholesale houses in Lubbock who have not contributed \$100 for the total time they have been in Lubbock, yet whose profits have been increased \$1,000 to \$100,000 per year as a result of the work done by the commercial organizations which is paid for by the other man. The local managers are tied hand and foot. They refer the matter to headquarters and headquarters fails to act—and Pete Williams with a pruned joint that nets about \$13.00 a week digs down in his jeans and spares a couple of dollars to help build Lubbock so that the wholesale house can again double the volume of their business.

There are property owners in Lubbock and non-resident owners who have never and will never be in Lubbock, whose straggling \$25 residence and business lots have been made worth from \$500 to \$5,000 through the growth of the town and development of the section within the last ten years who have never contributed a sick dime to the support of the civic work that has made this growth and development possible, and their lots worth more than they were ten years ago.

As long as necessary the business men of Lubbock and the same few loyal property owners who are not in active business here, with a sprinkling few non-resident property owners who have always met their civic obligations in good faith will continue to foot the bills, for it is good business and the big thing for them to do.

MAGNUS JOHNSON BADLY DEFEATED BY TOM SCHALL

ST. PAUL, Minn., Nov. 7.—Magnus Johnson, Minnesota's widely known "dirt farmer" senator, declared tonight that the unofficial returns from Tuesday's election "indicated I have been defeated for re-election."

This admission was made by Senator Johnson, after returns from all but 169 of the state's 3,607 precincts, had been tabulated, giving a 10,696 vote lead to Congressman Thomas D. Schall, Republican.

Missing precincts, while largely in counties that have given Johnson pluralities do not contain enough votes to materially lessen Schall's advantage although his plurality may be trimmed several hundred votes.

In the reported returns, Schall's lead was 10,513, the count giving Schall 380,993 and Johnson 369,580. The defeat of Johnson completed the victory of the Republicans in national and state tickets in Minnesota aside from three congressional districts contests lost to Farmer-Laborites.

CANDIDATE DIES BY OWN HAND AS RETURNS ISSUED

SHELBYVILLE, Ill., Nov. 7.—(SPECIAL)—After returns of Tuesday's election showed him to be the only member of the Democratic party to be defeated, John Crockett, candidate for state's attorney, was found dead in his law office this morning, apparently a suicide.

Crockett left a letter to his wife, in which it is believed he told the reason for his action. Mrs. Crockett, however, refuses to show the letter to authorities and is holding it in strict confidence.

Amarillo Gets 1,000 Barrels Oil Per Day

An average of 1,000 barrels of oil per day is being piped into this city from the Panhandle oil field by the Pan-Tex Pipeline company, W. H. Sparger, general manager, stated today.

According to Sparger a number of additional wells were being connected with the pipeline and before long considerably more oil would flow through the line into Amarillo. Oil indications throughout the Panhandle field continue favorable to a great deal of production as drilling goes on.

OIL OPERATIONS STARTED IN N. M.

New Locations Indicate Early Development Of New Structure

CARLSBAD, N. Mex., Nov. 7.—(SPECIAL)—New locations in the Pecos valley oil field indicate an early development of the southwest structure in the vicinity of Globe. Valley Oil corporation, of Amarillo, has started operations on section 22, township 19, range 27, Roberts lease and the Texas operators plan to start a number of additional tests with tools now in transit or in the local railway yards. Adequate unloading facilities are available at Globe on the Santa Fe, ten miles north of here, for the unloading of all well drilling tools.

AL SMITH BEATS YOUNG TEDDY BY GREAT MAJORITY

Present Incumbent Will Win By 100,000 Ballots, Say New York Newspapers

NEW YORK CITY, Nov. 7.—(SPECIAL)—With ninety per cent of the vote tabulated, Al Smith, present incumbent, is leading his Republican opponent, Col. Theodore Roosevelt, by ninety thousand votes in the race for the gubernatorial seat of the state of New York.

The Republican headquarters have not yet conceded the defeat of the party but political heads forecast the victory of Smith by at least one hundred thousand votes by the time the count is completed.

The only difference between the Republican landslide of 1923 and the overwhelming victory of last Tuesday is the fact that the G. O. P. will control the House only by a narrow margin and the Senate by eighteen members to the Democrats thirteen.

The overwhelming defeat administered to the LaFollette-Wheeler third party forces is regarded here as a reaffirmation that labor cannot be delivered to any one candidate or bloc by its leaders.

ROTARY CHARTER TO BE GIVEN TO MEN AT DALHART

AMARILLO, Nov. 7.—(SPECIAL)—A Rotary club is to be organized at Dalhart. Five business men of the North Plains city were here yesterday and conferred with Harry Rogers, governor of the thirteenth district of Rotary International, and local rotarians in regard to the formation of the club. International Rotary will be asked to issue a charter to the Dalhart organization at once and Amarillo Rotarians are already planning to attend the first meeting of the Dalhart club in a day.

DIMMITT BOY INJURED

DIMMITT, Tex., Nov. 7.—(SPECIAL)—Charlie McLean, son of Bruce McLean, president of the First State Bank of Dimmitt, suffered a very painful, though not serious accident Sunday, November 2, while visiting friends in Tulsa. He was trying to crank the family car when the engine backfired and the crank hit him on the right arm, breaking the bone just below the elbow.

BROOKHART WINS IN IOWA SENATE BATTLE, THOUGHT

DES MOINES, Ia., Nov. 7.—(SPECIAL)—A recheck of the vote today showed Smith W. Brookhart, United States Senator from this state, had defeated his Democratic opponent, Dan Steek, by 1,154 votes. Official count in the race will not be known, however, until the twenty-fourth of this month.

Brookhart came nearer to defeat than any Republican candidate for the Senate in the history of Iowa, his fight against his national party turning the voters against him.

Aged Man Called By Death In Panhandle

PANHANDLE, Nov. 7.—John Floyd Woodward, 91, died at the home of his son, Thomas W. Woodward, of Panhandle, Wednesday morning, and was buried yesterday. The funeral service was held yesterday afternoon at the First Baptist church of Panhandle, with Rev. Witt officiating. The funeral was in charge of the Blackburn Funeral Home of Amarillo.

Miss Katherine Penry, teacher of the Dunning system in the Lubbock schools, went to Elton today to attend the South Plains Teachers association.

LUBBOCK LEGIONNAIRES PLANNING FOR GREAT ENCAMPMENT ON ARMISTICE DAY

LOCAL STORES WILL CLOSE AND ENTIRE CITY TO BE TURNED OVER TO THOUSANDS WHO WILL HELP MAKE DAY GALA OCCASION

Final arrangements are being made on the cornerstone laying ceremonies for the Administration building of the Texas Technological College and for the all day encampment of the Plains posts of the American legion scheduled for this city next Tuesday, H. T. Kimbro, general chairman, told the Plains Journal this morning. Chief among the announcements made by Kimbro was the fact that the retail and wholesale establishments of the city would close their doors prior to the ceremonies and continue closed throughout the day.

PROGRAM GOTTEN OUT FOR COMING MEET OF SOLONS

Leaders in Congress Preparing For Session Which Opens In December

WASHINGTON, Nov. 7.—Program for legislation expected during the closing session of Congress which reconvenes December 1, and closes March 4, was being mapped out today by House leaders. Major matters include appropriation bills for the next fiscal year of two billions, seven hundred and fifty millions; the reduction of freight rates to shippers, especially favoring shippers of agricultural products; the amendment to the immigration act providing for the admission of select relatives and naturalized aliens, also providing for the deportation of undesirable aliens and law breakers.

MANY ARE KILLED

ROUTEN, France, Nov. 7.—Indescribable terror following a collision of two express trains in a tunnel here today, killing 19 and injuring scores, was told by survivors. In the darkness fire broke out on the coaches, adding terror to the chaos and screams of the injured and dying.

Members of the local Allen Brothers post of the American Legion have appointed a program committee for the legion program, with Floyd M. Bowen, local druggist, as chairman. Other members of the committee are Herbert F. Stubbs and Edgar Inman and according to their statements nothing will be left undone which can make for more fun than the visiting buddies will have while guests of the city of Lubbock.

Publicity, under the direction of H. D. Woods, has been going right along and papers all over the state have rallied to the furthering of the case. The early part of this week Woods had a local photographer take pictures of a number of buildings over the city and they will appear the latter part of this week in different papers over Texas. The Hemphill-Price and Rix store buildings, recently completed, the residence of W. B. Atkins; the Lubbock Cotton Oil company's mill; the Administration building of the Technological college and a view down the new paved area on Main street were the pictures submitted.

Plenty To Eat
Alec MacDonald, local butcher, has named ten men, members of the local post, to aid him in preparing and serving food to the visiting legion men. A thousand "sois-of-a-guns" and beans and barbecue a plenty, will await the hungry hordes of buddies when the call for mess is sounded.

Members of the Allen Brothers post will wear arm bands on which is to be inscribed, "I'm a buddy, ask me," to distinguish them from the visitors. On the court house lawn will be three tents, one where war risk compensation blanks will be issued, another for general information and the third a first aid station.

Willie Hall, 18 year old negro boy, sentenced to serve fifty years in the state penitentiary at Huntsville for an assault with intent to rape on the person of a respected wife of a farmer of the Acuff community, when the jury returned a verdict at 10:45 last night, will be held by county authorities until the arrival of Bud Russell, deputy warden of the penitentiary, who will convey him to Huntsville. Sheriff H. L. Johnston stated this morning. After an all day session yesterday the case was placed in the hands of the jury at 9:10 Wednesday night. There was never any doubt as to the final outcome of the trial.

Outstanding in the trial was the caution exercised in guarding against any display of violence. No spectator was permitted to enter the room without first being searched and throughout the trial a heavy cordon of deputies surrounded the defendants. At the outset of the trial, Special Judge Parke N. Dalton warned the spectators against any display of feeling against Hall.

HALL WAITS FOR THE ARRIVAL OF HUNTSVILLE MAN

Deputy Warden Bud Russell To Be Here Soon To Take Charge Of Negro

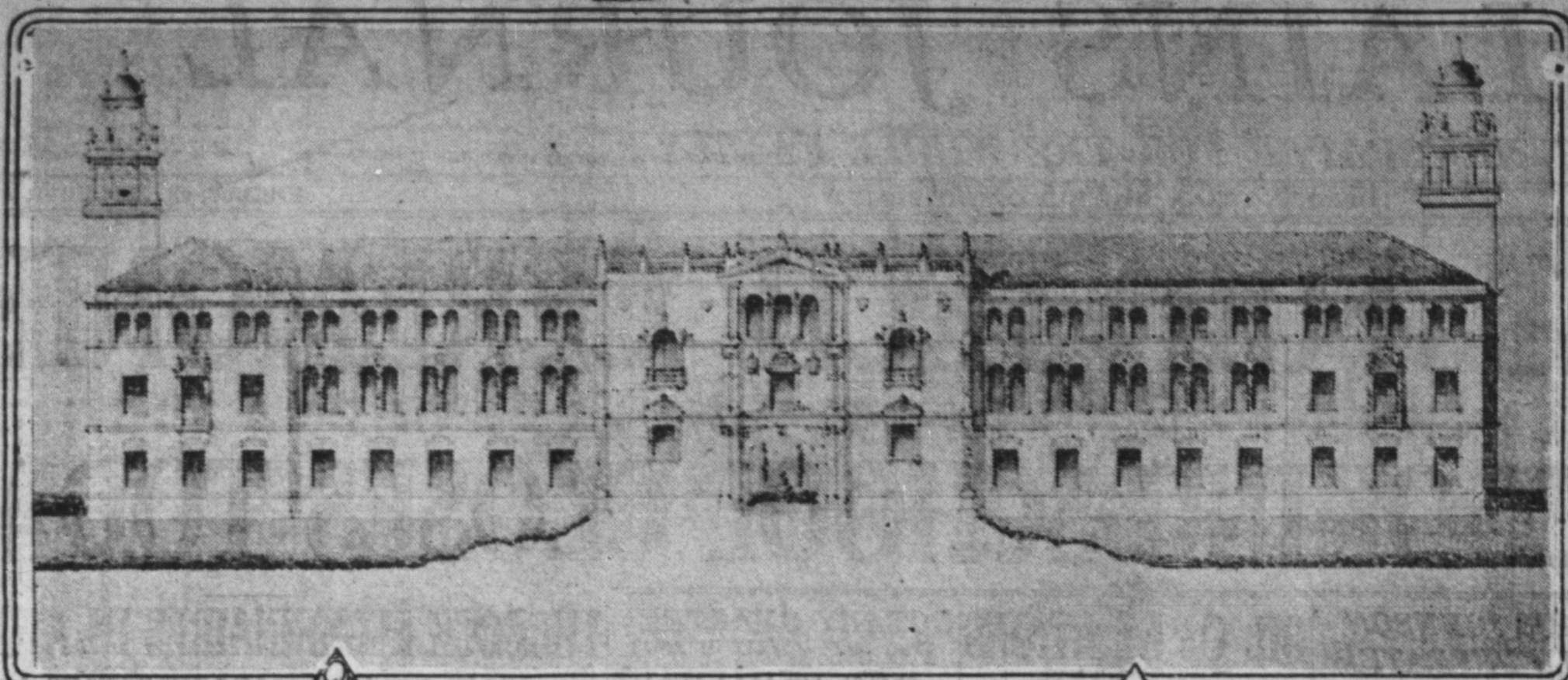
The work of the three young attorneys, appointed by the court to act as counsel for the defense in compliance with the constitution of the nation and state, came in for a great deal of favorable comment. The task was of course a distasteful one to them but as Prosecutor Gordon B. McGuire said at the conclusion of his talk to the jury, they handled themselves with credit to their profession. Vaughn E. Wilson, Robert H. Bean and Franklin D. Brown defended the negro.

THIS MEETING MADE LUBBOCK HISTORY

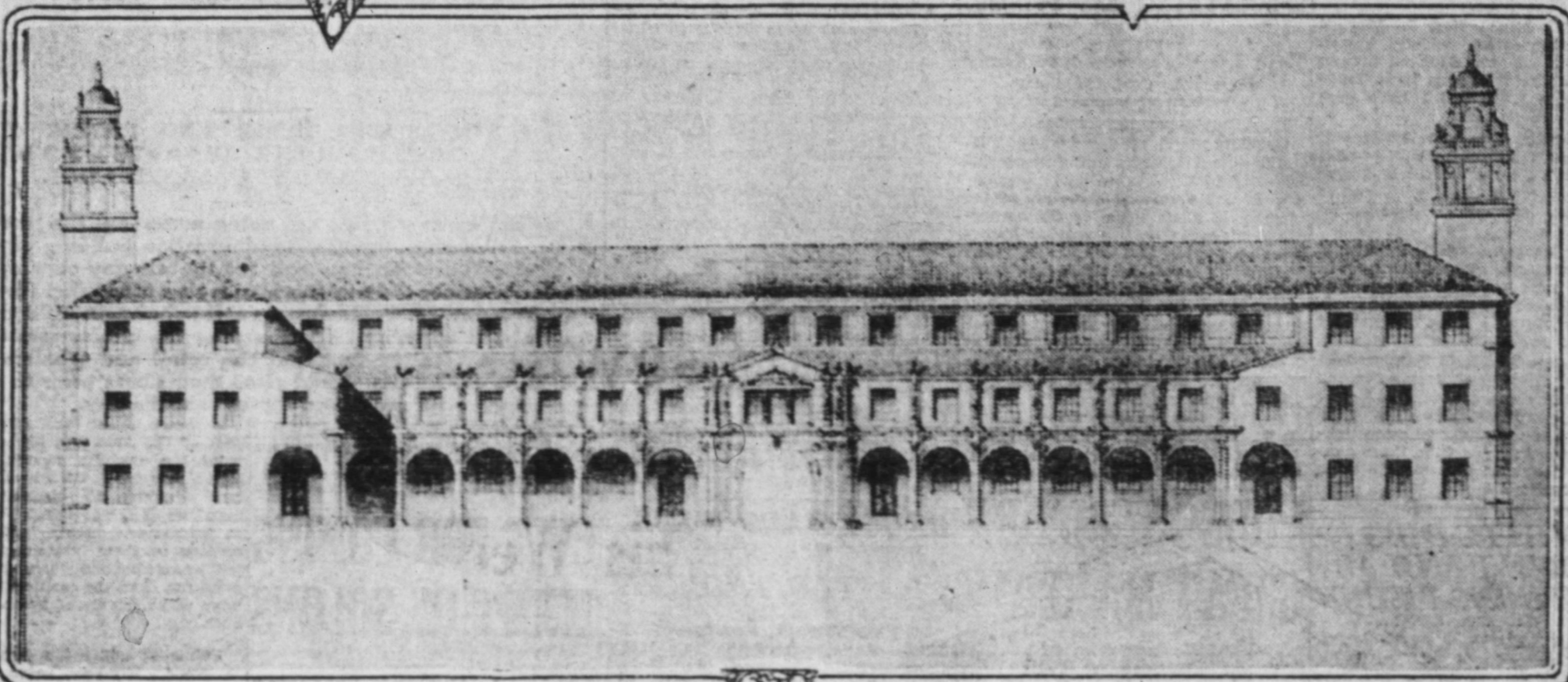


Above is shown one of the historical parts of the Texas Technological College. Although the school is still in its infancy it is piling up traditions and the picture shown is certainly one of its important heirlooms. It shows the first meeting of the Board of Regents, held almost a year and a half ago in Sweetwater, at the time of the Tech celebration in that city, before a locating committee was even appointed. The Regents shown are, bottom row, C. W. Meadow, of Waco; Silliman Evans, Fort Worth; W. P. Hobby, of Beaumont; Mrs. F. N. Drain, of Corsicana; and Gov. Pat M. Neff, of Waco. Back row, R. A. Underwood, of Plainview; Clifford B. Jones, of Spur; J. E. Nunn, of Amarillo; Amon G. Carter, of Fort Worth; and John B. Carpenter, of Dallas.

THE CORNER STONE WILL BE LAID HERE TUESDAY



FRONT VIEW ADMINISTRATION BUILDING, TEXAS TECHNOLOGICAL COLLEGE



SANGUINET STAATS AND HEDRICK, FORT WORTH TEXAS
WM. WARD WATKIN, HOUSTON, TEXAS - ASSOCIATE ARCHITECTS
REAR VIEW L.W. ROBERT & CO.
ATLANTA, GA. - CONSULTING ENGINEER.

Here is a picture of the front and rear views of the Administration building of the Texas Technological College, where the cornerstone laying ceremonies will be held on next Tuesday, Armistice Day. Thousands of people from all over Texas will be present for the event and local people are planning a celebration which will surpass the party of August, 1923. From the list of acceptances coming in there will be more prominent state officials and dignitaries in Lubbock Tuesday than ever assembled before in one Texas city except Austin. Governor Pat M. Neff and Ernest O. Thompson will be two of the principal speakers of the day. Bands will be here from all over the Plains section and an all day encampment of Plains legionnaires will be one of the features of the day.

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| San Antonio—Boy Scouts to have \$50,000 armory. | Vernon—South Vernon Oil Company's No. 1 Stephens well develops into gusher flowing 3,000 barrels daily. | Grande Valley Railroad Company plans construction of line from this place to Monte Cristo, distance of 20 miles. | Fabens—El Paso Electric Railway Houston—Roswell, Lubbock & Memphis—constructing high-voltage plus Shortline Railway Company, new transmission line from El Paso to this concern with capital stock of \$250,000, granted charter; company to construct place. |
| Kaufman—New city hall placed in use. | Edna—Edna Light & Ice Company sold to Texas Central Light & Power Company of San Antonio. | Dallas—First unit of University of Texas Memorial stadium to be dedicated Thanksgiving Day. | Georgetown—\$20,000 road bonds sold, 228-mile railroad from Wellington to Santa Maria—San Benito & Rio point on Texas-New Mexico line. |
| Bracketville—Highway to be built between this place and China. | | | |



A Real
Seasoning and
Beautiful Decoration
For all Salads!

Beautify and give your salads and other dishes a distinctive and delightful flavor.

Instead of tasteless paprika use this brilliant flaming red, wonderfully flavored chili powder. Ask Mrs. Chitwood about the many ways you can use

Gebhardt's
EAGLE CHILI POWDER
MADE IN SUNNY SAN ANTONIO

Eagle Chili Powder is absolutely pure. It is made from only selected Ancho peppers, grown for and under the direction of Gebhardt. It is the original chili powder and for twenty five years has been the standard of quality and excellence by all discriminating cooks and food connoisseurs.

Be sure and get your copy of "Mexican Cookery for American Homes" ---a unique and beautiful cookbook that gives many delightful menus and recipes for Mexican dishes and the Mexican flavor for American dishes.

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. ITS USE INCREASES THE QUANTITY OF MILK, IMPROVES THE COLOR, AND THE CREAM THEREFROM MAKES RICHER AND BETTER BUTTER.

Lubbock Cotton Oil Company

Phone 12

Phone 12

NATURAL GAS IS TO BE PIPED IN TO VERNON SOON

City Commission Lets Contract For Work To Be Begun Immediately

VERNON, Nov. 6.—(SPECIAL)—The City Commission yesterday granted a franchise to R. T. Craig, Mark Kleeden and associates of Wichita Falls for piping natural gas into the city of Vernon for domestic and industrial consumers. Negotiations for the franchise had been in progress several days and were concluded late yesterday when an ordinance granting the franchise was passed.

By the terms of the grant work must be commenced on laying the pipe line by December 1 and not less than two

days from that date. Completion within six months is also required. It was announced yesterday by Mr. Kleeden that work would start at once and the system installed with all possible haste. Contracts have been made with owners of the gas wells in the South Vernon field for the gas supply. It is stated that in all probability gas service will be available to the people of Vernon within four months.

The franchise fixes a maximum domestic rate of 75 cents per 1000 cubic feet, with a discount of 10 per cent for payment of bills by the tenth of the month following the rendering of the service. Additional discounts are provided for larger consumers. The industrial maximum rate is 40 cents, with reductions for larger consumption. Gas for the city's public uses, including fuel for the water and power plants of the city, and fuel for churches and schools, will be furnished at a maximum rate of 25 cents. A minimum charge of \$1.50 per month for each customer, tapping fees and other regulations are set out in the franchise.

| | | |
|--------------------------------|-------|--------|
| 16 Bars Crystal White | ----- | \$1.00 |
| 4 Bars Crystal White | ----- | .25 |
| 2 Bars Creme Oil Soap | ----- | .20 |
| 2 Packages Borax Washing Comp. | ----- | .10 |
| Value----- | | \$1.55 |

MARTIN & WOLCOTT

You pay for the 16 bars of Crystal White and get the rest FREE. \$1.55 worth of Soap for \$1.00.

Gold Seal CONGOLEUM

—will be used on the floor of the model kitchen by Mrs. Chitwood at the Cooking School.

EVERY HOUSEWIFE PRIDES HERSELF ON AN ATTRACTIVE, WELL KEPT HOUSE AND GOLD SEAL CONGOLEUM AND CONGOLEUM ART RUGS HELP HER TO KEEP IT SO WITH LITTLE EFFORT.

Their water-proof, seamless surface is cleaned in a moment with a damp mop. The colorful patterns keep their beauty and freshness for years. They need no fastening, never curl or "kick-up" at the edges.

Gold Seal Congoleum will lighten your work and add to your leisure hours. Every rug and every yard offered is fresh, perfect stock—all of it guaranteed by the Gold Seal which reads "Satisfaction guaranteed or your money back."

RIX FURNITURE & UNDERTAKING CO.
the house of Satisfaction

BUILDERS CLASS MEETS AT HOME OF MRS. MOREMAN

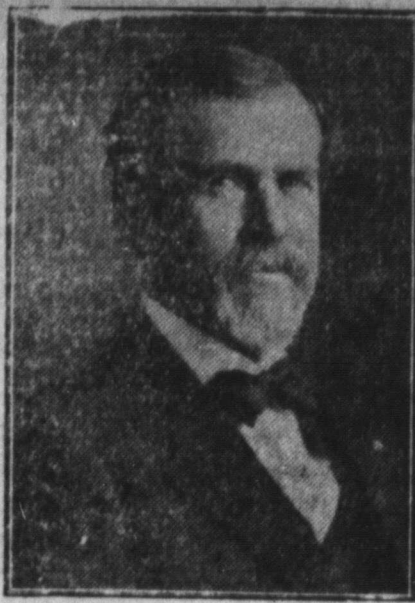
Mrs. Sid Wells Is Also Hostess At Regular Meeting Of Methodist Class

The Builders Class of the Methodist church had a very delightful meeting Tuesday evening at Mrs. Moreman's home, 2215 Main street, with Mrs. Moreman and Mrs. Sid Wells as hostesses.

At the offset of the meeting a business session was held and it was reported that the class had paid two hundred dollars on the pipe organ and had supported the orphan boy. The class will buy new curtains for the classroom this month.

Mrs. E. E. Robinson made a very interesting talk on the conference work.

At the close of the meeting sandwiches, cake and hot chocolate was served to Miss Stella Thurman, Miss Leora Price, Miss Anna Owens, Miss Lula Jones, Miss Mary Dunn, Mrs. C. H. Smith, Mrs. Harvey, Mrs. Tom Foster, Mrs. R. R. Short, Mrs. Baldrige, Mrs. Mamie Neal, Mrs. Burrus, Mrs. E. E. Robinson, Mrs. J. M. Davis, Mrs. E. F. Alford, Mrs. B. P. Maxey, Mrs. Rush and Miss Gooch.



Dr. J. E. Nunn, one of the owners of the Amarillo News and Post, who will be in Lubbock on Armistice Day in his official capacity as member of the governing board of the Texas Technological College. He is a pioneer Panhandle citizen with many close friends in this city.

Mrs. W. N. Copeland left today for Ropesville to make her home in the future.

Mrs. John L. Ratliff, teacher of music in the Lubbock schools, is in attendance at the music teachers meeting at Slaton today.

PARENT-TEACHER CLUB OF GEORGE HUNT HAS MEET

Plan To Pay Off Debts Of Club By Sales Of Pies And Other Sweets

The George M. Hunt Parent Teachers Association had a very interesting meeting Thursday afternoon at the Geo. M. Hunt school. The low third grade gave a delightful Armistice Day program.

Means to raise money to pay off the present club debts were discussed and it was decided that the parents make pies and the teachers sell them every two weeks to raise the money.

The club voted to buy the records for the music appreciation contest for this school.

Mr. Willeford discussed the parents and teachers' duty when a child's first report card shows failure, and Miss Alexander read the poem, "The Boy Who Didn't Pass," which was greatly appreciated by all.

LODGE STILL LIVES
BOSTON, Nov. 7.—Senator Lodge was still hovering between life and death this morning. The latest bulletin issued by his physicians said he was still unconscious and had been without nourishment of any kind for 48 hours. His relatives are at his bedside.

C. B. JONES



Out in Dickens county nobody would ever think of trying to put over anything big without help from Clifford B. Jones, of Spur, Tech regent, who will aid in the celebration to be staged in Lubbock on Armistice Day, when the cornerstone will be laid.

OUR HALL OF FAME



The Shoe Dealer has his Troubles, trying to fit 3A shoes on 8EE feet; trying to satisfy the indignant Parent whose Kid has been Using his Shoes as a Wagon Brake; trying to Keep all the Styles the Ladies want; trying to Satisfy the Public and at the same time Make a Little Money.

Counterfeit Money Is Discovered Here

"Look out for counterfeit dollars!" That was the warning issued by Sheriff Rud Johnson this morning after receiving another "Iron Man" never produced by a United States mint. It looked like a regular dollar, all right,

but when it was given the old ring test it sounded more like the dropping of a lead pipe.

Eight of these counterfeit dollars have been placed in the hands of the Sheriff since the fair was held here and it is believed that they were placed into circulation by some of the foreign concessionaires. They resemble a silver dollar which has been somewhat

battered by wear but are made of lead composition which makes them absolutely worthless.

A. B. Davis, secretary of the Chamber of Commerce, returned to his home Tuesday after a several days business trip to Oklahoma City.

Crossbeck—Pure Oil Company drilling well 2 miles west of here.

SAVE 50c

20 Bars Crystal White Soap
2 Bars Creme Oil Soap
2 Packages Borax Washing Compound

ALL FOR \$1.00

BRING US YOUR CRYSTAL WHITE COUPONS

PIGGLY WIGGLY

Every Housewife in Lubbock Should Visit the Cooking School This Week

Our one desire and purpose is to serve and satisfy our patrons a LITTLE BETTER. In order that you may more fully appreciate our ambition "TO DO A LITTLE BETTER WHAT MANY CONCERNS ARE SATISFIED WITH DOING WELL" we have arranged to have Mrs. Chitwood give free every afternoon a short demonstration on the proper use of a family refrigerator, which is nothing more than a small cold storage plant.

It should be of great importance to each housewife to know how to preserve the food for the family, at the least possible cost. If you want to reduce your ice bill, don't fail to hear this talk and see the refrigerator demonstration each afternoon.

A well iced refrigerator is just as necessary in winter time, as summer time, to those who fully appreciate health, which is a direct result of well preserved, wholesome food. A well iced refrigerator in winter the same as summer is actually a life saver, not a luxury. Do you know that 25c worth of ice every other day in winter will properly preserve \$5.00 worth of food each day? Do you know that a chemist can take the water from the drip trap in a refrigerator and tell you what foods were stored in the refrigerator? Do you know that milk spoils rapidly above a temperature of 55 degrees and should be kept in a well iced refrigerator the year round at 40 degrees?

A spoonful of milk properly handled and delivered by the dairyman and immediately placed in a well iced refrigerator will contain only a few thousand bacteria in such dazed condition that they may easily be digested, while the same spoonful of milk not properly iced will contain from two to five billion bacteria.

We have many housewives in Lubbock who use ice the year round

Why Don't You? It Pays Well. Try It and See.

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Advertising Rates Upon Application

Curtis A. Keen Editor
Charles A. Guy Managing Editor
Dorrance D. Roderick Manager

Entered as Second Class Mail Matter at the U. S. Post-office at Lubbock, Texas, permit issued in April, 1922, according to the provisions of the act of Congress of 1879 and under the rulings of the Post Master General.

The Journal will honestly strive to be clean and fair in the dissemination of news. If through error or mis-information, and 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
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

Let's Celebrate With Lubbock

Lubbock will celebrate the laying of the cornerstone of the first Texas Technological College building Tuesday. That rapidly growing, hustling city of the South Plains is planning a big party. It is preparing for 30,000 visitors and it expects these visitors to come from every part of the State. Lubbock doesn't want the celebration to be local, or even a strictly West Texas affair. Lubbock wants the entire State to join with her and to this end not only has issued a general invitation to the State, but has invited cities to send representative delegations.

Texas should celebrate with Lubbock and every large city should send representative delegations. The Texas Technological School when it is opened will not be a local school. It will be a state institution, the only one of its kind in the State, created to serve the entire State and to afford a character of technical education not afforded by any other institution in the State.

Particularly, should Fort Worth be well represented in Lubbock, not only by numbers but by the character of the representation. West Texans are our friends and in an event of this character, one that means so much to the future of that section particularly, Fort Worth should show its interest and its gratification. A movement to this end is already under way. A special car will be set aside on the T. & P. leaving here at 2:40 p. m. Monday and arriving at Lubbock at 7:30 a. m. Tuesday. The car will go through to Lubbock without change and will be set aside for use there, open to passengers at 9 p. m. Tuesday. It will leave there at 1:35 a. m. Wednesday, arriving in Fort Worth at 3:40 p. m. of the same day. Business men who make the trip will lose but little more than a day by so doing. Certainly, there is none who can not afford this brief time off, when the event is of a character that means so much to West Texas, and incidentally to Fort Worth.

The special car should be filled so rapidly that additional ones will be necessary before Monday.

Call Chester Lefter at the Chamber of Commerce, Lamar 850, and make your reservation NOW.—Fort Worth Star-Telegram.

Post Mortem

After all is said and done, Government will continue in the same old way, there'll be more laws enacted, taxes will continue to be just about the same as usual, there'll be the usual howl of the minority party, but we folks out here in West Texas won't know the difference whether Butte or "Ma" Ferguson is Governor of Texas or whether Coolidge or Davis guides the national Ship of State. Our opportunity lies in the economic situation, in the development of our resources, in cashing in on advantages to our material gain, and not in political conditions as they have been exemplified throughout the last year. Let's forget the heat of the Texas campaign and continue to stay "cool with Coolidge," and help in a small way at least Mrs. Ferguson in being the best woman Governor possible, even if she does listen to "Jim."

Publicity And City Building

"Printer's ink makes millions think"—And the highest art of the printing and newspaper business today is covered by the word "publicity." Towns are built, churches filled, loyalty created for public utility companies, hotels filled with profitable patrons, trade stimulated, charity drives, community chests, and commercial budgets are subscribed—all on the strength of intelligently directed, efficiently planned, well written publicity.

The term includes paid advertising, news stories, direct-by-mail letters, folders, and booklets; and whatever the cost, if it is properly put on, will return greater results on the money invested than any other form of sales promotion. It secures its result by making people think. Nine-tenths of the folks go through nine-tenths of their days without ever creating a single individual thought. They rehash the thoughts that are thrust upon them and soon start to giving out the same idea as their own creation, and on and on it goes.

There are ten million acres of uncultivated land in the South Plains, not because it is unproductive, not because there are not folks who are financially able to buy it, and not because there is a prejudice against this section, but because the folks all over America have not been made to think of the opportunities and values offered through the productive cheap land in this section.

Ten thousand dollars spent in the next six months through an efficiently planned, intelligently directed publicity program would bring 5,000 new families into the South Plains country who would spend \$25,000,000 here the first year in the section—and that much money put into circulation in addition to the regular productive income of the section, which would incidentally be increased by not less than \$10,000,000, would more than pay every man for every nickel he could contribute toward such a fund.

The opportunity is here—why don't we take advantage of it?

A man who took a drink in Peoria, Ill., woke up in Miami, Fla. Anyway, he was lucky to wake up at all.

A Springfield, Mo., girl of 19 married a man of 85, and lawyers claim he is crazy, while we claim she is.

brand new Model 8 Linotypes, which have a very extensive range of typesetting from the smallest to quite large type. Many Plains newspapers are adding larger and better equipment, in order to keep ahead of the fields in which they are published. Plains newspapers are known throughout the nation as the most progressive of those in any section.

California preacher married a couple in 20 seconds. This was even quicker than drowning.

arm auto driving endangers others," and asserts that "no man can be expected to keep full possession of his car while he has one arm around a woman." Of course we don't know anything about such things, as we do not drive an auto, but we hardly think that a man can give full justice to either job by dividing his thoughts between the woman and the car. A safer and better way, it seems to us, would be to stop the car.

No woman is an old maid until she dresses like one.

\$1.50 Worth for \$1.00

2 Bars Creme Oil Soap
2 Packages Borax Washing Powder
20 Bars Crystal White Soap

All For \$1.00

MAIN STREET CASH GROCERY

You Get 5 bars of Quality Soap for 20c—A real bargain

Don't miss this opportunity to get acquainted with the quality and efficiency of Peet Bros.' Soaps. Cash in the coupon which has been left at every home in Lubbock now, at your dealers.

This offer is made to prove that Creme Oil is the most delightful toilet soap you ever used and that Crystal White is the ideal family soap for every household use.

YOUR DEALER WILL GIVE YOU THESE

ONE BAR **CREME OIL**
"The Creme of Olive Oil Soaps"
Made of nature's most efficient cleansers—Olive oil and Coconut oil. Produces a delightful, soothing lather quickly.

FOUR BARS **CRYSTAL WHITE**
"The Billion Bubble Soap"
The most dependable household help. A pure, white, vegetable oil soap that will not injure hands or fabric. The ideal family soap.

Costs You 20c Only
Redeem Your Coupon

THE SECRET

---of more tempting foods

Tests by Domestic Science teachers over all the country have revealed in Crisco unique advantages:

In deep frying, they noticed that Crisco put a rich brown on croquettes and doughnuts. They noticed, too, that an egg fried in Crisco looked as delicately delicious as a poached egg—the white unscorched and the edges of the yolk set like a full moon in an ivory circle. Their Crisco cake layers came out of the pans whole, without any ragged little breaks to mar their beauty. Their cakes, too, had a wonderfully even texture, and stayed moist and fresh for days.

And pie-crusts made with Crisco were rich-brown, inviting—short and flaky.

So it is not surprising that Mrs. Ida Chitwood has used Crisco exclusively in the Cooking School conducted by this newspaper. We feel confident that she has clearly demonstrated how you, too, can serve—with the aid of Crisco—crisp, digestible fried foods; flaky, tender pastry; delicious, full-flavored cakes.

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.

FREE!

Miss Olive Allen's Tested Recipes

This new cook book contains the two hundred recipes which Miss Olive Allen has selected from the many hundreds secured from all parts of the world. You can get a copy of "Miss Olive Allen's Tested Recipes" by mailing us the wrapper from one can of Crisco.

Simply fill in the coupon below and mail together with the wrapper from a Crisco can.

The Procter & Gamble Company LU-1124
Cincinnati, Ohio.

Attached is the outside wrapper from a can of Crisco. Please send me, free, "Miss Olive Allen's Tested Recipes."

Name

Street Address

City..... State.....

For our information please check (X) correct answer below.

() The label I am enclosing was taken from a can of Crisco which I bought after reading this advertisement.

() The label which I am enclosing was taken from a can of Crisco which I already had in the house.

Port Arthur—Six-story office building to be erected at cost of \$550,000. Texas has 22 cotton mills with aggregate of 501,875 spindles. Port Arthur—Combined civic auditorium and armory to be built soon. Memphis—Contract awarded at \$1,135,70 for construction of 11 miles of highway in precinct 4 of Hall county. Dalhart—Establishment of creamery practically assured.

Waco—160-acre municipal golf course under construction. Plateau Oil Company to launch extensive wildcat campaign in southwest Texas. San Antonio—Widening of Market street to be completed January 1, 1925. East Dallas—Ornamental entrance being constructed at Tension park at cost of \$12,000.

MORNING PEP COFFEE IS GOOD EXPERT STATES

Mrs. Ida Chitwood Compliments New Brand Of Coffee Now Made In Amarillo

"I am more pleased with 'Morning Pep' coffee," Mrs. Ida Chitwood, the Plains Journal's scientific cookery expert, stated this morning, "and although it is almost a new product I can see no reason why it will not be popular from the very beginning of its use."

Coming from Mrs. Chitwood, the compliments passed on "Morning Pep" coffee must carry weight with the hundreds of Lubbock county housewives who have attended the Plains Journal's cooking school this week. Mrs. Chitwood never permits the use of any products in her school which she does not personally test and pass upon.

Established in Amarillo barely three months ago, the Junior Coffee company has been given a generous reception by the Plains section. The company is now distributing its "Morning Pep" coffee over the entire Panhandle, South Plains and Eastern New Mexico territory. To date four carloads of coffee have been received and roasted by the plant and a fifth car is expected within a few days.

Each car brings 40,000 pounds of coffee to the plant, thus it can be seen that the company already has distributed around 160,000 pounds of roasted coffee over this territory.

Both T. B. Donnell, manager, and E. W. Kaufman, sales manager, are elated over the business the company has built up and the wide distribution of their coffee. They declare the business has far exceeded their expectations when they established their house here early in August.

The Junior Coffee company is the only roasting and distributing coffee house in this section of the state. Receiving its coffee direct from the plantations in South America, the company roasts and sells its products direct to the retailer. The company is housed in a large two-story building at 104 Johnson street and visitors are welcome at all times to call at the plant and see the large machinery in operation as "Morning Pep" coffee is roasted and sealed in its air-tight cartons.

The roasting machinery was first in motion on August 12. Since that time the company has distributed from 1,000 to 1,500 pounds of coffee daily. A record day's business was recently



W. P. HOBBY

Ex-Governor W. P. Hobby, of Beaumont, who will be in Lubbock next Tuesday at the second big Tech party. Hobby is one of the most prominent men of Texas and has been a member of the Tech Board of Regents since the beginning of the school.

when 2,900 pounds were shipped from the plant.

The company has another plant in Fort Worth but the rapid development of the Plains country, together with a desire to better serve this section, prompted them to open their second house in Amarillo.

Salesmen now cover all of the northwestern section of the state and Eastern New Mexico counties and in time it is planned to assign all of the western half of the state to the Amarillo house.

The company had a booth at the Tri-State Fair and won many friends from all parts of the Panhandle through their demonstration, cups of "Morning Pep" coffee being served to all visitors at their booth.

SIXTEEN DROWNED

FERRETT, Spain, Nov. 7.—Sixteen members of a fishing boat crew were drowned today when the craft was wrecked in a storm off the coast. But one man escaped with his life.

MONUMENT FUNDS FOR BRALLEY TO SURPASS \$10,000

No Further Appeal To Be Made To Students But Alumni Asked For Help

By Blanche Bean.

DENTON, Texas, Nov. 6.—Money pledged to a fund that is being raised to memorialize the life and service of the late Dr. F. M. Bralley, president of the College of Industrial Arts for the last ten years, had totaled almost \$10,000 Wednesday morning, according to reports made public by R. J. Turrentine, chairman of the finance committee for the fund. Faculty of the college subscribed approximately \$3,000 and the senior class, 204 in number, subscribed almost \$1,200.

No further appeal for funds will be made to the students, the committee states, but all former students of the college, each of the 2,000 graduates, all persons who have been on the faculty during the past ten years, and parents of all students who have attended the college during the past ten years will be asked to contribute to the fund. Patrons, citizens and organizations with which Dr. Bralley was identified will also be asked to respond.

"The amount of money raised so far is significant in that every person in the college community, including all employees of the college, the faculty and students, about 2000 individuals in all, are enthusiastic in giving and working for the fund," said Mr. Turrentine Monday.

"Expressions from students and faculty, alumnae and citizens of Denton indicate almost a unanimous desire on the part of all to use the fund to assist in the construction and equipping of a \$200,000 library. And those who contribute should feel that their money will be used for the purpose mentioned," Mr. Turrentine has stated.

MRS. COSBY HAS PARTY HONORING VISITING WOMAN

Mrs. Copeland, Of Ropes, Is Honoree At Luncheon And Kerchief Shower

Mrs. W. N. Copeland, who left today for Ropesville to make her home in the future, was honored with a delightful luncheon by her daughter, Mrs. Manuel Cosby, Thursday night.

Mrs. Copeland was given a dainty handkerchief shower just as the guests were seated at a dinner table laden with turkey and all the accessories. Those present were Mrs. Roscoe Wilson, Mrs. F. R. Friend, Mrs. W. H. Atador, Mrs. Hub Jones, Mrs. L. A. Posey, Mrs. Walter Posey, Mrs. W. R. Spencer, Mrs. E. E. Perkins, Mrs. Percy Spencer and Mrs. F. E. Butler.

Grand Prairie—Construction under way on new Methodist church; structure to cost \$25,000.

Miss Mary Dunn left today for Stanton to attend the South Plains Teachers Association being held there today and Saturday.

Roscoe Wilson left Wednesday for Eastland and Fort Worth to transact legal business.

Dick Cosby and Manuel Cosby acted business in Wichita Falls first of the week.

THE LUBBOCK DIRECTORY COMPANY

Is starting work on the first edition of Lubbock's DIRECTORY. This is a big job and we need the help and co-operation of every man, woman and child in the city. Don't be afraid to phone us anything—questions, information or suggestions. THIS IS YOUR DIRECTORY and we want you to help us make it the best CITY DIRECTORY in West Texas.

CALL 679J OFFICE, 1619 19th ST.

Special Values

In Sweaters, Hosiery, Men's Leather Coats, Shoes and Notions

THE NEW STORE

Ave. H. North of Court House

Soap Special

- 20 Bars Crystal White Soap-----\$1.00
- 2 Bars Creme Oil Soap FREE
- 2 Packages Borax Washing Powder FREE

Special at \$1.00

JOE BALDRIDGE GROCERY



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. It's 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 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"

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

THE CUP SUPREME!

Of Course It Is

"Morning Pep" COFFEE

PEOPLE WHO KNOW DEMAND THE BEST THEY ARE USING "MORNING PEP"

Mrs. Ida Chitwood is using MORNING PEP Coffee, and no other, in the Plains Journal Cooking School. You, too, will say that MORNING PEP is the best Coffee you ever used.

YOUR GROCER SELLS IT

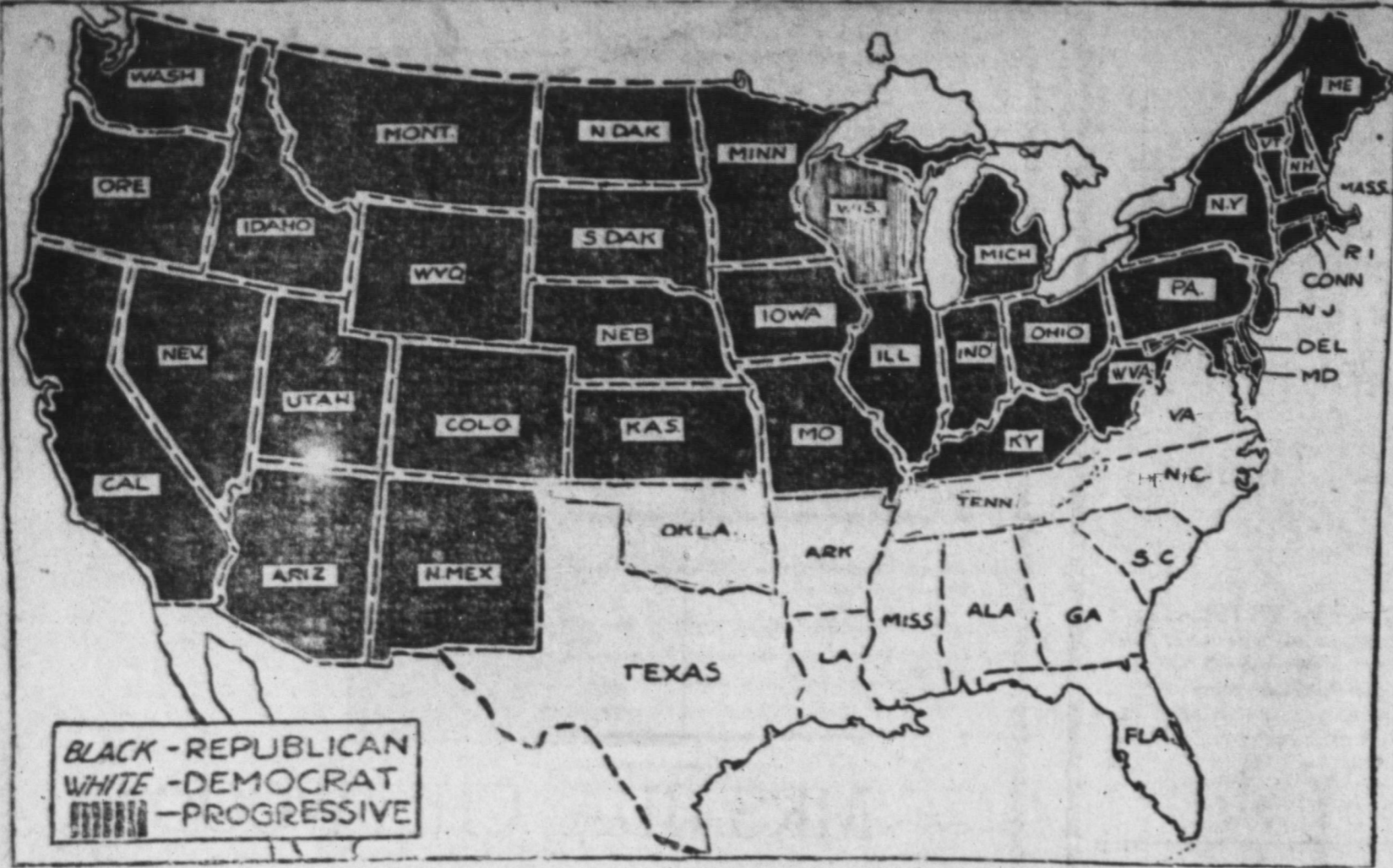
DID YOU KNOW?

MORNING PEP costs less than any other fancy blend Coffee.

Roasted and Packed Daily by the

JUNIOR COFFEE COMPANY, AMARILLO, TEXAS

HOW CALVIN COOLIDGE WAS ELECTED



I. F. Holland has returned from Bryan where he went to be at the bedside of his brother, E. B. Holland, who underwent an operation for appendicitis the early part of the week. I. F. Holland is county tax collector.

Read Journal ads, it pays.

Lufkin—Lufkin ice plant being improved at cost of \$20,000.

Mercedes—New passenger depot of Gulf Coast Line placed in use.

San Antonio—Baker Hotel Company purchases Gunter hotel in \$1,400,000 transaction.

Trinity—Sewer and water bonds voted.

AMARILLO MEETS VERNON TUESDAY FOR GRID TITLE

Amarillo Wins Flip Of Coin To Decide Where Classic Is To Be Held

VERNON, Nov. 6.—(SPECIAL)—The football game for the championship of the entire Panhandle of Texas between the Vernon high school Lions and the Amarillo high school Golden Sandstorm will be played in the Bivins Stadium at Amarillo next Tuesday, November 11, Armistice Day.

Arrangements for the game were completed last night in Memphis in a conference between W. T. Lofland, superintendent of the Vernon schools, and W. A. McIntosh, superintendent of the Amarillo schools. Dates were discussed and it was finally agreed that Tuesday being a holiday, a great many more people would be able to attend than if the game were played on Saturday. Officials were then discussed and agreed upon but the names will not be announced until they have

accepted the appointments and agree to officiate. It often happens that officials agreed upon have other engagements which necessitates securing substitute officials.

After these details were out of the way the place for the game was discussed and it was agreed that the people of Vernon or Amarillo should have the privilege of seeing the game. The idea of a neutral ground had been suggested in some quarters but both Mr. Lofland and Mr. McIntosh were of the opinion that it would be unfair to deprive the people of both towns of the privilege of seeing the game. Naturally each wanted the game for his town, and it was decided that the only way to determine the matter would be by a flip of a coin. This was done and Amarillo was lucky.

The Bivins stadium in Amarillo is one of the finest football fields in Texas. Seating provision for 5,000 people and the well-kept playing field make it an ideal place for staging a football game. It is expected that one of the largest crowds that ever witnessed a high school game in Texas will be on hand. Plans are being started for a special train to carry the Vernon rooters to Amarillo. The fact that the game is to be staged on a holiday will be particularly advantageous for business men. All of this season's games have been staged on Saturday and business men have been deprived of a chance to attend.

Miss Gladys McSpadden, secretary of the Retail Merchants Association, left today for her home in Brownfield where

she will spend a few days with relatives.

Mexia—Carter Lytle, mining well No. 1 comes in as 2,000, 7-cubic foot gasser at depth of 1,561 feet.



Better Cooks Use

MISTLETOE BUTTER

The Aristocrat of the Dining Table

(Order from your Grocer)

FREE

50c WORTH OF SOAP

- 20 Bars Crystal White
- 2 Bars Creme Oil
- 2 Packages Borax Washing Powder

Worth \$1.50—Costs You \$100

YARBRO GROCERY

FOR BETTER BAKING



THE DISCRIMINATING HOUSEWIFE HAS DECIDED THAT

Great West and Amaryllis

"for better baking"

FLOURS

Give Better Satisfaction

GREAT WEST AND AMARYLLIS "for better baking"

Are Always Selected for Use in

Better Cooking Schools

Made by

Great West Mill and Elevator Co.

Amarillo, Texas

Distributed by

WAPLES PLATTER GROCERY CO.
Lubbock, Texas



ORDER FROM YOUR GROCER

ORDER FROM YOUR GROCER

FREE

A 24-lb. sack of flour will be given away each day at the Plains Journal Cooking School.

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A 24-lb. sack of flour will be given away each day at the Plains Journal Cooking School.