



# THE PLAINS JOURNAL

THE NEWSPAPER FOR THE WHOLE FAMILY

LUBBOCK, TEXAS, "THE HUB OF THE PLAINS"

THURSDAY, DECEMBER 26th, 1924

## PAST YEAR HAS BEEN TURNING POINT IN HISTORY OF LUBBOCK GREATER THINGS FOR NEW YEAR

### Three Million Dollar Building Program and Tech College Started; Record Breaking Fair and a New Hotel

The coming weeks are inventory weeks—when the business man checks up his books, his stock and figures out just what he has done, in a business way, within the past twelve months. There is need for Lubbock, as a city, and the South Plains, as a section, to likewise check up and see what has been done with the past year. Strike a balance and lay plans for the coming year of 1925.

## COMMUNITY COMMENTS

By CURTIS A. KEEN

### The High School Band

One of the first problems to confront me as the new secretary of the Chamber of Commerce in 1923, was the band problem. It had been handed down from year to year through all the ages—ever since Lubbock aspired to get out of the country town status into city rank. Which is to say ever since the musicians quit playing for the love of the music and their devotion to the town and began wanting so much per day and expenses.

For the past four years it has been a constant problem—bobbing up about every six months under some form of reorganization, some new wrinkle of financing, another conscripted or self-appointed director. For a half dozen Sundays or so they have met. "Humph, Twat, Twat" for an hour or two, twelve or fourteen pieces occupied the band stand, and "Humph, Twat, Twat" some more and again broke up—jelly frictions inside the organization, lack of a definite program of support and supervision, men too old to be enthusiastic and too busy to be able to afford to give their time to running around over the country playing for Lubbock. And there we were again.

There are some good musicians in Lubbock. And there are some substantial business men who know and appreciate the value and importance of a good band. But the day has long passed when Lubbock can ever hope to have a successful grown-up band. The men with families, who work for wages, or own or manage a business simply haven't the time and cannot afford to neglect their business to play for trade trips, for Tech parties, when governors, conventions etc., come to town. And the Chamber of Commerce or citizenship cannot afford to pay them the \$6, or \$5 and expenses necessary to replace them on their jobs—for this service.

There is only one solution and that is the same one that has been proposed—and that is the Boys' Band. A full time director the year around to organize and instruct a boys' band. As far as possible each boy buys his own instrument—and when they cost too much the town helps buy them. The boys play together two, three, four or five years. They develop real pride in their instruments, they are available for trade trips, conventions, and other occasions without loss of time from business or jobs. It gives the town a real live, efficient band and, best of all, it gives the boys a civic pride in the city, an interest in good music and something to keep them off the streets for a good part of the time.

The Lubbock high school band is the right start in the right direction—only it don't go far enough. Possibly it is well to walk before we start to run—but the present organization is entitled to the fullest possible support of the citizenship. If they need instructional-Lubbock should buy them their own instruments—and some one may be made responsible for them. The \$150 or \$200 per month that has been collected in Lubbock for the past six or seven months should be continued—and be turned over to the High School Band—with some honor roll money to handle the funds. The excellent band which is as good as any to be found—should be turned over to the High School Band, and in due time others be purchased, and some real thought be given to this movement.

Lubbock is holding a great city. It's territory program leads all of the Plains cities. Fine schools, churches, paved streets, business houses—all of these things are being looked after. But the boys and girls of the city are woefully neglected. The Boy Scout movement is getting on its way with good results—about 150 out of 1500 boys taking part. Really a pitiful showing but one that promises much for the future. A 35-piece band is meeting regularly at the high school. There should be 75 pieces in this band and three more just like it organized. The school authorities, director and are giving their time to the direction of the band. We need a full time, year-around band director to live and talk and think and direct a band. We need a full-time Scout Master. We need some play grounds, a Boys' Building—where the Scouts can meet, where the band can practice, when the boys of Lubbock can enjoy supervised play in the various forms.

## The Holy Night at Bethlehem



## PLAINS TO HAVE OIL TESTS MADE

### Post City Well Producing 150 Barrels Daily; Lubbock To Have Gas Play Soon

Announcement comes from Post City there beyond all possibility of a doubt an oil field is being developed east of there. The pump was tied out from No. 2, a well that was shot with 120 quarts of T. N. T. a few weeks ago and which has been standing within 12 feet of the top of the hole ever since, and that it is producing daily from 125 to 174 barrels of high grade crude oil.

Two other wells are being drilled in the same territory and announcement is made that at least three more wells will start shortly after the first of the year. The Amarillo field, drilled along two or three wells before, real production was had, but now it is producing profitable commercial quantities of high grade oil and is the greatest gas field in Texas.

Lubbock due for a boom. The money is fairly good. The geological surveys and locations have been made around Lubbock, the oil men are reaching out for new fields to develop and every indication points to some exhaustive tests in the Lubbock territory shortly after the first of the new year. The rumors that continue to float around about the Abernathy well, the test east of town and now, the Brownfield or Barrier locations, where strong indications of oil have been found. Lubbock territory is due for some exhaustive tests and if these are properly organized and efficiently made it is not going to cost anybody any great amount, even if they do not produce the oil or gas, and a reasonable amount of money spent upon such tests will in no sense be wasted.

For any man to lose his head and seek everything he has on a wild-cat (CONTINUED ON PAGE SEVEN)

## GAS EXPLOSION FROM COMPRESS DISABLES FIVE

Five employees of the Lubbock Cotton Compress were scalded when the furnace boiler exploded early Monday. Names of the injured are: S. E. Puryear, white, mechanic and four negro laborers—Robert Elderson, Oscar White, Bob Johnson and Willie Green.

The explosion occurred from gas which accumulated in the furnace from the oil line, after the fire had been extinguished. Furnace doors were blown off when a workman attempted to light the gas filled furnace.

The injured will recover fully in a short time, according to Dr. G. C. Casleberry, who administered first aid.

## Aged McKinney Man Hit By Automobile Driver Is Lubbocker

Mr. J. W. Crowell, of McKinney, was struck by an automobile while crossing Avenue I, near the Court House Tuesday, and recovered \$200.00. It is not so fortunate a situation at the Lubbock Sanitarium, where the man was rushed after the accident.

Crowell, who is seventy years old, has been in the employ of the Panhandle Construction Company for the past several weeks. The driver of the car is unknown.

Miss Nadine Young left Lubbock Tuesday for Roswell, New Mexico, where she will join Mr. and Mrs. O. B. Shook, and family, former of Lubbock. From Roswell they will go into the mountains hunting. Miss Young will return to Lubbock on Sunday.

Mr. and Mrs. Walter Coffea and two sons, and Miss Annie Maud Coffea, of Plainview, passed through Lubbock the first of week enroute to Valley, Texas, to spend Christmas.

## MASONIC TEMPLE TO BE ERECTED

### Local Masonic Bodies Unite in Planning New Four-Story Lodge Building

Standing committees from each of the Masonic bodies operating in Lubbock have held several joint meetings looking toward the erection of a magnificent four-story building on the quarter of block at the corner of Main and Avenue K, which incidentally adjoins the site of the new six-story hotel that is being organized in Lubbock at this time.

Tentative plans call for a four-story building, the first floor and basement of which would be given to store rooms, offices, etc., with each of the Masonic bodies given a separate floor to themselves, with general club and banquet rooms provided on one of the upper floors.

Similar to Amarillo Plan. The Masons of Amarillo are just now completing such a building in that city at a cost of slightly more than \$200,000. It is not so fortunate a situation of the city as is the Lubbock property which was wisely purchased in 1921 with this plan in view.

Joe Boyd is general chairman of the combined building committees with R. A. Sowder, J. T. Hutchinson, Robbe Norcia, Chris Hazelwell and Roscoe Wilson, from the Blue Lodge; E. C. Young, Douglas Pounds, John Denman, H. L. Allen and Joe Boyd from the Royal Arch Chapter; and J. O. Jones, Jed Rex, John Dalrymple, E. L. Robertson and S. C. Arnett from the Commandery or Knights Templar Lodges.

Just when it will be possible to announce definite plans on such a building cannot be learned, but it is of interest to know that the Masonic bodies are working toward such a goal for this city. They own their present quarters—the entire third floor on the Citizens National Bank building.

## GENERAL DATA ON PROSPERITY IN LUBBOCK AND SOUTH PLAINS TOLD IN EXCLUSIVE INTERVIEW

### Old Man Prosperity With Family Moves To Lubbock and Points Out Reasons for Their Choice; Tell What It Takes To Keep Them Here

Old Man Prosperity and his most pleasing family of healthy youngsters, have moved to the South Plains and are to be regularly found in every city on the South Plains. His principle headquarters are in Lubbock, but he is equally well known and feels just as much at home at Plainview, Ralls, Crosbyton, Larrea, Post, Brownfield or any of the other South Plains towns.

## WHAT WE SEE In And Around LUBBOCK

### Clean Chimney For Santa Claus Visit

R. A. Clark, the distinguished looking gentleman that separates the general public from their city tax money at the City Offices in the Courthouse, made his family the present of a modern residence for a Christmas gift. In order that Old Santa Claus might not get confused with his address by moving the day before Christmas he moved in Tuesday and wired Santa that his chimney would be clean and new at 1315 Fourteenth street. Now that is our idea of a real Christmas present for the family.

### Jail More Popular Than Local Hotels

Life in and around Lubbock continues to be rather unpleasant for the bootlegging, crap-shooting, hi-jacking fraternity and will continue to be so even if Lubbock County has to add ten stories to the present jail to care for them, according to the sheriff's and attorney's force this week. "Put and running over with more coming" is the way they describe the jail situation—which shows the real need in Lubbock for a bigger hotel. Police go to jail rather than try to sleep sitting up in hard bottomed chairs. But it looks like the fall dry spell will continue thru the Christmas and we were not speaking of the weather either.

### Tax Paying Breaks All Former Records

"Do, the money who am pouring in over here" is the way I. F. Holland answered us Tuesday when we asked how this year's tax payments were comparing with last year's. "November, 1923, brought \$8,000,000, while for 1924 they last year ran \$63,577.31 and we expect to run around \$100,000 for this month this year. Though the big rush went start until about the middle of January, as usual." The 1923 table valuations ran \$12,272,732, while for 1924 they pass the fifteen million dollar figure, with \$15,508,567. Last year \$273,332 were collected for state and county purposes. This year this amount will run \$298,888.98. (We can raise the 38 cent—but don't know where in Hector we are to get our part of the rest.)

### Holiday Candy Made At Home Club Meets

"Everything in its time and place" might be the motto of the Home Demonstration workers in Texas. Miss DuRose has adopted her work to the Holiday spirit and has held a number of candy making demonstrations before her clubs over the county. This is a most practical end of Home Demonstration work—and as important a part of the home life of the home life of the county as the canning, preserving and sewing demonstrations. Aside from her candy demonstration her time has been spent during the first month here, in visiting over the county, getting personally acquainted with the club members, women, boys and girls, of the county, visiting the schools and buying plans for her active work after the Christmas holidays.

### Strong For Sane Construction

"One of the most important reasons for us moving in just at this time is the fact that we heard that our friends' Civic and Private Care doing so well are two mighty fine fellows around a city or section to watch them. In the sometimes they start to kicking off on you—they will stick in some shack houses long run cost you a lot of money. But ordinarily they're honest, dependable boys and understand that all over the Plains you are seeing much of them."

### NINE COUPLES TAKE OUT WED LICENSES HERE

Nine marriage licenses were issued from the County Clerk, Herbert Stubbs, during the past week. They follow: Homer Harrison and Miss Susie Dean; Arthur Penkert and Miss Irls Ford; H. C. Dickson and Miss Cora Falls; S. R. Murray and Miss Mary Lee Ewing; R. C. Lawrence and Miss Ruby Hardy; Russell Gilliam and Miss Ruth Shannon; Richard H. Maxwell and Miss Edna Hazel Ireland; Homer Bell and Mrs. Annie Lee Keith and Herbert Robbins.

## CONSULT THE LABEL ON YOUR PLAINS JOURNAL

At this time of the year a number of subscriptions to The Plains Journal are expiring and because of our exceptionally heavy circulation list and the fact that the postal regulations prohibit our carrying delinquent subscribers on our lists, we will be forced to stop all subscriptions as they expire. Watch the yellow label on your paper and if your subscription is about to expire or has expired, use the following coupon:

Please enclose \$1.50, send The Plains Journal for one year to—  
Name \_\_\_\_\_ City \_\_\_\_\_  
P. O. Box, Street Number or Rural Route \_\_\_\_\_  
Is this a new subscription or a renewal \_\_\_\_\_

# A Page Devoted to the Interests of the Women Readers

Home Phone 372

BY FLOY PRYOR

Office Phone 884

## BRIDGE CLUB IS ENTERTAINED AT GODDMAN HOME

### Paftime Club Has Regular Meet As Mrs. Hankins Wins First Prize

Mrs. James H. Goddman very delightfully entertained the members and guests of the Paftime Bridge club Friday afternoon of last week.

Vases of narcissus were used very attractively in decorating. Mrs. Hankins received dainty lingerie as club prize and Mrs. Kraeger was given a lovely lustre vase as guest prize.

Chicken salad, wafers, olives and tea with rose sprays of candy as plate favors was served to Mrs. Byron Brown, Mrs. Harry Miller, Mrs. Sid Wills, Mrs. Louie Moore, Mrs. O. E. Jarr, Mrs. Rufus Rush, Mrs. Floyd Cook, Mrs. Callum, Mrs. J. H. Hansen, Mrs. J. T. Krueger, Mrs. B. Moss, Mrs. Katherine Perry, Miss Susan Finnan of Dallas, Mrs. E. B. Adcock, Mrs. Maple Wilson and Mrs. H. L. inston.

## Double Dozen Forty Two Club Meets In Home Of Wolfarth's

The Double Dozen Forty-two club was entertained on last Friday evening by Mr. and Mrs. George C. Wolfarth at their home, 2804 Broadway.

The house was decorated with Christmas decorations and baskets of poinsettias made the rooms more attractive.

A two-course dinner which consisted of chicken a la king, hot biscuits and butter, fruit salad, coffee, stuffed dates, olives and English pudding and sauce was served to the following club members and guests: Mr. and Mrs. Eastin Wolfarth, Mr. and Mrs. W. A. Dixon, Mr. and Mrs. F. R. Friend, Mr. and Mrs. H. T. Kimbro, Mr. and Mrs. Roscoe Wilson, Mr. and Mrs. S. C. Arnett, Mr. and Mrs. J. S. Johnson, Mr. and Mrs. O. L. Slaton, Mr. and Mrs. Roger Pierce, Mr. T. B. Duggan, Mrs. A. B. Conley, Mrs. Albert Taylor, Mrs. Walter Posey and Miss Della Wilkinson.

## Red Cross Chapter Will Help Lubbock Citizens Be Santa

A number of calls have come to the local Chapter of the American Red Cross during the past week for the names of needy families that individuals want to remember during Christmas. Miss Murfee states that she has a list of practically all of the needy families of Lubbock and if anyone wants to play Santa Claus to some unfortunate family stranded in Lubbock, she will be glad to furnish them with their names, where they are to be found, something of their needs, the ages of the children and other information that will be of assistance to them.

With the recent cold spell many calls came to the Red Cross for help of all kinds—for groceries, clothing, medical supplies, coal and other necessities. When folks, in their own snug self satisfaction and comfort shut their eyes to the suffering and need of the many families in Lubbock, less fortunate, they are doing themselves and the city an injustice. Every needy family in Lubbock should receive some Christmas remembrance—even if it is just a sack of oranges, candy, etc.

Call Miss Murfee for the name of some poor family and see how much happiness you can get out of being Santa Claus to a bunch of hungry, eager little youngsters.

Miss Claudine Smalley, sister of Mrs. Holtshouser, is here from the Texas Woman's College of Fort Worth, to spend the holidays.

Mr. and Mrs. P. V. Collum and Mrs. Bishop motored to Abilene Tuesday.

## SENIOR HIGH P. T. A. MEETING IS HELD THURSDAY

### Big Attendance Marks Program Held By Faculty Members And Mothers Here

The Senior High P. T. A. met last Thursday afternoon at the Senior high school building with a very good attendance. The meeting opened with a prayer by Mrs. Wilhelm. Miss Beatrice Ainsworth in her pleasing way, gave a very clever reading. Rev. W. A. Bowen read a paper on "Sex Education in the Home," which was very interesting and greatly enjoyed. Mrs. G. N. Atkinson resigned as recording secretary and Mrs. McBride was elected to fill her place. Mrs. G. W. Scott resigned as reporter for the club and Mrs. R. W. Heim was elected to fill the vacancy.

Miss Martha Webber, who has charge of the high school cafeteria, reported the cafeteria in good condition.

## Rural Schools Are Taxed To Capacity

The rural schools of Lubbock County are full-up and more will come in after the holidays, according to Judge Brown, County School Superintendent. Not including Lubbock or Slaton Lubbock County has 55 teachers at this time and will add three or four more after Christmas.

One brick rural school building is under construction, and another will be started within a few weeks—just as soon as the weather warms up a bit.

Some real figures are being prepared showing the growth of Lubbock County as indicated through increase in the scholastic enrollment of the public schools and some day when we claim 20,000 for Lubbock County we can use the figures to stop the silly grin on the face of folks from East Texas, who see 10,041 as our 1920 census population.

Clarence J. Rolfe and Bill Yager, both students at the Wentworth Military Academy, returned to their homes here Monday to spend the holidays.

Mrs. V. H. Guy and daughter have returned to their home after visiting relatives in England, Arkansas, for several days.

Mrs. Barrett Penny transacted business in Lubbock on Saturday. Mrs. Penny resides on a ranch near Morton, Cochran County.

**Wheeler-Roberts**  
MEN'S APPAREL

Christmas Greetings and most cordial Good Wishes for the New Year

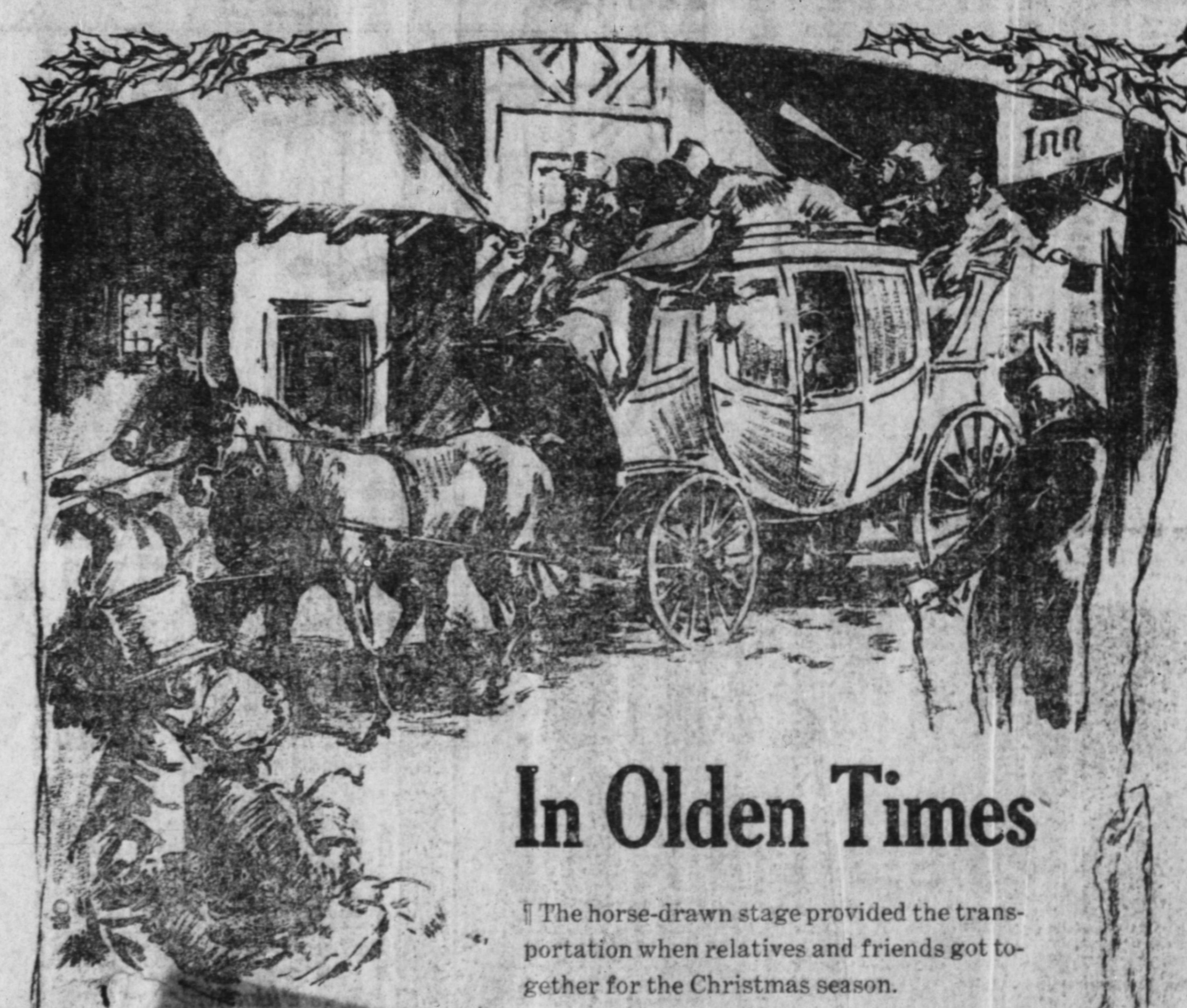
## O'DONNELL STORE LOOTED BY YEGGS

### Nearly \$400 In Goods Stolen As Robbers Operate In Near City

O'DONNELL—The O'Donnell Mercantile Company's store was burglarized Monday night and between \$200 and \$400 worth of goods stolen. The thieves entered the building by jimmying up one of the rear windows and crawling through and when once in it was no trouble to open the rear door. The thieves evidently had a previous line-up on the stock, as they took only the highest priced goods in the store, which included silks, ladies' suits, dresses and overcoats. In their get-aways, they lost the jacket to a ladies suit and also dropped a small bolt of silk. One of them traded an old leather coat for a new one and left his gloves for good measure. Owing to the fact that snow began falling before daylight, the trail of a light car was lost when it entered the street.

City Marshal Wimberly has been working on the case, but up to date no arrests have been made.

Read Journal ads. if pays.



## In Olden Times

¶ The horse-drawn stage provided the transportation when relatives and friends got together for the Christmas season.

¶ This was before the time of Railroads, Telegraph and Telephone service. Candles furnished the only illumination. Hand power was the only thing to grind the flimsy wheels of industry of that period.

¶ Now, trains of steel connect every part of the nation. Only a moment is necessary to transmit the voice over thousands of miles of space. The candle has been supplanted by electricity. The touching of a button and there is light or power in ample quantity for any need.

¶ Christmas should be all the merrier for all the modern conveniences offered Lubbock and the South Plains, through the medium of this company. To our customers and friends we wish—

A MERRY, MERRY CHRISTMAS

# Texas Utilities Co.

**HODGES BROS.**  
Extend  
**BEST WISHES**  
for a  
**MERRY XMAS**

BUY  
Give  
A  
**MERRY CHRISTMAS**  
to all

POLLY D.  
We embos:

HE!

Thompson-Price Co.  
1212 AVE. J.



**CHURCH OF THE NAZARENE**

Regular services at the church of the Nazarene are as follows: Sunday school at 9:45 and preaching at 11 a. m. Young Peoples' Society at 6:45 and preaching about 7:45 p. m., but we think we will move up a little and have our Young Peoples' meeting about 6:30 and preaching about 7:30. Midweek prayer meeting 7:30 each Wednesday evening.

We will be glad to have you come worship with us in all of these services, and if you are not actively engaged elsewhere, we urge you to come. A hearty welcome awaits you.

We are planning to do some much needed improvement on our church building, and we shall soon have a nice place of worship located at 1610 Ave. H, and we will be glad to have you pay us a visit.

S. L. Wood, Pastor

**CUMBERLAND PRESBYTERIAN CHURCH**

Sunday school 9:45 a. m. with 119 present and 29 absent. Morning service at 11:00 a. m. Subject, "Christ's Mission of Mercy." A real gospel sermon was delivered by Bro. Rodgers to a full house.

Session and committees met at 3:00 p. m. and decided on plans for the new brick church. Mrs. E. P. Barhart, Sr. is to break the first ground Monday, December 22nd, at 10:00 a. m. and asks that all young people that have ever been taught by her to be present and as many others that care to.

Senior, Intermediate and Junior Endeavors met at 6:30 in good attendance.

Evening service at 7:30 p. m. Scripture, Mat. 18:1-14. Subject, "Missions of Christ." Text, "For the Son of Man is come to save that which was lost."

Attendance and attention excellent. You are cordially invited to attend.

—Reporter.

**SEVENTH DAY ADVENTIST CHURCH**

(Corner Ave. H and 15th Street)  
Preaching every Sunday night at 7:30.

Prayer meeting Wednesday night.  
Sabbath school Saturday at 11:00 a. m. Preaching at 11:00 a. m.

Remember this is the church that teaches the Bible, no evolution.  
You may come in as a stranger but you can't get away a stranger.  
Sabbath school superintendent, Joe Chastain. Pastor, J. E. Brown.

**Old Clothes Want Is Large To Care For City's Needy**

"I ain't got no coat and I can't work out doors when it's cold. I don't want charity, but I do want to borrow an old overcoat so that I can make my own living."

He was an old man, bent and stooped with the years of a none too prosperous life. Up against it, but still with a self respect that is more valuable even than gold. He was actually suffering for lack of a coat for his bended back.

In the closets, basements and attics of Lubbock there are enough old overcoats, old clothes, shoes, wool shirts, hats, underclothes, etc., to fit out Lubbock's small army of poor and needy. Why can't we dig them out and send them to the Red Cross office where they will be sorted and stored and distributed from time to time as the need arises?

Do that today—for we will have more cold weather soon.

**FIRST PRESBYTERIAN**

The members of the Sunday school of the First Presbyterian Church had a Christmas program and tree at the church Wednesday evening at 7:30 p. m.

The following program was rendered:  
Music—Sunday school orchestra.  
Invocation—Rev. Jack M. Lewis.  
Welcome—Francis Wilson.  
Solo—Miss Kate Gemney.  
Reading—Miss Martha Adkinson.  
Piano Solo—Helen Wagner.  
Reading—Jane Sears.  
Song—Beginners and Primaries.  
Reading—Ruth Lewis.  
Song—School.  
Benediction.  
Presentation of Presents.

**CHRISTIAN SCIENCE**

Christian Science services are held in the cotton exchange room of the Kershner building. Sunday school, 11:00 a. m. and Bible school Wednesday at 7:30 p. m.

**FIRST METHODIST CHURCH**

Last Sunday's services were well attended at the First Methodist Church. At the eleven o'clock hour the Pastor Rev. E. E. White used as his subject "Good Tidings of Great Joy." The message was based on Luke's account of the birth of Christ, the pastor taking as his text the words of the Angels to the Shepherds "Behold I bring you good tidings of great joy, which shall be to all people." The Young People's Choir was in charge of the music for the morning hour and Miss Mary Dickenson sang a solo that was in keeping with the Christmas message.

At the Sunday evening service the Senior Choir rendered a very appropriate and highly appreciated Christmas Cantata. Mrs. F. E. Wheelock, choir director, at the Methodist church was in charge of the program. She was assisted by Mrs. Neal, at the organ.

A record attendance is desired at Sunday school next Sunday. Classes are well organized and doing effective work. The public has a cordial invitation to attend all services of the Church. The pastor will preach at both the morning evening service. The hour for evening worship is 7:15. Young people will meet in Epworth League service at 8:15.

The subject for the morning service deals primarily with the new year. Subject, "Taking Stock."

The evening subject will be delivered especially for the young people home from college. Subject, "The Most Profitable Light."

Mr. and Mrs. S. A. Ribble, of Hollis, Oklahoma, are spending Christmas in Lubbock with relatives.

**LOBBY'S GROCERY STORE OPEN FOR BUSINESS HERE**

**Amarillo Grocerman Starts a New Food Store in Old Lub-Tex Location**

Norborn Harris, better known as "Nobby," formerly of Amarillo but now of Lubbock, has opened a modern grocery and market in the building formerly occupied by the Lub-Tex Motor Company under the very distinct name of "Nobby's" Grocery.

The building has been entirely refitted inside with every shelf, counter, meat block and everything else enamelled pure white. Nobby comes to Lubbock very highly recommended as a progressive business man, a real grocerman and a good citizen to have in the town. He has been connected with a chain of grocery stores in Amarillo as owner and manager for the past several years.

**YOUR CHRISTMAS CAN NOT BE COMPLETE UNTIL YOU HAVE SEEN**

**'The Chechahcos'**

At The **LYRIC** Christmas Eve and Christmas Day

The Season's Greetings to All.

Every Good Wish for a Joyous Christmas and a glad New Year

**Lubbock Floral**  
Greenhouses Sales Room  
612 Ave. O Ave. J, opp Leader  
PHONE 451

A Merry Christmas

We extend to you our heartiest greetings and best wishes for your success throughout the coming year.

**Lubbock State Bank**

**Christmas Greetings**

Prompted by our appreciation of pleasant business transactions in the past, and with a high hope of even happier relations in the future, we wish you all the joys of the holiday season.

**SHERROD BROS. HARDWARE CO.**

**The Lubbock Cotton Oil Company**

Wishes You A Very Merry Xmas and A Happy, Prosperous New Year

# A Merry Christmas

Of course it will be a merry Christmas! It always is, because the inter-change of good will and hearty remembrances develop a feeling of gayety and gratification within us and among us all. As a reminder that the advertisers below desire to be of service they extend this greeting.



May the Christmas Bring  
You Merriment and the  
New Year Happiness  
and Prosperity

**HODGES BROS.**

Hearty Good Wishes for a  
Merry Christmas and a  
Happy New Year

**LUBBOCK GRAIN &  
COAL CO.**

In appreciation of your patronage during the past year and in the hope of continued business relations, we wish you a Merry Christmas, and a Prosperous New Year.

**SOUTH PLAINS LAUNDRY**

Christmas Greetings and Every Good Wish for Your Prosperity throughout the Coming Year.

**LUBBOCK BATTERY &  
ELECTRIC CO**

Wishing You a Merry Christmas Is A true sign that we think of You and Wish You Well

**LUBBOCK VARIETY STORE**

We Extend You Every Good Wish For a Joyous Christmas And a Glad New Year

**ANDERSON BROS.**  
Jewelers

We Greet You at Christmas And To Wish You Happiness In the Year 1925

**CITY DRUG STORE**

The Season's Greetings Sent In Friendly Appreciation of the Only Asset that Money Can Not Buy—Your Good Will

**NISLAR HARDWARE COMPANY**

Season's Greetings And All Good Wishes that Your Christmas be Brimful of Good Cheer And Happiness

**SECURITY STATE BANK  
& TRUST CO.**

Christmas Joy and Good Fortune For the New Year Is Our Wish to You

**SHEPARD-SMITH DRUG CO.**



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

Mrs. W. D. Benson arrived in Lubbock Sunday for a several days' visit with friends before leaving for Belton, New Mexico, where she will visit her daughter, Mrs. V. T. Swenson. Mrs. Benson has been in Austin since September with her son, W. D., who is attending the State University. She will return to Austin about the first of February.

Mrs. O. B. Trinkle left Tuesday for Dallas to spend Christmas with relatives. She will return soon after the holidays.

Mr. and Mrs. A. F. Woods have as their guests, Mr. and Mrs. Lee Coleman, of Dallas. Mr. Coleman is contemplating moving to Lubbock soon after the first of January.

Mr. and Mrs. J. L. Stimpson visited friends in Plainview on Monday.

Mr. and Mrs. Floyd Bowen, of Bowen Drive, left Lubbock Wednesday morning for Sweetwater, where they will spend Christmas with relatives.

Dr. and Mrs. C. M. Ballinger have as their guests this week, Mrs. Ballinger's parents, Judge and Mrs. T. J. White, of Ballinger.

M. S. Herron of Nashville, Tenn., are here, the guests of R. W. Blair, this week.

Mrs. L. A. Moody left the early part of the week for a visit with relatives in Texarkana during the holidays.

Alma Granger will visit her father, L. E. Granger, in Comanche during Christmas.

John Dupre, son of Mr. and Mrs. M. M. Dupre, has returned home to spend Christmas. He is a student at the State University.

Miss Kathryn Atkins, daughter of Mr. and Mrs. W. B. Atkins, arrived home Saturday to spend the holidays. Miss Atkins is a student at Kid Key this year.

Mr. and Mrs. E. C. Young, and daughter, Miss Katie Bell, will leave Thursday for a several days' visit with Mrs. Young's mother, Mrs. P. C. Sams, at Benjamin, Texas.

Misses Xepha Clark and Thelma Bailey left Tuesday for Comanche and Treademoria to spend the holidays with friends and relatives.

Miss Gladys Murfee, daughter of Mr. and Mrs. J. E. Murfee, arrived home Tuesday to spend Christmas. Miss Gladys is attending R. M. U. at Dallas.

Miss Blanche Bean has returned from C. I. A. to spend the Christmas holidays with her parents, Mr. and Mrs. George R. Bean.

Miss Ruby Arnett, daughter of Mrs. Pearl Arnett, who has been attending Baylor Belton College, arrived in Lubbock Friday morning to spend Christmas.

Melin Dow and Charles Bacon arrived here Monday to spend the Christmas holidays with their parents. They have been attending Wentworth Military Academy in Lexington, Mo.

Alta Hutson and W. D. Benson, students of the State University at Austin, are here for the holidays.

Dr. and Mrs. Fred W. Standifer have returned to their home after a several days' visit with Dr. Standifer's parent, Mr. and Mrs. John W. Standifer.

Miss Verona Wilson has returned to her home to spend the Christmas holidays. Miss Wilson is the daughter of Mr. and Mrs. Andy Wilson, and is attending the College of Industrial Arts at Dent.

Miss Stella and Norman Seitz have returned home to be the holiday guests of their parents, Mr. and Mrs. H. G. Seitz. They are attending Abilene Christian College.

Miss Lu'a Jones left for her home in Laredo to spend Christmas with her parents. Miss Jones is a teacher in the Lubbock schools.

Miss Gladys Pryor, daughter of Mr. and Mrs. J. E. Pryor, who has been teaching school in the Monroe school, is home to spend Christmas.

Dr. W. K. Johnson of Lubbock left Monday for Memphis, Tennessee, to spend Christmas.

J. A. Bynum of Wise County, was in Lubbock Monday enroute to Big Spring, where he will spend Christmas.

Mr. Shackelford of Panola County, was in Lubbock Monday on his way home from Relia, where he has been on business for the past week.

E. W. Willbanks of Plainview, passed through Lubbock Monday enroute to O'Donnell to spend Christmas with relatives.

Rev. Stafford of Plainview was a visitor here on Monday. Rev. Stafford is pastor of the Baptist Church at Plainview.

## BRIDGE CLUB IS ENTERTAINED BY MRS. JOE HILTON

### Mrs. Velton Spikes and Mrs. Buckner Receive Handsome Club and Guest Favors

Mrs. Joe Hilton was a charming hostess to the Shufflers Bridge Club Wednesday afternoon of last week at her home, 1316 Tenth Street.

Mrs. Velton Spikes received a beautiful hanging basket, as club prize and Mrs. T. E. Buckner was given a Japanese wall vase as guest prize.

At the close of the afternoon a dainty salad course consisting of sandwiches, coffee and assorted Christmas candies was served to the following members and guests: Mrs. Velton Spikes, Mrs. Joe Flagg, Mrs. Rufus Rush, Mrs. D. D. Roderick, Mrs. O. E. Sears, Mrs. Ernest Conley, Mrs. T. E. Buckner, Mrs. Louie Moore, Mrs. Guy McAfee, Mrs. Charles Head, Mrs. J. T. Krueger, Mrs. Harold Griffith, Mrs. Sam H. Stewart, Mrs. Henry McLarty, Mrs. Cullum, Mrs. Paul Morgan, Mrs. Qull-

len, Mrs. Martin Spaulding, Mrs. Byron Dickinson, Mrs. Taylor and Mrs. Spaulding.

Miss Evelyn McDonald has returned from A. C. C. at Abilene, to spend the Christmas holidays with relatives.

M. G. Love left Lubbock Tuesday for Fort Worth to spend the holidays with relatives.

Mr. and Mrs. James L. Dow and children visited in Littlefield on Tuesday.

Hollis Russell, of the Security State Bank, will spend Christmas day with relatives in Snyder.

Mrs. A. J. Hicks has returned to her home after visiting for almost a month in Abilene.

Miss Thelma Alley left last night Crosbyton to spend Christmas with parents, Mr. and Mrs. W. W. Boyd.

Lorenzo Ellis, of the Security State Bank, left Tuesday for Troy, Texas, to spend Christmas with his parents.

Merry Christmas  
and  
Happy New Year  
to you

Minter-Gamel Co.  
"It Pays to Be Well Dressed"

## OUR THANKS

—To our customers whose loyalty has effected the wonderful growth in your Municipal Light and power plant; to those who have made possible the additional facilities for handling Lubbock's needs which have been constantly added during the past year, we wish to express our sincere Thanks.

It has been our earnest aim to keep abreast with the growth of our city and provide the necessary service as it is required. Your own company is completing its most successful year in its history, due to its increasingly large patronage.

For our customers, we extend every wish for a joyous Christmas and a Happy New Year.

### City Water & Power

CITY OF LUBBOCK

# SHOP AT NOBBY'S

Open for your inspection, your approval and your grocery business. Nothing has been spared to make Nobby's one of the cleanest and most attractive Food Stores in Texas, and we believe that we have accomplished that end. The public is to be the judge and we will appreciate your business, which will be solicited strictly on merit alone.

NORBORN (NOBBY) HARRIS, Owner

## NOBBY'S

"At Your Service"

Corner Main and Ave. J

Phones 1027-1028

## CHRISTMAS RUSH TIES UP POSTAL DELIVERIES HERE

Post Office Already in Need of More Room! Express Co. Builds Cute Miniature

In spite of the new and enlarged quarters of the Postoffice and the new building of the Express company, both were swamped with the Christmas business that was dumped on them during an early part of this week. It is estimated that more than 50,000 packages moved through the two offices during the first four days of this week—not including the regular first class mail, newspapers, magazines, etc.

The Postal Department has a ten-year lease on the present building, which is already too small to care for the business of the office and we have five years and eleven months more to run—and it will be a hard job to secure Old Sam that we will not build a larger building before the fall of 1934.

The little express office erected at Santa Fe station is a promising model of which a real express office would look like if it was built on a scale of about ten to one on the present building. Before the end of 1925 the building will not be able to care for the office force of the Express Company—much less provide storage for any shipments, incoming or outgoing.

All of which is just another way of saying that Lubbock is growing too fast for folks on the outside to believe it can be possible. The Postoffice and Express office forces have worked day and night through the holidays—but in spite of their efforts it took from thirty minutes to two hours to get service, or delivery, especially at the postoffice.

Let's start now agitating large facilities for the postoffice and express office—for we will need them along in the fall of '32.

Mr. and Mrs. Ben Smith, of Crosbyton, were Lubbock visitors on Tuesday.

**ITCH!**

Money back without question if you're GUARANTEED SKIN DISEASE REMEDIES (Itch, Eczema, Ringworm, Tetter or other itching skin diseases). Try the treatment at our risk.

For Sale by SHEPARD SMITH DRUG CO. Lubbock, Texas.

## Wet Weather Needed For Highways Work

"To say the least, we are vastly annoyed by the present prolonged dry spell" is the way Highway Superintendent Baker put it Monday afternoon as the clouds came down low with their promise of early relief.

"It has been necessary, with the thousands of miles of roads in our division, to keep the graders turning up a road bed in anticipation of the time when the rain or the snow would come but we have been rather severely criticized by some of the farmers over our territory on account of the conditions in which it has been necessary to leave the roads. But give us one good rain and a couple of weeks' dry weather following and we will make up for all of the inconveniences we have caused them."

With twenty-five fall outfits working over the South Plains with a total crew of 150 men, including five engineers and road superintendents with total equipment involving more than \$200,000—the State Highway Department is making a serious effort to get the highways in this section in good condition. Of course ideal road building conditions cannot be had for the asking, but the Department is to be congratulated upon the improvement they have already wrought in less than one year's operation in spite of the handicaps, delays and various forms of embarrassment they have been subjected to.

### CITATION ON APPLICATION IN PROBATE—BY PUBLICATION

THE STATE OF TEXAS  
To the Sheriff of any County of Lubbock County, Greeting.

You are hereby commanded to cause to be published once each week for period of 20 days before the return day hereof, in a newspaper of general circulation, which has been continuously and regularly published for a period of not less than one year in said Lubbock County, a copy of the following notice:

THE STATE OF TEXAS  
To all persons interested in the Estate of J. J. Dieter, deceased:  
Minnie L. Dieter has filed in the County Court of Lubbock County a report and account for final settlement of the estate of J. J. Dieter, deceased, which said report will be heard by said Court on the 7th day of January, 1925, at the Court House of said County, in Lubbock, Texas, at which time all persons interested in said Estate are required to appear and contest said report, should they desire to do so.

Herein fail not, but have you before said Court on the first day of the next term thereof this writ, with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court at office in Lubbock, Texas, this 23rd day of December, 1924.  
HERBERT STUBBS  
Clerk, County Court, Lubbock County, Texas.

Mr. and Mrs. Ben Smith, of Crosbyton, were Lubbock visitors on Tuesday.

## W. O. STEVENS TO OPEN EXCLUSIVE CLOTHING STORE

New Establishment Managed By Stevens Jr.; Lubbock Is Young Men's Town

Truly the "Old Order Changeth." That fact was again brought to mind by the announcement that W. O. Stevens Company would open an exclusive furnishing store here about the 15th of January. Inquiry was made and we learn that the "W. O. Stevens" refers to Bill, Jr., and that the "Company" is W. O. Stevens, the bagger, cotton man, capitalist and well-known citizen of Lubbock for the past three years.

A check of the business men in Lubbock would show the youngest average age for store managers, considering the size of the stores and volume of business done, ever recorded for a city in America. W. O. Stevens, Jr., is a Junior at S. M. U. this year and will more than likely not return after Christmas but give his full time to the store.

Ross McWhorter and Bud Roberts, Walter and Russel Myrick, the Njalar boys, the Barrier bunch, Spencer Wells, Rix, Baker, the Conley boys, Stanton, Buckner, Cliff Lindsey, Bowen—you can't name them all—but three fourths of the volume of retail business done in Lubbock is managed by men under 40. And then, best of all, look at the boys we have here who are over 40, in age only.

The W. O. Stevens Company store will be located in the building formerly occupied by the Texas cafe. The fixtures for one of the most modern and attractive stores on the Plains have been bought and shortly after the Christmas holidays buyers will leave

for New York to purchase stock for the new store. The buyers know the New York markets after many years' regular trips for the purchase of regular trips for the purchase of the Stevens Company her reputation will continue to spread as the city where you can get what you want—just as well as you can in Dallas, St. Louis, Los Angeles or New York—and at a smaller price.

Mr. Bowman of Slaton, was a Lubbock business visitor on Saturday. Mr. Bowman is Division Superintendent of the Missouri Division of the Santa Fe Railroad and makes his headquarters at Slaton.

H. E. Miller of the Miller Grocery, was a business visitor in St. Augustin the last week. He returned home Saturday.



# LUBBOCK Insurance Agency



## NEW BUILDING First Presbyterian Church

(Corner 14th and Avenue N)

Opens Sunday Dec. 28.

Worship 11 A. M. {Baptism of infants.  
Reception of members.  
Special Message.  
Special Music.

Worship 1:30 P. M. {Christmas Cantata.  
"The Star of Hope."

The pastor and membership of this Church most heartily invite our friends in the city to be with us in these first services in our new building of which we are so proud.

## ATTENTION FARMERS

Drive in on the paving. Sell us your produce and do your Christmas shopping. A hitching place for teams, a parking place for cars. We are close in, reliable in price and conveniently located.

## Plains Poultry & Hide Co.

Dependable Buyers of Poultry, Eggs and Hides  
F. A. McCASKILL, Prop.  
Phone 128 1211 Ave. G

READ PLAINS JOURNAL ADS, YOU WILL FIND IT PAYS

### Professional Directory

**Rix Furniture & Undertaking Company**  
Lubbock, Texas  
J. A. Rix and H. H. Griffith  
Licensed Embalmers  
Day Phone 675 Night Phone:  
J. A. Rix 658 H. H. Griffith 397  
A. C. Sanders 227

**SIMMONS UNDERTAKING Company**  
Phone 437  
**AMBULANCE, LUNGMOTOR**  
SUPERIOR SERVICE

**PETERS, HAYNES & SINGLETON**  
ARCHITECTS  
Leader Building  
LUBBOCK, TEXAS

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

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

**Concrete for Durability**  
My concrete work will stand any kind of a test for permanency if it is anything from a cement sidewalk to a reinforced concrete structure it will pay you to figure with.

**J. B. PRYOR**  
Cement Contractor  
Phone 372

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

**SAM H. STEWART**  
Physician and Surgeon  
207 Leader Building  
Office Phone 532, Res. 648 M

**Dr. L. B. Hodges**  
Graduate Veterinarian and Interstate Livestock Inspector.  
Phone: Day 829; Night 418M  
Lubbock, Texas

**O. W. JOLLY**  
Manufacturer of Saddles, Harness and Auto Tops  
**SHOE REPAIRING A SPECIALTY**  
Prices that are right

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

**Fred W. Standifer, M. D.**  
Announces the Opening of Offices Suite 217 West Texas Hospital  
Lubbock, Texas  
Practice Limited to Eye, Ear, Nose and Throat

**Lubbock Sanitrium**  
A Modern, Fireproof Bldg. Equipped for Medical and Surgical Cases, X-Ray and Phological Laboratories

**Dr. J. T. Kruer**  
General Surgeon  
Office Phone 7  
Residence Phone 4

**Dr. J. T. Hutchison**  
Eye, Ear, Nose and Throat  
Office Phone 2  
Residence Phone 4

**Dr. M. C. Owen**  
General Medicine  
Residence Phone 497  
Office Phone 10

**J. P. Lattime**  
General Medicine  
Office Phone 7  
Residence Phone 11-M

**MISS GRACIA HINKLEY, R. N.**  
Superintendent of Nurses  
**MISS LOTTIE THORS, R. N.**  
Assistant Superintendent of Nurses

**C. E. Hunt, Business Manager**  
A chartered training school for nurses is conducted by Miss Gracia Hinkley, R. N., Superintendent. Bright, healthy young women who desire to enter may dress Miss Gracia Hinkley, R. N.

**MURPHY'S AUTO WORKS**  
1312 Ave. G—Phone 855  
Is the best equipped shop in West Texas for Repairs on Trucks, Tractors and Autos. Cylinder Grinding. Across from Shamburger Lumber Co.

**J. W. ROLLO**  
Physician and Surgeon  
Security Bank Building  
Phone 980

**Dr. W. S. Ferguson**  
DENTIST  
Room 12 Conley Bldg.

**W. H. SEALE**  
Auctioneer  
O. K. Furniture Co.  
Phone 879  
For rates and dates

**FLETCHER'S ELECTRIC SHOP**  
Room 2, Lowery Bldg.  
Contracting and Repairing  
Leave repair work at—  
Sherrard Bros. Store  
Day or Night. Phone 560

**T. A. SCRUGS**  
GENERAL PRACTICOF LAW  
212 Leader dg.  
Phone 69

Lubbock Klan \$26 sets every Thursday night 8:30. All members urged attend. Visiting Klans welcome.—Sec'y.

**FOR SALE**  
Pure Mebane Cotton Seed, germination 97 percent. Kept pure in the field and ginned separate from other cotton. At Red Gin, \$1.85 per bushel, gin-run seed. "Grown on the Plains for the Plains" by Lubbock County farmers.

**LUBBOCK COUNTY PURE MEBANE COTTON SEED ASSN.**  
L. O. BURFORD, Secy.

**SIMPSON'S ELECTRIC SHOP**  
"Nearly Everything Electrical"  
GENERAL WIRING CONTRACTORS  
Phone 28—1316 Ave. I  
Lubbock, Texas

**MULES! MULES! MULES!**

We are now open for business at our barn, located three blocks south of passenger station on railroad. As previously stated, we will handle mules any way you wish—buy, bill for auction, or sell on commission. Your business is solicited. Visit our barn; plenty of pen room, and to please our customers will be our motto. Twenty years experience in the mule business enables us to satisfy our customers.

**Lubbock Horse and Mule Commission Co.**  
Van Landingham and Evetts, Prop.

**RYE For Winter Pastures**

We have found from several years experimenting on the Sunshine Ranch that Rye planted during September, October or the first of November will make a better winter pasture than wheat, barley, speltz or any other cover crop.

**CAR OF RYE SEED**

As a result of our experience we are buying Rye Seed by the car and will be in a position to supply every farmer on the South Plains with all that he needs. Come in and talk with us, get names of other farmers who are growing rye and try this winter pasture crop this year.

**S. E. CONE GRAIN & SEED LUBBOCK**  
PHONE 187

General Data On Prosperity Given Out In Interview

(CONTINUED FROM PAGE 1) Live in a city big enough, unselfish enough and farseeing enough to unflinchingly help all of their neighboring towns and surrounding communities develop to their fullest possibilities. It pays in the long run.

Better Business a Wild Yowl "Now, my son, Better Business seems to be settling down here quite a bit—but you never can tell about it. He will stay around for a few weeks or months—and without a word of warning—is gone. Don't ever bid for he is as fickle and temperamental as a Prima Donna. If he is hanging around the best way in the world to keep him satisfied is to keep at the girl sweetheart of his around the by. And if he leaves—there is by one thing in the world that will bring him back without the entire Prosperity family have a big reunion and that is that same sweetheart if his, Miss Ad Vertising. That girl can work wonders with Better Business. When she gets in the dumps and positively will favor a human in the world Miss Ad Vertising puts on a nice newspaper dress, with lots of white space and sensitive cuts on it, powders her face with optimism, rubs on a little Love Elixes and before you know it old Better Business is up and kicking his heels around the place like a sixteen year old. Miss Ad Vertising, by the way, told me that she got better results when dressed in The Plains Journal

with calling cards printed in The Journal Job Department, than in anything she has ever worn on the Plains. She says The Journal dress always interests her readers and whether they intend to know her or not, they can't help but notice something about her in such a fascinating dress.

"I notice," said Old Man Prosperity, "that my old enemies, Past Due Notes—about cleaned out and left the country. A few of the Cold Check boys are still here, but very few of them are truly vicious. Most of them are just a result of a little mixture of their mother's blood from the Carless family. It's a shame too. But you will find a few of them in every town. "That all told, I find things mighty promising here for a long visit with you. If you go ahead and put over the hotel project, work out some plan for building enough boarding houses and apartments to take care of the Tech College students next fall, cooperate with the farmers of the county in the development of a more diversified system of farming, continue to work with your neighboring towns along constructive lines for the good of the section as a whole, and give a little more attention to your publicity and advertising before the outside world. While Miss Ad Vertising is a wonderful inspiration for Better Business, she is also a marvelous colonization agent. If she is properly dressed in her traveling suit, in which she is known as Miss Pub Licity, she certainly can bring the folks into this country to see what you have here—and after that it is merely a matter of counting them to get the increase on your population.

Past Year Marks Turning Point In City Development

(CONTINUED ON PAGE 8) total even more than the same amount for the coming year.

There has been a residence per day completed in Lubbock during the past year—and there is still a serious shortage of housing facilities. Practically all of these have been modest—but substantial homes in the \$3,000 to \$6,000 class—the back home citizenship of any city and state. A few magnificent homes have been completed, and too many little shack homes erected—but the wonderful part of West Texas is that the shack home of today houses the substantial citizen of tomorrow—for there is no limit to any man's opportunity in this city of rapid progress and surrounding country's marvelous development. The \$25,000 brick building of the First Presbyterian Church is being completed this week and will be occupied for Christmas—a wonderful Christmas present for the city of Lubbock, has exemplified indeed the teaching of Him whose birth we celebrate, building of a like cost is nearing completion for the Church of Christ on Broadway and will add much to the appearance of the city with the completion of the pavement on this street. The \$15,000 brick parsonage of the First Methodist Church has been completed and occupied. Work is progressing on a brick building for the Cumberland Presbyterian Church. The \$125,000 addition to the Lubbock high school is nearing completion, all of which indicates that the educational and religious facilities of the city are keeping pace with its increasing population—which is a fair index of the quality of the citizenship of the city. Civic Improvement Keeps Pace With the million dollars paving project well under way, a \$225,000 storm sewer project nearing completion, bonds for a \$20,000 addition to the sewage disposal plant, bids called for on a \$25,000 incinerator, a \$25,000 street lighting system under construction the completion of the \$100,000 City Hall, completion of a deep sewer connection with the Tech College grounds, contracts let and work under way on two additional 100,000 gallon water reservoirs, together with deep wells, pumping equipment, etc., to add to the water facilities of the city, and more than \$100,000 extensions being made to the city light plant—it is proper to mention that the city clubs are making an effort to keep pace in a civic way with the growth and development of the town from the country town stage to the city class.

ON THE SQUARE

Col. Rix says: "Course we can do it!" W. O. Stevens, Jr., is home for the holidays. So's umpty-leven dozen others. And we're Glad they are, and hope they have a good time. Owen is moving his office. So is Judge Brown, Mr. Mobley, Archie Harris, And most everybody else in the courthouse. Notice Ladies! 'Nother barber shop in Lubbock! 'Nother drug store, too. And three new groceries, And two dry goods. A big theatre, book shop— It would take too much space to name 'em all! Gosh! Wasn't it cold? For B. V. D.'s? Louie went huntin'! So did Walter, and Ruby and others. Jack's new church is done. Lubbock's proud of both! Know Nobby? He's from Amarillo. We're glad! So's he! That's why he moved! Don't all our electric signs look City-fied? Palace, Lyric, Rix, Willys-Knight, Ford, Replin—all new! Pretty good for a new hand, eh? Thanks!

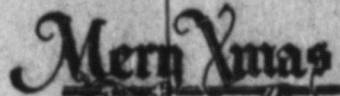
PLAINS TO HAVE OIL TESTS MADE

(CONTINUED FROM PAGE 1) Hole, appears to us to be a foolish thing to do—for the odds are against him at a ratio of about a thousand to one. But if every man in Lubbock and the South Plains territory would set aside a certain amount of cash that he can actually afford to lose and use it in buying leases, oil stock or whatever is necessary to secure five or six exhaustive tests of this territory for oil and gas, it would be money well spent, even if no well was brought in. Well managed tests do not cost such a mite of money and it is worth knowing whether we have oil here or not. If we have oil or what is even better, gas, let's bring it to the top and get the advantage of it. If we don't have—let's find it out and take some definite steps toward piping it from Amarillo to Lubbock. George Wolfarth, George Boles, Sam Arnett, the Barter brothers and others have been talking oil. Three or four geologists have been studying the territory. Conditions are ripe for a good test. When these men announce their plans—let's give them our support. Miss Evelyn Jennings, who has been attending Baylor Beiton College, is spending the holidays with friends and relatives here. Mr. and Mrs. T. B. Whalen left Lubbock Tuesday for Dallas, where they will visit relatives during Christmas. STOP THAT ITCHING If you suffer from any form of skin diseases such as Itch, Eczema, Tetter or Cracked Hands, Poison Oak, Ring Worm, Old Sores or Sores on Children. We will sell you a Jar of BLUE STAR REMEDY on a guarantee. It will not stain your clothing and has a pleasant odor. BOWEN'S DRUG STORE

J. M. Lay of Lorenzo passed through Lubbock Monday enroute to Hot Springs, New Mexico. Mr. Lay will probably be in New Mexico several weeks. Mr. and Mrs. S. Goodloe of Putnam, Texas, arrived in Lubbock Tuesday to spend Christmas with his parents, Mr. and Mrs. W. W. Edgar.

Want Ads

FOR SALE—About twenty fat young hogs. George R. Bean, Citizens Nat'l Bank Building. FOR SALE—White leghorn laying pullets, Johnson strain, \$1.25 each. Mrs. N. E. Moore, 8 miles north of Lubbock. FOR RENT—Two farms to the right parties. Will sell teams, tools, feed, etc. See Davis Sooter, six miles north-west of Slaton. 57p LUMBER—Shipped direct from the mill to the consumer. Let me figure your bill for you. W. F. Summers, Cova Hotel. FOR SALE—Six-piece wicker set, newly upholstered, call 352 mornings or 855. FOR SALE—Good kitchen range at a bargain. Phone 571. 4tp LUMBER—I sell it direct from the mill and can save you money. See me at the Cova Hotel. W. F. Summers. WANTED—For general housework, a dependable girl white preferred. Must be able to care for children. Call 747-M or call at 2317 Main street. LUMBER—We expect to unload ten cars of lumber within the next ten days and can show you a big saving on your bills. See me at the Cova Hotel. W. F. Summers. FOR SALE—Team of gray mule and bay horse. Also set of single row farming tools. W. C. Northam, on F. V. Brown farm, 9 miles southeast. 4tp



To Everybody

Higginbotham-Bartlett Lumber Company



Every good wish for a joyful Christmas and a glad New Year.

Barrier Bros. DEPENDABLE MERCHANDISE

FOR BLUE BUGS And other insects in hen house, paint one time with "MARTIN'S ROOST PAINT" For Bugs on poultry simply feed "MARTIN'S POULTRY TONE." Results guaranteed by Patterson Grain Co.

Established 1910 H. V. ROBERTSON & COMPANY Accountants and Auditors Income and Estate Tax Service Suite P, Western Bldg. Amarillo

SOUTH PLAINS LAND Easy crop payment \$5 per acre cash assumes school debt due 1950, balance like rent 1-3 and 1-4 of crop. Write today, The Blalock Co., Littlefield, Texas.

DRAGON'S POSITIONS Secured or tuition refunded. Ten times as many calls as graduates. 21 graduates in four banks, 109 with one wholesale concern. Mail coupon today to Draughon's College, Abilene, Texas, for Special Offer and copy of Quittance Contract. Name (P3)

COMPLETE NURSERY STOCK We wish to announce the opening of our healing yard, 2 miles southwest of Lubbock on the Brownfield highway. When in the market for any kind of trees or nursery stock, call at the yard or write G. F. Cole, Lubbock, Texas, and representative will call.

Have Your Eye Glasses Fitted by A. F. WOODS, Dr. O. S. SPECIALIST - OPTOMETRIST STANDARD LICENSE Woods Jewelry and Optical Shop Corner Ave. I and 13th Street

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

ECZEMA! Money back without question HUNT'S GUARANTEED SKIN DISEASE REMEDIES (Hunt's Salve and Soap), all in the treatment of Itch, Eczema, Ringworm, Tetter or other itching skin diseases. Try this treatment at our risk.

For Sale by SHEPARD SMITH DRUG CO. Lubbock, Texas.

GET MORE EGGS Or Your Money Back. Feed "MARIN'S EGG PRODUCER" Cure and prevent disease with "MARTIN'S ROUP TABLETS." Guaranteed by Sheppard Smith Drug Co.

CLEANING PRESSING TAILORING Done to YOUR THOROUGH SATISFACTION A Trial Will Convince You NEW METHOD TAILORS Phone 365 909 Broadway



We extend The Season's Greetings and assure you of our keen appreciation of your good will and patronage.

The A. B. Conley Store (S. & H. GREEN STAMPS)

Santa Fe Helps Shippers

Record-breaking freight traffic handled without congestion or serious delay

Since January 1st, 1923, the Santa Fe has purchased new equipment costing over \$50,000,000, including 13,750 freight cars and 146 locomotives. It has spent \$43,000,000 additional on new shops, terminals, double track, etc.

As a result, from August 1st to November 1st, the Santa Fe Railway handled 48,395 cars of commercial freight in excess of any previous year—an increase of 9.7%—without congestion or any material delay. Notwithstanding the heavy calls, cars have been furnished practically on demand. In the few cases of local shortage, due to excessive local demand, cars have been furnished with such slight delay as to be negligible.

Four years of legislative peace and fair treatment under the Transportation Act have been a vital factor in its ability to meet satisfactorily the record-breaking freight traffic of the past two years and maintain a surplus of cars at all times, barring local temporary shortages.

Good service to the farmer is of the utmost importance when prices and crops in the aggregate are good. Inadequate railroad facilities cause freight congestion, delays, waste, and loss to everyone. The wholesaler, jobber, and retailer must carry heavy stocks and place orders well in advance, to make sure their shelves do not become bare. The farmer must store his grain and hold his livestock waiting for cars to ship to market.

In a country growing like ours it is not easy to keep pace with such growth. During the war the railroads fell behind, as their expansion had to be deferred for more pressing matters. Today they are fairly abreast of the procession. They are pressing forward on a continued program of improvement which, with a continuance of present general conditions, will steadily extend their ability to serve.

W. B. STOREY, President The Atchison, Topeka and Santa Fe Railway System

# OUR PRE-INVENTORY SALE BEGINS SATURDAY, DEC. 27

Tremendous values throughout the entire store for every member of the family. Savings so notable that merely to quote the price cannot convey the advantages. For with every selection is the unmistakable asset of quality which makes reduction in prices in this store so unfailingly worth while.

**A SPECIAL SALE OF BLANKETS IS A SPLENDID START TOWARD ECONOMY FOR THE NEW YEAR**—Every blanket of the fine, dependable quality always to be depended upon here. Considering the greatly lowered pricings, no one need be without an adequate supply to last far into the future. Values which will instantly be recognized as most unusual are:

Regular \$5.95 wool finish size 70x80, special, each **\$3.95**

Plaid Cotton Blankets, 66x78, special, each **\$2.98**  
Solid grey blankets, with colored stripes, heavy grade, special, each **\$2.98**  
Cotton blankets, 64x76, regular \$2.75 grade **\$1.98**

Wool blankets are all priced to close out.

**LINENS**

9-4 Bleached Sheeting in good quality, per yd. **39c**

Sheets in good quality 81x90, each only **98c**

Pillow cases in good grade 42x36 each only **26c**

Good bleached domestic 36-in. wide, free from starch, per yd **12c**

Good quality brown domestic 36-in. wide, per yard, only **12c**

**DRESS FABRICS REDUCED**

\$3.50 quality wool coating, 54-in. wide, special, per yard **\$2.45**

\$3.75 grade tweed in a range of pretty colors, per yard **\$2.65**



## SMART FROCKS Underpriced \$13.75

Every Frock should be described separately to do justice to the charm and remarkable value. Every Frock is an authentic mode. Every Frock is of a favored fabric. An extraordinary savings event!

### Cloth Frocks

Frocks of rep, charmeen, twill in tailored styles, clever in detail, expertly made, in every wanted color.

### Frocks of Silk

Frocks of bengaline satin crepe, faille, flat crepe, each with some individual trimming note of the season.

### Flannel Frocks

Jaunty Frocks, practical and smart. In every wanted color, plaids, and plain.

Every occasion is provided for in this Sale. And women who choose for quality, women who choose for style, women who choose for pricing—all find this sale planned especially for them.

*Every sale must be satisfactory to you, or we will gladly refund your money.*

Clearance of surplus stocks in all sections of the store is of utmost importance now — so important that radical reductions are offered as your incentive to take full advantage of the many wonderful savings abounding on this page. The qualities are high; the prices are low; the values unmatchable.



The reductions on Men's and young men's Kuppenheiner Suits is worth everyone's consideration:

- \$55.00 Suits, now **\$42.95**
- \$50.00 Suits, now **\$39.55**
- \$47.00 Suits, now **\$36.95**
- \$45.00 Suits, now **\$34.95**
- \$42.50 Suits, now **\$33.95**
- \$40.00 Suits, now **\$32.95**
- \$37.50 Suits, now **\$29.50**
- \$35.00 Suits, now **\$27.95**
- \$33.50 Suits, now **\$26.50**
- \$30.00 Suits, now **\$23.95**
- \$27.50 Suits, now **\$22.50**
- \$25.00 Suits, now **\$18.95**

**Men's Heavy Weight Overcoats reduced 25 per cent.**

Mileskin pants, special, **\$1.79**

A special purchase makes it possible for us to sell them at low price.

We are exclusive agents for Holeproof hosiery for men.

- \$1.00 pure thread silk sox, pair only **89c**
- 75c sox, only **59c**
- 50c grade silk lisle sox **39c**
- 35c lisle hose, pair **29c**
- 10 pairs of men's good grade sox **\$1.00**
- 6 pairs 25c black cat sox **\$1.00**
- All \$5.00 Berg Hats, reduced to **\$3.98**

Men's Flannel Night Shirts and Pajamas reduced 20 per cent

# Barrier Bros.

DEPENDABLE MERCHANDISE

We will fill all mail orders Promptly



FAIR SHOWS BIG PROFITS ABILENE REPORT STATES

\$10,000 Net Profit Is Made By West Texas Fair, Dates Set for 1925 Show

ABILENE.—At the Annual Meeting of the stockholders of the West Texas Fair Association held December 2, the Secretary made his report and officers and directors for the ensuing year were elected.

The dates for the 1925 show were set for September 21 to 26, inclusive.

Honor Students Are Announced At Canyon

CANYON.—The students honor roll for the 1924 session of the West Texas State Teachers' College has just been compiled by the faculty committee on student honors.

Did She Fib?



Mrs. Mina Touvall, 20, of Cleveland, must face trial on a charge of obtaining money under false pretense because she led a young man to believe she was single and permitted him to give her clothes, money and jewelry.

Lamesa To Get More Post Office Space

LAMESA.—The Federal Postoffice Department has granted the request of local postmaster, supplemented by the Chamber of Commerce for additional room in which to handle the business of the postoffice.

LAMESA TO HOLD BOND ELECTION FOR CITY HALL

City Commission To Hold Vote On \$150,000 City Building Sewer and Water Works

LAMESA.—The City Commission of Lamesa has ordered an election to be held on January 29, 1925, at which time the taxpayers of the city will vote on a proposed bond issue of \$150,000.00 to be expended for extension and to build a City Hall.

TEXAS CASE SETTLED WASHINGTON.—The liability of an insurance company of a life policy must be determined in the courts of the State where the policy was issued.

TEACHERS MEET BEGINS

TAHOMA.—The Tri-County Teachers' Institute, composed of the teachers of Lynn, Dawson and Gaines Counties, met in Tahoka Monday morning with 200 teachers in attendance.

At It Again



Sir John Craig, premier of Ulster, is fighting attempts to readjust the boundary between Ulster and the Irish Free State.

AMARILLO HAS THREE HUNDRED STUDENTS OUT

Sick List Among Public School Pupils Reaches Alarming Size Nurse Reports

AMARILLO.—Two hundred and ninety-two pupils were out of school in Amarillo Thursday on account of illness, the report by Mrs. Joe Smith, nurse, shows.

LOST ARM WORTH \$50,000 DAMAGE TO ABILENE MAN

School Teacher Files Suit For Damages Against Wichita Falls Railroad

ABILENE.—If a man's arm is worth \$50,475 then an Abilene school teacher may be a rich man. Arthur V. Williams, teacher in the public school here, has filed suit against the Wichita Valley railroad company for that amount.

To Be Tried



Because he sympathized publicly with the views of the Rev. Fosdick, New York liberal clergyman, Rev. George E. Hunt (above), pastor of Christ Presbyterian Church, Madison, Wis., must stand trial for heresy charges have been brought against him by three Presbyterian pastors.

BOOTLEGGERS IN O'DONNELL FACE LIQUOR CHARGES

Two Local Druggists Arrested For The Unlawful Sale of Jamaica Ginger

TAHOMA.—C. M. Cox, druggist, and Wesley Marr, drug clerk, of O'Donnell, were arrested Tuesday upon complaints filed in the Justice Court at Tahoka charging them with the unlawful sale of intoxicating liquors.

New Engine Ordered For Midland Plant

MIDLAND.—Construction of the foundation for a 300-horse power oil engine at the Midland light and power plant has started.

TEST WELL WATCHED

LOCKHART.—The Plateau Oil Company's Chamberlain No. 1, two miles northeast of Dale, was reported at 500 feet. This test is being watched with more than passing interest, as many of the large oil concerns hold leases in that section of the county.

Post City Oil Well Pumps 150 Barrels

POST.—Put on the pump for a 10-day test, after standing for three weeks time, the No. 1 Boren of the Amerada Oil Company, Garza County, wilkcal, is reported to have pumped 150 barrels during the first 24 hours.

Advertisement for Moore Brothers featuring a stove for a dime and a dollar cash. Text includes: 'A Stove For a DIME! EVERY TIME YOU SPEND A DOLLAR CASH OR PAY ONE DOLLAR ON ACCOUNT. You Are Entitled to a Ticket and The Lucky Number WILL HAVE CHOICE OF ONE OF THESE STOVES: 1. Full White Enamel Range, Value \$125.00 2. Allen Parlor Heater, Value \$125.00 3. \$125.00 Superflex 5-Burner Oil tSove, With Built-in Oven; The Latest Made Dec. 27, at Moore Brothers Be Sure to Call or Your TICKETS They Are Valuable Moore Brothers Hardware, Furniture, Harness and Auto Tops 908 Main Street Lubbock, Texas'

Advertisement for an ice plant. Text includes: 'ICE PLANT MUST BE HAD IN NEXT YEAR SAYS RALLS Lubbock Plant Is Nearest One With Crosby County Using Great Deal Of Ice RALLS.—Steps are being taken to secure an ice plant for this city in time to handle the summer trade. Two individuals have been in the city during the past week investigating the situation and the Texas Utilities Company, who serves the section at this time from their plant at Lubbock, is reported to be considering a plant here. With more than 2,500,000 pounds of ice used in Crosby county with the nearest ice plant at Lubbock, 25 miles away, it is believed that such a plant will be profitable in this city. With the completion of the \$50,000 water system and with the 24-hour electric service already available in the city there is nothing to hinder the erection of such a plant. DROPS DEAD IN CAR GALVESTON.—William Edward Doyle, 61 years old, dropped dead Sunday while driving his wife and daughter. He was cashier and bookkeeper for W. A. Kelso for approximately twenty-five years. Mr. Doyle experienced some difficulty in attempting a turn in traffic near the Sixty-First Street Road. After leaving his car for a moment he returned, only to drop dead across the driver's seat. He is survived by his wife, two daughters, Mary and Lillian, and two sons.'

Advertisement for Citizens National Bank featuring a Christmas message. Text includes: 'A Merry Christmas This bank takes this opportunity to wish for its patrons and friends a Merry Christmas and a Happy and Prosperous New Year. Citizens National Bank THE OLDEST BANK IN LUBBOCK COUNTY'

THE PLAINS JOURNAL

Published Every Thursday by the Plains Journal, Inc., at LUBBOCK, TEXAS

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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 misinformation, 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 mistakes were 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

Investigating The Records

No more than five days after her arrival here Miss Edith Hodgson, the temporary public health nurse in Lubbock county, began looking into the records of births and deaths and her findings were interesting from several standpoints.
Miss Hodgson discovered that thus far this year thirty-nine deaths had been recorded and of the thirty-nine seventeen were in the infant class, children under the age of two years. She also found that in 1923 fifteen deaths were reported and seven of these were in the infant class. Thus far this year two hundred births have been recorded while in 1923 two hundred three children made their entrance into the world.
Taken as comparison to the number of total deaths the infant mortality rate is enormous. Taken as compared to the number of births it is about average. That, according to Miss Hodgson, leads here to believe that all of the deaths have not been reported. The figures in both cases are for the county alone and do not include the city of Lubbock. If doctors and undertakers in Lubbock county have not been keeping the death records then they are making a grave error. There is a state law which covers the question and if the records are not kept those falling to live up to them are subject to heavy fines.
Persons interested in coming to this part of the country, seeing the infant mortality ratio as compared to the number of deaths might be led to believe that the climate is not a healthy one in which to raise children. This, of course, we who live here know to be false. Nevertheless, those not familiar with the situation might be reticent.
Miss Hodgson has made a very fine impression since she has begun her duties in Lubbock and the County Commissioners feel that the money voted for public health work will be well spent. If she did nothing more than see that the birth and death records were kept correctly she would be worth the cost to the taxpayers of the county.

The West Texas Chamber of Commerce.

E. F. Bennett, representative of the West Texas Chamber of Commerce, reports that following his recent membership drive held in connection with local men, that Lubbock has responded more favorably than any other city in this section of Texas. That report, considering the benefits the West Texas Chamber of Commerce has sided in securing for Lubbock, is indeed favorable. Bennett believes that he will have one hundred fifty members for his organization when the drive is over. Last year there were sixty-seven members here.
The work that the West Texas Chamber of Commerce does is little known to the average man. That organization, after the Tech had been located here, turned its talents to aiding Lubbock to prepare for it. When Lubbock began the drive for a new hotel the West Texas Chamber of Commerce was on the job, doing its best to induce some hotel magnate to take the assignment on a bonus basis. In addition to these two aids there are many smaller ones which the organization helped in, so many that they are too numerous to mention.
West Texas has a great deal of development ahead of it. From San Antonio to Wichita Falls and from Fort Worth to the New Mexico line numerous improvements are needed. These improvements will be attained sooner through the activities of the West Texas Chamber of Commerce and the sooner that they are assured the better off West Texas will be.
Every city in West Texas should get behind the West Texas Chamber of Commerce and every business man, who sees as his field all of West Texas, should get behind the organization to his fullest extent. That Lubbock is taking the lead in memberships show that the citizenship is awake to the needs and demands of the future. In the words of the Fort Worth Record, "Onward Lubbock—Onward West Texas!"

Don't criticize the man who does his duty. Bud Johnston was elected as sheriff of Lubbock county on a law enforcement platform. Bud is doing his best to hold to his promises made to the voters. When he or his men arrest a lawbreaker, regardless of who the lawbreaker is, stand behind Bud. It's his business to enforce the laws of Lubbock county and as long as he continues to do so without fear or favor, he remains a good official. The United States needs more conscientious officials.

Credit to whom credit is due. That's one of the fundamentals on which human lives are broadened. Take for instance John L. Vaughan, postmaster. He has a hard job. He is handling it in a way which should be commended. He is handicapped by too small a force to take care of the business in the manner most of us think it should be handled. But since he has been postmaster the postoffice has improved and is continuing to improve. Compliment John L. Vaughan on his work. He deserves it.

"I'm in favor of prohibition," shouts the average man. Yet he'll go out and buy a quart of bootleg liquor to supply his so-called "Christmas Cheer." Just why booze is necessary to help anyone en-

Greetings



A Letter To Santa Claus

Dear Santa Claus:
Lubbock is a nice city, in fact the nicest city we know of, and like all good cities is looking toward the future and needs a number of good things for 1925. Please give it the following improvements:
Enough good boarding and rooming houses to take care of the Tech students.
A large enough appropriation to care for the Tech.
Another ward school.
Even more paving.
A general municipal clean-up in the alleys, business section and throughout the residential section.
Closer co-operation between city and rural people.
A fine, modern hotel large enough to care for the city's needs.
A municipal auditorium.
A larger and better supported Chamber of Commerce.
More business buildings.
Another good crop and diversified farming on the South Plains.
More wholesale establishments and factories.
Natural gas for power and heating.
A good band.
More good rent houses and apartments.
And anything else you can think of.
Don't forget the other South Plains cities that are asking for improvements, because Lubbock doesn't want any more than its share.
Yours very truly,
Civic Booster.

With Our Contemporaries

The value of the home beautiful contest in Plainview is unquestioned by any citizen of the town. It has increased interest in attractive homes, stimulated pride in the home town and increased the common desire for home ownership.
This contest is valuable not alone to Plainview, but to towns adjoining it. Floydada took up a similar campaign this year, encouraged by the good results Maury Hopkins had seen in Plainview while acting as judge in our contest.
Matador and Crosbyton are planning to emulate the examples of Plainview and Floydada.—The Plainview Herald.
And why not Lubbock, too?

Menace To The Nation

So the Master Barbers' association has decided to boycott Mr. Valentino because of his new fad of wearing Moorish whiskers? The story back of this threat is this:
Rodolpho Valentino has been abroad looking up, local pointers on a picture he intends to produce. He is cast as a Moorish sheik—and as sheiks of the brand wear black, villainous looking whiskers, Valentino is permitting hirtute vegetation to sprout on his saturnine face. He could wear false liace were he so inclined, but realism is the order in the movie—to a considerable extent. Valentino, therefore, is to do his sheiking naturally, so far as the beard is concerned. And he is going along with the whiskers in plain sight, pending the shooting of the forthcoming picture.
When Valentino did certain Spanish parts, he cultivated sideburns and straightway many misguided young Americans did likewise. The fad is still effective. And when Valentino's mug, so to speak, is transferred to the screen in the new sheik photoplay, the susceptible American youth of tender age will start whiskers at once. It is feared, too, that older individuals in order to avoid barber's bills, safety razor wounds and so forth may likewise adopt the whisker-rand fad. Hence the menace.
This menace includes a reduction of tonsorial profits in the places where the slogan is "next" and where male customers have to wait until certain bobbed haired young ladies are given attention. Also it includes the revival of ungainly facial effects.
The barbers have good reason for raising a yell of alarm.

Housing The Tech Students

The question of caring for the students of the Texas Technological college is the only one which is bothering the officials of the school, says President Paul W. Horn.
By this statement he does not mean that there will not be enough boarding and rooming facilities to care for the newcomers. It is the fact that the home people are not awake to the situation and every day brings letters from out-of-town people who want to know about erecting boarding and rooming houses here that is worrying Doctor Horn. He naturally wants the local people to care for this problem and share in the profits, rather than outsiders who have done nothing to help with the Tech project.
Lubbock must awake to this responsibility if the students are cared for by local people. Construction must begin on a number of houses in which the students can comfortably live.
Now is the time for action.

Upholding Prohibition

Lubbock county officers recently arrested a prominent business man on charges of dispensing intoxicants in his store. He was given his freedom on a bond of one thousand dollars.
Perhaps this man is innocent of lawbreaking. But whether it is his establishment or some others that have been a haven for drinkers of extracts, jamacia ginger and patent medicines is not the question. Such products have been sold in legitimate business houses in the past and the officials are bending their efforts to stop it.
The consumption of injurious liquors, which craze the drinkers, has been a problem for officers all over the country during the past several years. The selling of this kind of product is a menace which must be curbed. Merchants who will

Best Editorial of the Week

The Golden Idol

A Boston rabbi protests against the way Americans worship success. He fears that admiration of successful men has reached a magnitude where it is a form of idol worship "which leads to the surrender of all judgment of comparison and value.
The public is becoming wiser, though. It is not many years since a man's wealth was the measure of his success. His dollars told the story.
We believe that achievement is rapidly taking the place of money as the emblem of success. Henry Ford, for instance would be rated little less highly if he had only a moderate fortune. The people marvel at him rather because of the millions of motor cars he has produced than on account of his enormous fortune.
Steinmeetz, of his own choosing, left a very small estate when he died. Money did not concern him. Nor did it concern his admirers. They cared not that Steinmeetz had not accumulated millions. What they admired was his accomplishment.
Rockefeller, senior, used to be famous mainly as the world's richest man. In time his dollars will be eclipsed by his organizing genius and his wisdom in spending millions for medical research and education.
The golden idol is being torn down. In its place is the idol of accomplishment, which is just another name for service to humanity.
The public is getting wise in still another direction. There's an increasing comprehension that some of the greatest successes are men who never accumulate a fortune or do anything big enough to get them into the limelight.
Take a man handicapped by paralysis or blindness, yet who struggles doggedly and supports himself and family comfortably. Take a man who, by hard work and determination, counteracts inferior ability and gets along reasonably well. Take the average man and wife who make just a fair living and educate their children.
All these are successes—great successes—in the eyes of American today.
Success is not so much a matter of results, but in character and doing the best we can with limited abilities and opportunities.—Amarillo Post.

The Best in American Verse

Nor yet alone in earth below,
Where God has built His blazing Throne,
Nor yet alone in earth above,
With belted seas that come and go,
And endless isles of sunlit green,
Is all thy Maker's glory seen.
(From Oliver W. Holmes' "The Living Temple.")

FUN, FOLKS AND PHILOSOPHY



"What did it cost?"
Youngsters are spanked for asking it—while company is still present—but it is the first question they hear discussed after they leave—if she had on a new coat, or if they were driving a new car, or had bought them a new home.
"What did it cost?"
It's the first gauge of a Christmas gift—as you mentally compare it to the one you gave the person who sent you this. It is the mark, the measure, the standard—even of Christmas giving.
"Was he worth it?"
Only a few years ago the only question asked of a deceased man. Today the same question is asked—but along with it, "What did he do? Who was he?"
Our standards of value, success and life are still primitive, crude and unworthy of the plane of civilization to which we aspire. In giving this Christmas—let's give wholeheartedly and without consideration of the value of the gift that we expect to receive. Let's give out of love and not in exchange of obligations of past years.

In Salem, N. J., a man had the hiccoughs for three days. We can't recall such an occurrence under a Democratic administration.
Maybe this Salem man who hiccoughed three days mistook himself for a flivver trying to start on a cold morning.
Fort Worth, Texas, auto victim was put in an ambulance and it wrecked. The only safe place is home.
Here's the news that will tickle wild ducks. Staten Island duck hunter had his feet frozen.
Must be nice to be a duck and go in wading without galoshes.
News from Paris. Prize is offered for the funniest clown. Nobody barred, not even French politicians.
The funniest clown in the world, in our opinion, is the man who takes life too seriously.
Whose welfare is considered most often by a professional politician, in only one letter, beginning with "I?"
Perhaps Kentucky University's deciding to teach crossword puzzles is the first effort to make them unpopular among students.
Six oil wells caught fire near Los Angeles and resembled a movie star defending his art.
Wonder if it isn't about time to dig up old King Tut again?
Kentucky University has adopted crossword puzzles. Another calamity that never happened under the Democrats.
What does a farmer raise

One good side-shaking laugh is better than seven pills—and although it may be bad form to shake the rafters with your chuckles—everybody within hearing distance feels better as a result of your own explosion. If you want to laugh—laugh! The world is young, life is sweet, folks are human!—WHY NOT?
Nothing is—except by comparison! You are pounding it down the road about ninety to nothing—just burning the breeze. The old hoopie is hitting on all six and you glance at your wife with that "I told you so air"—"Boy, ain't it some wagon," you say.
Only four more shopping

# The NERVOUS WRECK

by E. J. Rath  
©1924 - by NEA Service Inc.

### BEGIN HERE TODAY

Sally Morgan has to go 35 miles from her father's ranch to catch a train for the city. Sheriff Bob Wells, her fiance, is unable to ride with her to the station. So the Nervous Wreck, an eccentric young easterner visiting at the ranch, offers to take her to the station in his little automobile.

### NOW GO ON WITH THE STORY

"Don't leave this car," he commanded. "I'm going to attend to whatever has to be done. Nobody's going to get hurt. But I'm going to find out something damn quick."

### CHAPTER V

#### The Nervous Gunman

It was a big black machine, long and squat and heavy, with luggage on the running boards, baggage on the rear, three spares, and four occupants, one of them a chauffeur in uniform. The Wreck ignored the chauffeur, although he kept a furtive eye on him. He stepped close to the side of the tonneau and addressed himself to one of the three persons who sat there.

"I'm asking you again for a few gallons of gas," he said. "I've got to have it; that's all. You can spare some without any trouble."

"And I'm still telling you to go to the devil," answered a heavy voice from the central figure. "We haven't got any gas to spare, and you'd better get busy and roll that flivver out of the road and let me get by. If you need any help, my driver is here."

"I don't want that kind of help," said the Wreck, still controlling his voice. "I want gas."

The heavy voice laughed.

"We're not running a truck wagon."

"We people with flivvers," declared the Wreck, slowly, "are not gas boys. If I had as much gas as you've got in your tank I could run from here to New York. You're what I call a damned hog. All I'm asking is five gallons and I'll pay for it."

"Do I get it?"

There was an abrupt change in the Wreck's demeanor. He stepped back a pace, pulled his cap close over his eyes and brought to view an object he had been concealing behind his back. Even in the gloom it was possible to get an idea of what it was.

"Stick 'em up," he larked. "All hands. Be in a hurry now."

There was a feminine shriek from the tonneau, and the Wreck then and there burst learned that one of them was a woman. But it was no time for courtesies.

"All up—everybody! You there in the front seat! That's the idea. I want to see eight hands up all the time. And I don't want to see any funny movements, either."

The driver came first, his arms stiffly aloft. Then three figures in single file from the tonneau, the last one wearing a wig of the gun. "You heavy voice coughed nervously. "We'll give you five."

"Shut up!" commanded the Wreck. "You'll give me anything I want. You three—"

"Get it—and be careful you don't get anything else."

"Full sh! Carrying extra gas and wouldn't give me a drop, eh? All right, you pick up that can and march—straight up the middle of the road."

For a few seconds it puzzled the Wreck what to do with the trio who still stood with their hands up in the bare of lights. He solved it by order.

"I'm asking you again for a few gallons of gas," he said. "I've got to have it; that's all. You can spare some without any trouble."

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directly to the rear of the gas-eating monster.

"How much in that tank?" demanded the Wreck.

"About fifteen, sir."

"Pet-cock in the bottom? You'd better have, if you don't want me to shoot a hole in the tank."

"Yes, sir. We got a pet-cock. Stick that can under it and let her go."

Presently the driver announced that the can was full, and the Wreck verified the statement.

"All right. Dump it out in the road."

The driver stared through the darkness.

"Dump it out!" And the Wreck executed the order himself by kicking the can over.

"Now fill it again," he commanded. The second filling was accomplished.

"That'll do. That leaves you five gallons. It's too much for a hog, at that. Come along with the can, now."

They made a second trip to the flivver and emptied a second dose into the tank under the seat.

"Now we go back again," said the Wreck. "And when I tell you to do something, I don't want any questions asked."

"No, sir."

Once more at the side of the big car, the Wreck ordered his servant to lay aside the five-gallon can.

"Go a tree pump on that engine?" he inquired.

"Yes, sir."

"Rotten luxury. But it's going to save your back a lot of work. Get busy now and let the air out of those tires. All of 'em!"

The driver, most of them from bewilderment rather than subordination, but he jumped to the task when the Wreck prodded him with the muzzle of Sally's six-shooter. The tires flattened themselves under the wheels, each with a long, shrill sigh.

"Open up those valves on the spares," directed the Wreck.

The spares also sang a wyan song.

"There. That'll keep you busy for a while. Come along."

They joined the group of sitters in the middle of the road. Standing with his back to the headlights and carefully shielding his own face from illumination, the Wreck contemplated his victims for a moment.

"You!" he said, suddenly, "with a significant gesture of the gun. The big one who didn't want to sell any gas. Stand up!"

The owner of the heavy voice rose slowly to his feet, looking slightly anxious. Most of the bullheadedness had departed from him.

"I've a good mind to give you a trimming," said the Wreck, "but I haven't got time to do it right. I've met all kinds of hogs in my time. But you're the biggest."

Maybe you don't know you're getting off light, but take it from me you are. If you think a flivver is funny, I'm going to give you a chance to play with it. Hump yourself!"

He urged the large man in the direction of the flivver, leaving the remainder of the group behind him. Sally had climbed back into the seat, and the Wreck joined her. He switched on his headlights and took the wheel, but he still had the gun in his hand.

"Now, you just lay hold of that crank and get to work, hog."

The gentleman with loud signs of wealth seized the crank and yanked it vigorously.

### CITATION BY PUBLICATION

THE STATE OF TEXAS.  
To the Sheriff or any Constable of Lubbock County—Greeting:  
You are hereby commanded to summon E. C. Knight and the heirs and legal representatives of E. C. Knight by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, to appear at the next regular term of the District Court of Lubbock County, to be held at the Court House thereof, in Lubbock, Texas, on the 30th Monday in January, A. D. 1925, the same being the 15th day of January, A. D. 1925, then and there to answer a petition filed in said Court on the 15th day of December, A. D. 1924, in a suit, numbered on the docket of said Court No. 2042, wherein Charles H. Smith is plaintiff, and H. B. Reed, H. K. Porter, N. R. Porter, R. C. Burns, W. S. Posey, W. N. Green, Geo. C. Wolfarth, B. M. Clayton, O. L. Slaton, J. D. Lindsey, W. R. Hampton, C. F. Clayton, L. W. Roberts, J. D. Caldwell, G. A. Rush, Frank Winn, Rosa Winn, Gus Watkins, Emmett Carlisle, Thad Carlisle and C. C. Lane, individually, are executors of the estate of W. A. Carlisle, deceased, and the unknown heirs of J. W. Winn, deceased, and W. A. Carlisle, deceased, their heirs and legal representatives, and the heirs and legal representatives of J. W. Winn, deceased, and W. A. Carlisle, deceased, and the unknown stockholders of the Lubbock Townsite Company, their heirs and legal representatives, are defendants, and said petition alleges: That on December 1st, 1924, plaintiff was the owner in fee simple of Lot No. 4 in Block No. 29, of the Original Town of Lubbock, in Lubbock County, Texas, that on said date the defendants unlawfully entered upon said real estate and ejected plaintiff therefrom, and continue to unlawfully hold said real estate.

Further alleging, plaintiff claims title under the three, five and ten year statutes of limitation, that on the 15th day of January, 1924, the plaintiff was seized and possessed of Lot Twenty (20) in Block Eighty-Six (86) of the original town of Lubbock in Lubbock County, Texas, holding, and claiming the same in fee simple, that on the 15th day of January, 1924, the plaintiff was unlawfully entered upon said premises and ejected plaintiff therefrom and unlawfully withholds from him the possession thereof to his damage in the sum of \$249.95. Wherefore, plaintiff prays for the title and possession of said premises.

Herein fall not, but have before said Court, at its aforesaid regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court, at its aforesaid regular term, on this 5th day of December, A. D. 1924.

Louie F. Moore, Clerk,  
District Court, Lubbock Co., Texas.

37-41

THE STATE OF TEXAS.  
To the Sheriff or any Constable of Lubbock County—Greeting:  
You are hereby commanded to summon Edgar Thompson, Mrs. Edward Thompson, W. P. Schluter, and A. H. Schluter, and the heirs and legal representatives of each and all of said named persons by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, to appear at the next regular term of the District Court of Lubbock County, to be held at Lubbock, Texas, in said Lubbock County, on the 19th day of January, A. D. 1925, then and there to answer a petition filed in said Court on the 5th day of December, A. D. 1924, in a suit, numbered on the docket of said Court No. 2045, wherein W. D. MacMillan is plaintiff and Edgar Thompson, Mrs. Edward Thompson, W. P. Schluter and A. H. Schluter, and the heirs and legal representatives of each and all of said named persons are defendants, and said petition alleges that on Sept. 1st, 1924, he was owner in fee simple of Survey thirty-nine (39), in block A, cert. 2-244 issued to G. C. & S. F. Ry. Co., patented to Edgar Thompson on June 14, 1923, patent 159, vol. 23, said tract of land containing 449 acres, situated, lying and being in the County of

### CITATION BY PUBLICATION

THE STATE OF TEXAS.  
To the Sheriff or any Constable of Lubbock County—Greeting:  
You are hereby commanded to summon H. B. Reed, W. R. Hampton, L. W. Roberts, and the unknown heirs of J. W. Winn, deceased, and W. A. Carlisle, deceased, their heirs and legal representatives, and the heirs and legal representatives of J. W. Winn, deceased, and W. A. Carlisle, deceased, and the unknown stockholders of the Lubbock Townsite Company, their heirs and legal representatives, by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, to appear at the next regular term of the District Court of Lubbock County, to be held at Lubbock, Texas, on the 19th day of January, A. D. 1925, then and there to answer a petition filed in said Court on the 15th day of December, A. D. 1924, in a suit, numbered on the docket of said Court No. 2042, wherein Charles H. Smith is plaintiff, and H. B. Reed, H. K. Porter, N. R. Porter, R. C. Burns, W. S. Posey, W. N. Green, Geo. C. Wolfarth, B. M. Clayton, O. L. Slaton, J. D. Lindsey, W. R. Hampton, C. F. Clayton, L. W. Roberts, J. D. Caldwell, G. A. Rush, Frank Winn, Rosa Winn, Gus Watkins, Emmett Carlisle, Thad Carlisle and C. C. Lane, individually, are executors of the estate of W. A. Carlisle, deceased, and the unknown heirs of J. W. Winn, deceased, and W. A. Carlisle, deceased, their heirs and legal representatives, and the heirs and legal representatives of J. W. Winn, deceased, and W. A. Carlisle, deceased, and the unknown stockholders of the Lubbock Townsite Company, their heirs and legal representatives, are defendants, and said petition alleges: That on December 1st, 1924, plaintiff was the owner in fee simple of Lot No. 4 in Block No. 29, of the Original Town of Lubbock, in Lubbock County, Texas, that on said date the defendants unlawfully entered upon said real estate and ejected plaintiff therefrom, and continue to unlawfully hold said real estate.

Further alleging, plaintiff claims title under the three, five and ten year statutes of limitation, that on the 15th day of January, 1924, the plaintiff was seized and possessed of Lot Twenty (20) in Block Eighty-Six (86) of the original town of Lubbock in Lubbock County, Texas, holding, and claiming the same in fee simple, that on the 15th day of January, 1924, the plaintiff was unlawfully entered upon said premises and ejected plaintiff therefrom and unlawfully withholds from him the possession thereof to his damage in the sum of \$249.95. Wherefore, plaintiff prays for the title and possession of said premises.

Herein fall not, but have before said Court, at its aforesaid regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court, at its aforesaid regular term, on this 5th day of December, A. D. 1924.

Louie F. Moore, Clerk,  
District Court, Lubbock Co., Texas.

37-41

### CITATION BY PUBLICATION

THE STATE OF TEXAS.  
To the Sheriff or any Constable of Lubbock County—Greeting:  
You are hereby commanded to summon Edgar Thompson, Mrs. Edward Thompson, W. P. Schluter, and A. H. Schluter, and the heirs and legal representatives of each and all of said named persons by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, to appear at the next regular term of the District Court of Lubbock County, to be held at Lubbock, Texas, in said Lubbock County, on the 19th day of January, A. D. 1925, then and there to answer a petition filed in said Court on the 5th day of December, A. D. 1924, in a suit, numbered on the docket of said Court No. 2045, wherein W. D. MacMillan is plaintiff and Edgar Thompson, Mrs. Edward Thompson, W. P. Schluter and A. H. Schluter, and the heirs and legal representatives of each and all of said named persons are defendants, and said petition alleges that on Sept. 1st, 1924, he was owner in fee simple of Survey thirty-nine (39), in block A, cert. 2-244 issued to G. C. & S. F. Ry. Co., patented to Edgar Thompson on June 14, 1923, patent 159, vol. 23, said tract of land containing 449 acres, situated, lying and being in the County of

Further alleging, plaintiff claims title under the three, five and ten year statutes of limitation, that on the 15th day of January, 1924, the plaintiff was seized and possessed of Lot Twenty (20) in Block Eighty-Six (86) of the original town of Lubbock in Lubbock County, Texas, holding, and claiming the same in fee simple, that on the 15th day of January, 1924, the plaintiff was unlawfully entered upon said premises and ejected plaintiff therefrom and unlawfully withholds from him the possession thereof to his damage in the sum of \$249.95. Wherefore, plaintiff prays for the title and possession of said premises.

Herein fall not, but have before said Court, at its aforesaid regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court, at its aforesaid regular term, on this 5th day of December, A. D. 1924.

Louie F. Moore, Clerk,  
District Court, Lubbock Co., Texas.

37-41

### BANQUET FOR SALESMEN

WICHITA FALLS. — All traveling salesmen who make Wichita Falls their headquarters are being assembled for the banquet to be tendered them on Dec. 25, by the Chamber of Commerce. Acceptance of invitations are being received daily and every effort is being made to get in touch with every knight of the grip. A splendid program is being arranged.

Send Journal ads, it pays

Life, to a turkey, is just one darn holiday after another.

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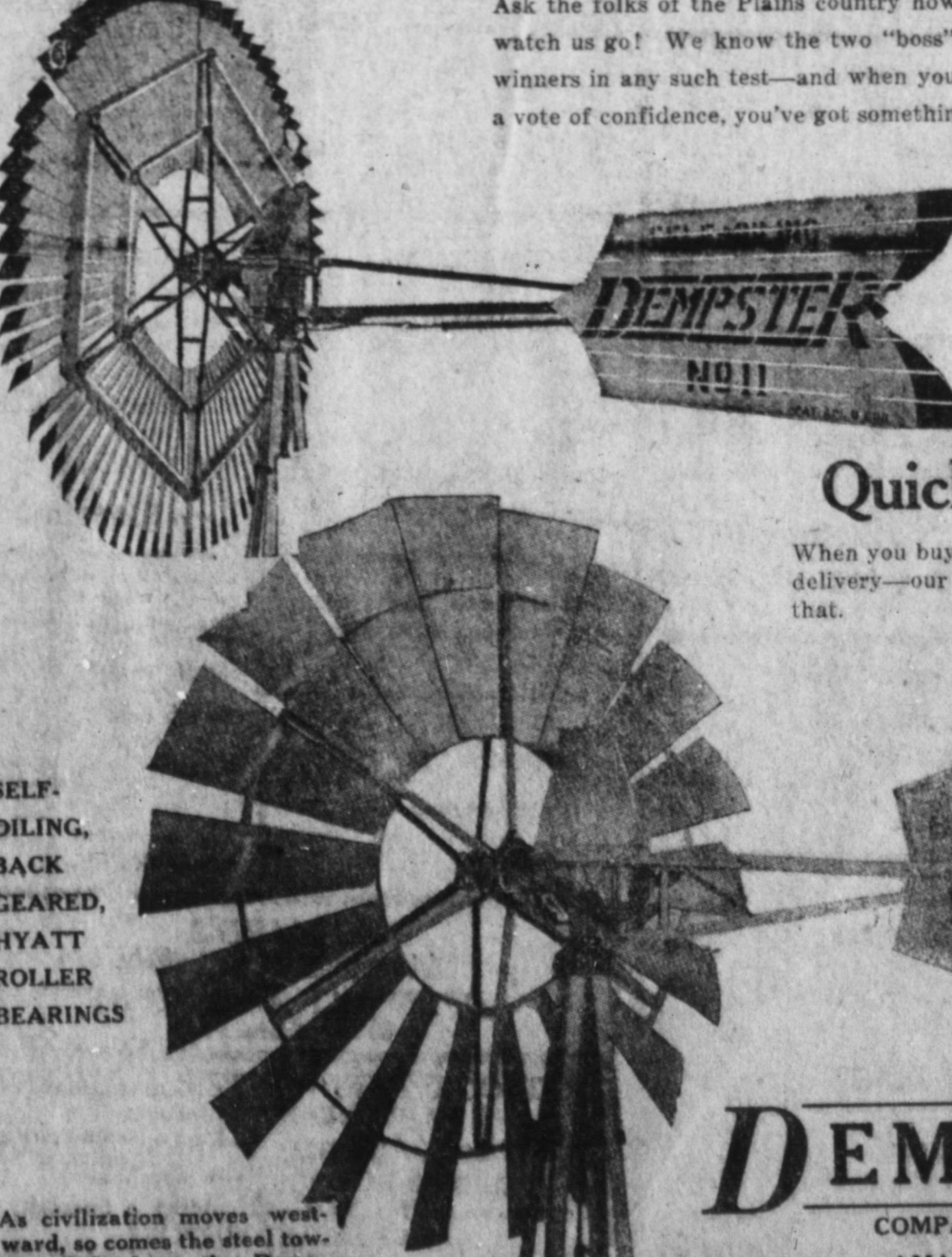
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Ask the folks of the Plains country how they vote on windmills and watch us go! We know the two "boss" DEMPSTERS will be big winners in any such test—and when your home people give machinery a vote of confidence, you've got something to rely upon.

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When you buy a DEMPSTER you get prompt delivery—our big group of dealers insures that.

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As civilization moves westward, so comes the steel towers. Ask about the Dempster spring leg steel tower.

# DEMPSTER

COMPANY OF TEXAS  
AMARILLO, TEXAS

### CITATION BY PUBLICATION

THE STATE OF TEXAS.  
To the Sheriff or any Constable of Lubbock County—Greeting:  
You are commanded to summon L. Whipple by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, to appear at the next regular term of the District Court of Lubbock County, to be held at Lubbock, Texas, in said Lubbock County, on the 15th day of January, A. D. 1925, then and there to answer a petition filed in said Court on the 15th day of December, A. D. 1924, in a suit, numbered on the docket of said Court No. 2055, wherein H. B. Reed is plaintiff and L. Whipple and Ethel Whipple, are defendants, and said petition alleges:

That heretofore on or about Oct. 28th, 1922, plaintiff purchased from the defendants L. Whipple and wife, Ethel Whipple, all of that certain tract of land, situated, lying and being in the county of Lubbock, State of Texas, to-wit: All of block No. 82, of the Markowitz subdivision of block No. 79 of the Roberts & McWhorter Addition to Lubbock, Lubbock County, Texas, and on said date the defendants by deed of that date, intending to convey said above described tract of land to said plaintiff, by and through the mutual mistake of said L. Whipple and Ethel Whipple and of this plaintiff, the description of said lands so intended to be conveyed was in said deed described as all of block No. 82, of the Roberts & McWhorter Addition to Lubbock, Lubbock County, Texas, as shown by plat thereof of record in the county clerk's office of said County, to-wit: when in truth and in fact the land so intended to be conveyed by defendants to this plaintiff, should have been in said deed written and described as being block No. 82, of the Markowitz subdivision of block No. 79, of the Roberts & McWhorter Addition to Lubbock, Lubbock County, Texas, as shown by the plat of said sub-

division and in possession of said lands so purchased by him and so intended to be conveyed in said conveyance and that he is now entitled to have said deed corrected so as to conform to the real intentions and purposes of the plaintiff and defendants in the execution thereof.

Wherefore, he prays that upon final hearing he have judgment correcting and reforming said deed so as to correctly describe the property therein intended to be conveyed, for general and special relief, etc.

Herein fall not, but have you before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my official signature, at office in Lubbock, Texas, this 19th day of December, A. D. 1924.

Louie F. Moore, Clerk,  
District Court, Lubbock Co., Texas.

37-41

### CITATION BY PUBLICATION

THE STATE OF TEXAS.  
To the Sheriff or any Constable of Lubbock County—Greeting:  
You are hereby commanded to summon U. H. Helm and A. J. Roe, and the heirs and legal representatives of each of them, by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper of general circulation published in your county, which has been continuously and regularly published in Lubbock County, Texas, for more than one year prior hereto, to appear at the next regular term of the District Court of the County of Lubbock, to be held at the Court House thereof, in Lubbock, Texas, on the 30th Monday in January, A. D. 1925, the same being the 15th day of January, A. D. 1925, then and there to answer a petition filed in said Court on the 29th day of October, A. D. 1924, in a suit, numbered on the docket of said Court No. 2016, wherein T. T. Foster, Sr. is plaintiff, and U. H. Helm

of two unsatisfied judgments and judgment liens against defendant U. H. Helm, one for \$2,266.55 rendered in favor of plaintiff on Nov. 22, 1910, cause No. 424 docket District Court Lubbock Co., Texas, and the other for \$1,179.29 rendered in favor of plaintiff on Jan. 22nd, 1910, cause No. 425 docket District Court Lubbock Co., Texas, an abstract of both the judgments filed with the clerk of Lubbock County on Jan. 19, 1911, and judgment liens thereby filed and published against U. H. Helm nine (9) and (10) in Block one hundred six (106) of the Overton Addition to the town of Lubbock in Lubbock County, Texas; that execution was duly issued and returned, nulla bona, on each of said judgments within 13 months after rendition name; that when plaintiff's cause of action upon each of said judgments arose the defendant U. H. Helm, who owned said real estate, left the State of Texas and has remained absent since said date; that plaintiff seeks for writ of attachment on said debts and against said property and against defendant U. H. Helm, also obtained judgment against defendant U. H. Helm Oct. 19, 1922, in cause No. 1952 docket county court Mitchell County, Texas, and filed an abstract of said judgment Oct. 23rd, 1922, with clerk county court Lubbock County, Texas, and recorded Vol. L. L. but plaintiff alleges said judgment and judgment lien in favor of A. J. Roe null and void as to plaintiff in that ten years elapsed after the rendition of said judgment and before the departure of U. H. Helm from the State of Texas. Wherefore, plaintiff prays for judgment for debt and foreclosure attachment lien and both his judgment liens against all the defendants, and a cancellation of all adverse claims asserted by them.

Herein fall not, but have before said Court, at its aforesaid regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court, at its aforesaid regular term, on this 19th day of December, A. D. 1924.

Louie F. Moore, Clerk,  
District Court, Lubbock Co., Texas.

37-41

# WEEKLY BUSINESS REVIEW

This page made possible by the firms listed below for the purpose of informing the people of the South Plains the Merchandise and Service obtainable in Lubbock.

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## SCHOOLED IN THE MOTHER CITY OF CHIROPRACTIC, DOCTOR E. O. HENDRICKS HAS ONE OF BEST OFFICES OF ITS KIND ON THE PLAINS, LOCATED IN LUBBOCK

Schooled in the city which is known as "The Mother City of Chiropractic" and with five years of extensive practice and study is the record of Dr. E. O. Hendricks, local chiropractor. Dr. Hendricks graduated from the Davenport school of Chiropractic, where the Palmer school is also located and has the degree of Doctor of Chiropractic and also of Philosopher of Chiropractic from that institution. He has practiced in Lubbock for the past two years, part of the time with Carl Gillespie, and the balance of the time by himself. Prior to coming here he practiced in Waxahachie, with his brother, R. D. Hendricks, and Sulpher, Oklahoma, a well known pleasure resort. Doctor Hendricks has offices at 7 and 8 Burrus building, over the Barrier Brothers store, and has with him a capable and experienced lady attendant, Miss Ethel DePauw, also of this city. His telephone number is 872. In addition to regular chiropractic adjustments Doctor Hendricks also uses osteopathic treatments, light and heat treatments and electrical massages. His office is one of the best equipped from an electrical standpoint, to be found anywhere in this part of the state. Arriving the first part of this week was a new electrical appliance, known to the profession as the thermo-magnetic electrical sweep bath. The new equipment came from Denver, Colorado, and is the form of a garment, so woven with electric wires that when the current is turned on it gives electrical magnetism. It is especially good for the curing of colds all internal inflammation of the stomach, liver and bowels, high blood pressure, rheumatism and many other kindred troubles. In installing this new equipment Doctor Hendricks believes that he has taken an important step in keeping up with the demands of the community and surrounding territory in the combating of illness and disease. While he is not a graduate

DIRECTORY	
<b>ABSTRACTORS</b> Guarantee Abstract and Title Company. Wilson Abstract Company.	<b>CHIROPRACTORS</b> Dr. W. O. Barnard. Dr. Kate Castleman. Dr. Alma Daugherty. Dr. Hendricks and Gillespie. Calhoun Brothers.
<b>AUTOMOBILE PARTS</b> Plains Auto Parts Company.	<b>CEMENT CONTRACTORS</b> Calhoun Brothers.
<b>AUTOMOBILE PAINTING</b> Parry Auto Paint Shop.	<b>COAL AND GRAIN</b> Jackson Brothers.
<b>AUTO TOPS</b> Lubbock Auto Top Company.	<b>DRIVERLESS CAR STATION</b> W. A. Izard.
<b>AUTOMOBILES</b> Cullum Brothers.	<b>FLOUR</b> Williams and Son.
<b>BATTERY STATIONS</b> Plains Auto Parts Company.	<b>GENERAL MERCHANDISE</b> Hodges Brothers.
<b>BOTTLING WORKS</b> Lubbock Coca Cola Bottling Co.	<b>GENERAL REPAIRING</b> The Fixit Shop.
	<b>LOANS</b> Green and Hurlbut.
	<b>MATTRESSES</b> Lubbock Mattress Company.
	<b>MONUMENT WORKS</b> South Plains Monument Company.
	<b>MUSIC DEALERS</b> Boyd Music Store.
	<b>PLUMBING AND HEATING</b> Roche Newton and Company. McCrary and Anthony.
	<b>PRODUCE COMPANIES</b> Kelly Produce Company.
	<b>REAL ESTATE</b> Hunter and Hunter.
	<b>RESTAURANTS</b> Busy Bee Cafe. Shoe Repairing O. W. Jolly. L. H. Shelton and Son.
	<b>SERVICE STATIONS</b> Real Service Station. Scott Service Station.
	<b>TRANSFER AND BAGGAGE</b> Checker Cab Company. Yellow Cab Company.
	<b>TYPEWRITERS</b> Lubbock Typewriter Exchange.
	<b>WHOLESALE CANDY</b> Lubbock Candy Company.
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Special Prices for a Short Time on Mattresses  
 New Mattress Made to Order  
**LUBBOCK MATTRESS CO.**  
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 A. R. McDaniel, Manager  
 Typewriters, Adding Machines, Cash Registers and Computing Scales  
 Repairs on all Machines—Rebuilding a Specialty  
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**BUSY BEE CAFE**  
 In new location across from Post Office.  
**SLED ALLEN, Prop.**  
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**SCOTT'S SERVICE STATION**  
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**McCrary & Anthony**  
 "AS GOOD AS THE BEST"  
 Repairing a Specialty  
 1017 Ave. H

**Hunter & Hunter**  
 Real Estate  
 Specializing in Hockley County, Lubbock city property and automobile loans.  
 P. O. Box 1437, Lubbock, Texas

**KELLY PRODUCE CO.**  
 We Buy Cream, Poultry, Eggs, Hides,  
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 Highest Prices Paid  
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 2 Years Guarantee Batteries  
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 All Work Guaranteed  
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 Well equipped and experienced for building Auto Tops, Seats, Covers and Awning  
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 Write Us for Prices  
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**Guarantee Abstract and Title Company**  
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**Merrill Hotel Building**  
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 The Better Kind  
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**MURPHY'S AUTO WORKS**  
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 Is the best equipped shop in West Texas for Repairs on Trucks, Tractors and Autos—Cylinder Grinding.  
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# The Western Weekly

THE MAGAZINE SECTION

Supplement The Plains-Journal, Lubbock, Texas



CHARLES J. COLLINS



THE WESTERN WEEKLY

Supplement of AMARILLO DAILY NEWS THE ABILENE REPORTER THE SAN ANGELO STANDARD THE SWEETWATER REPORTER THE PLAINS JOURNAL LUBBOCK

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35c "Danderine" does Wonders for Any Girl's Hair



Girls! Try this! When combing and dressing your hair, just moisten your hair brush with a little "Danderine" and brush it through your hair.

TEXAS BOILER WORKS INC. 3214-20 Hickory Street Phone Y-5274

Corns

Lift Off—No Pain!

FREEZONE advertisement for corn treatment.

RUM RUNNERS TRANSFER ACT Texas

Only Those Who Established Warehouses and Facilities of a Permanent Nature in West Texas

BY BOB DORMAN

NASSAU, N. P., Dec. 28.—The rum runners are deserting Nassau. Its revenue from the export of liquor to the United States is dropping by millions.

Not that the eastern coast of the United States is drying up; the smugglers of illicit liquor have hid themselves to other fields, to Bermuda, to Havana, to Hamburg, Germany.

In an extended survey of liquor dealing on the eastern coast of the United States I have lived with rum runners, played cards with them, shot pool with them, buddied with them generally.

But it is a sad bunch that remain in Nassau. They are only those who established warehouses and facilities of a permanent nature while rum-running was at its height.

The free traders have gone to Bermuda and Havana. The big dealers are shipping direct from Europe. They buy their whiskey and other beverages where they are produced, ship them to Hamburg, Germany, a "free port," where they are transhipped in steamers bound for "Rum Row" off the American coast, without the payment of any export duties.

The old mad, bad days are gone. No more does the champagne flow in celebration of some bootlegging coup. Wild women do not dance on liquor-covered tables to the accompaniment of the shrieks of their companions and the shouts of hilarious rum-runners with pockets lined with gold as the result of successful defiance of the guardians of the law and hijackers alike.

No more are the bars lined four and five deep with men buying for the house and telling tales of hair-breadth escapes from wind and wave, from raiding pirates, from the fire-splitting guns of the revenue cutters of Uncle Sam.

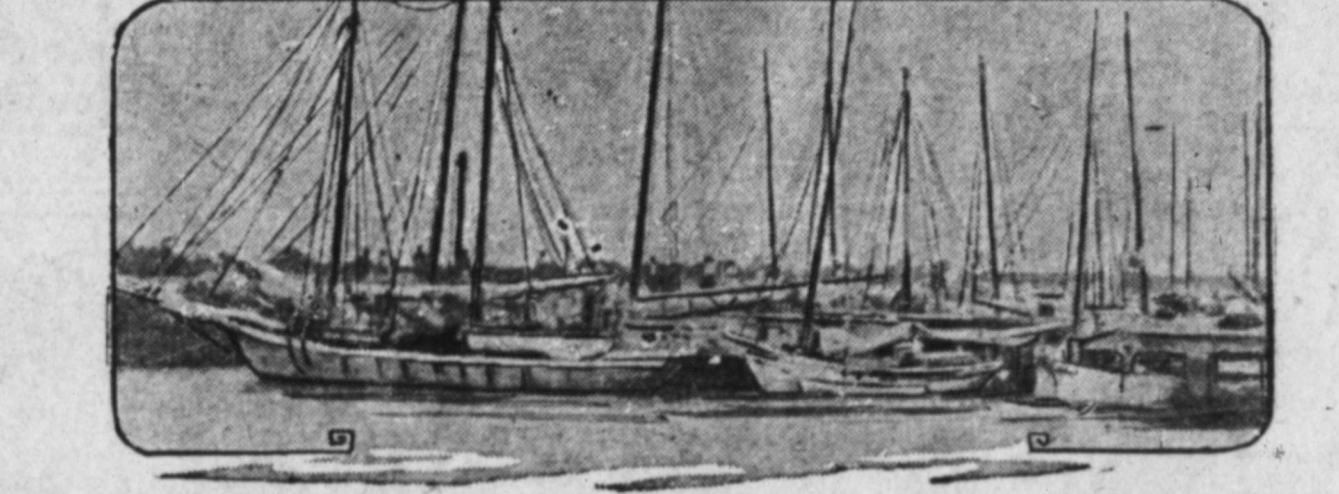
Instead, the tables are mostly empty. A few patrons take their evening drinks stolidly. With gloomy shakes of the head they tell of the good times that are past.

In the gossip runs the thread of the ease of rum smuggling.

Tales of bribery of the officers of the law I heard aplenty.

One half-drunk rum-runner said, "For 50 cents a case I could take a cargo of liquor into the city dock at Miami and unload it into freight cars for shipment to the north."

Norman Butler, supercargo on one of the boats of the Butlers, one of the largest wholesale and retail



Photographs of rum activities taken at Nassau by Bob Dorman. Upper picture shows native women engaged in sewing bottles of whiskey in burlap bags. Shipments to the United States are now being made in that manner, the equivalent of five cases being in each bag.

liquor dealers in Nassau, told me "that liquor running in small boats is not so good any more. It takes too much time waiting for the shore boats to come out, with all the expense and danger incurred in keeping a ship at sea for months. The best way is to see the right parties in the States and fix it so that you can bring your ship into port and discharge her cargo at a dock with a guarantee of freedom from interference."

The decreasing business of Nassau is not due to a slackening in the

demand from the arid coast to the west, but to the greed of the New Providence government itself.

With the springing up of the vast re-export trade in liquor, a tax of 14 shillings (\$2.50) per case was imposed with the fabulous prices paid in the United States this was a mere trifle to the rum-runners. They paid without a murmur.

But the steady flow of liquor into the States brought to a lower level with a consequent stabilization of prices.

Cost prices began to figure in the

rum-runners' calculations.

It was at this time that the assembly of New Providence took the step that has partially "killed the goose that laid the golden egg."

They raised the re-export tax to 24 shillings (\$6) a case, one legislator remarking "that we can charge what we please. The bootlegger has to buy his liquor here."

An American, one of the leading rum-runners whose purchases ran from 7000 to 10,000 cases per week, heard the debate. He took the next boat from Nassau with the statement:

WHY PHOTOGRAPHS BY RADIO?

By WILL ROGERS

(Continued from opposite page)

I see where they quote some Chinaman as saying hundreds of years ago, that "one Picture is worth 10,000 words." Sure. That's Chinese words. It is yet. What would you do with 10,000 Chinese words? It wouldn't take you a minute to burn up one picture, but it would take an hour to burn up 10,000 Chinese words.

So again I ask you, what good is this invention? Who wants to look at the same faces day after day whether they come by Radio or whether they come by freight. Let the radio find a way to reach the Bollweevil in the Cotton, and get him listening in, long enough to let the cotton grow.

If Radio wants to do something worth while let them figure out some way to get rid of the static, and stop that growling and whistling and barking inside them. Maybe it is pictures that are coming over mine. It certainly is not words. No sir, Mechanical Scientist. It's had enough to get a man's voice, much less his Picture. So of all the unnecessary inventions I can think of that might be produced, this is the most useless.

Figure out a Cigar Lighter that will work and then you will go down in history. Or figure out a Toupee that the hair won't stay combed the same way all the time.

(Copyright 1924. By the Mo-Naught Syndicate, Inc.)

know that the principle devised in our laboratories is correct. However, it will take several years to bring this to a point of commercial service and utility."

Practically a connection with this private method of broadcasting, Power has in mind a definite system by which a fan can pick out any kind of entertainment he desires.

By his "staggered wavelengths" plan of broadcasting, he points out, there could be little or no interference from other broadcasters. And if the transmission is secret, this assures the secrecy.

The system depends upon a separation of wavelengths far enough apart to permit several stations in one city or nearby districts to transmit at one time. Each wave however, would be standardized for a particular kind of entertainment.

One would be a jazz wave, another a classical music wave, another a lecture wave, and so on. Thus, all a fan would have to do is push a button for the kind of program he desired and he would get that alone from the station that happens to be broadcasting it.

hence on this plan, the future Rate will be a Revolution. It is a fact that Power says that it is a fact. At the time a blind Irish man says that he has a cure for the most stubborn trade mark, the individual

ABE MARTIN On The Cost of Prominence



UNCLE NATE PURVIANCE ONCE PROMINENT

We used to know a feller that became prominent, a little by little, he had to give up his business, then his earnings, and finally his home, I keep prominent. It's an awful task to sustain some prominence and keep it in good running order. An it's worse yet to have some prominence an' let it get away, an' sink back among th' common run o' people. Yet we'll bet that nine-tenths of our prominent people would really like to have some peace an' rest if there was some easy, graceful way o' droppin' out o' th' game. Prominence is agin', costly, embarrassin', tiring, an' very often demoralizin', but somehow ever'buddy that gets prominent feels like it's up t' 'em t' keep it brushed up an' in evidence. Ther's thousan's o' things prominent people have t' do that goes agin' th' grain. Prominent folks have t' be on th' alert all th' time or ther liable t' do some little thing that'll set 'em back, an' then they'll have t' do somethin' real big t' put 'em back where they was. Mrs. Tilford Moots went t' th' postoffice one day in a dressin' jacket, an' th' smart set jest dropped her till she had t' throw a \$100 luncheon. Tell Binkley used t' be considered quite a comer, an' was goin' big till he left his spoon in his cup at a reception one afternoon, an' he's never received an invitation t' anything else t' do.

locally, or intellectually, or professionally, we're watched an' discussed an' bothered an' sollected. Uncle Nate Purviance was referred to in a newspaper once as a prominent an' well-to-do farmer, an' it cost him his farm before he got through with it. Mort Bentley an' his wife used t' be prominent in Iowa, but they got so tired changin' ther clothes, an' smilin' an' smurkin', that when they got down t' only two maids they borrowed some money an' moved t' Indianny, where they've lived happily an' unnoticed ever since. Mr. and Mrs. Lufe Bud are both purty prominent, an' entertain nicely when they're livin' t'gether, but th' money her mother left her won't last always. How Artie Small manages t' make enough money out o' his drug store t' carry on socially th' way he does is a mystery. But we guess he has a great hot dog trade. His wife smokes an' drinks socially, but she prefers her home. Al Bentley, a comparative new comer, that bought the shootin' gallery next t' th' Acme garage, is belin' invited out a whole lot this season, but th' exclusive residential district he's so far from his business is a real problem. Texas could be a better place for a prominent man.

RADIO

Private Broadcasting System Predicted By Power

MEDFORD HILLSIDE, Mass. Dec. 28.—Private radio broadcasting, received only by fans with special sets, is the system the future will bring forth, according to Harold J. Power, radio manufacturer and operator of station WGI here.

Not only will this be an answer to the question, "Who will pay for broadcasting?" but it will be a means for clearing up concerts, improving programs and making wireless entertainment more enjoyable, Power adds.

"Experiments already conducted in our research department point to the advisability and practicability of not only building a simple broadcast receiver but one which will have a degree of selectivity never known before, one that would tune in the form of the most stubborn trade mark, the individual

CASCADETS 10c if Dizzy, Bilious, Constipated advertisement with illustrations of a man and a woman.

HOTEL advertisement for a quiet and dignified stay.

BUSINESS IS FINISHED advertisement for MAILANDER & CO. WACO, TEXAS.

Children Cry for FLETCHER'S CASTORIA advertisement featuring a baby illustration.

TYLER Commercial College advertisement for business education.

MEAL advertisement for straight or mixed flour.





New Lamp Burns 94 Per Cent Air

BEATS ELECTRIC OR GAS

A new oil lamp that gives an amazingly brilliant, soft, white light, even better than gas or electricity, has been tested by the U. S. Government and 25 leading universities and found to be superior to 10 ordinary oil lamps. It burns without odor, smoke or noise—no pumping up; is simple, clean, safe. Burns 94 per cent air and 6 per cent kerosene (coal oil).

What Is Your New Year's Wish for West Texas

How Nice It Would Be to Have One of the State Highway Commissioners Appointed in West Texas

BY FRED K. WARNER

A few days ago the Armstrong County Federation of Women's Clubs held its last meeting for 1924. The meeting was held in the building used by the Federation as a community home in the little city of Claude. There was a happy and interesting group of women present from different parts of the county. A good program was rendered by various representatives of the clubs. The room was beautifully decorated in Christmas colors and the program was a combination of Christmas and New Year's thoughts.

Among the interesting features of the program was a round table discussion and "What is your 1925 wish for Armstrong County?" This question set the whole bunch of thinking and when all the women of your county or anybody's county actually get to THINKING, life gets interesting. In fact a little more THINKING is what seems to be sorely needed in most of our counties. And it is a fine plan to get together and learn to think together. THINK OUT LOUD so that others may know that you are thinking. It may be they are thinking too but are afraid to own it. Many of us are. Just a lot of folks actually get scared if they have a real thought. And they are afraid to speak out. But it was not that way with the Armstrong County women for they have been working and thinking together for many years and they are no longer strangers to one another. And neither will you be when your women folks all learn the joy of working together for the welfare of the whole county. And here are a few things they thought. We are passing them on to the women in the other counties of West Texas because so many of us have the same problems to solve and the same difficulties in solving them.

Their First Wish—The first wish for the whole county in 1925 was that all the women in every community might become better acquainted and that as a big county family we might grow more united in purpose and spirit. All working for the same big motives for our county. Now that may seem a little obtuse and hard to understand. But the meaning will unfold as we go on. The next speaker said she would like to see the HOME made the chief aim of every woman in the county in 1925. Now, that may need some explanation also. Armstrong County has many good homes. But there is always something lacking to make most of our homes complete. And the thought was that every woman make it one of the objectives of the year to do at least ONE thing to add more beauty, comfort or convenience to her home not only for her own sake but for the welfare and happiness of the whole family. How many of you who are reading this page have let little bits of things go undone around the home for YEARS that would have saved steps and time and work and weary bodies and spirits. Just let them go because you did not consider them of enough importance to set a day or an hour or a year to fix them. Think it over father and see if you have left such things undone. Just do something this year to make your home a better place to live.

The Ranchman's Wife—Another woman was inspired to speak. She was a ranchman's wife. And she said: "I have a good home. Everything is as convenient in my home as my husband can have it made. I don't need much done to my home but I do wish somebody would tell me how to plan my work and save my time so that I would have more time to enjoy my home and my children and more time to give to the neighbors and to help do the nice things that we all ought to do for our community. Why, I just live and go in a mad rush ALL the TIME. And my wish for the women of my county is that we might know better how to plan our work to enjoy life more."

Now wasn't that a wonderful speech! And how many of you feel the same way about it. Another mother said my wish for 1925 is that we might all get to work on our plans and funds to build up a permanent Community Home. The people of Armstrong County have had a community home fitted up the best they could out of a rented store room down town. I at it has been of so great service to the entire country surrounding the county seat that their hearts are SET on a sure enough community home in the near future. And why not have a community home in every county for all the people and all the churches and all the lodges and all the clubs both men and women to use when ever they want to call a community meeting.

Another mother said "Now that we have domestic science for our girls in the home high school I want to see manual training for our boys installed in our school in 1925. And just as a hint to those of you who have not yet installed manual training in your county for the boys we will say right here that the Mothers Club and the women and the school children in Claude are building a fund this year for that purpose and as their fund grows the sentiment for the work grows with it.

The Pastor's Wish—Another of Armstrong County's women who lives in a community where there are two church organizations and neither one of them strong enough to support an all-time pastor said: "My greatest wish for our part of the county is that we might get close enough together religiously in our community to work together as ONE church and have ONE good pastor and ONE good Sunday School and one united community instead of religious discord, no regular minister and two little helpless organizations." That may seem like a small speech to some of you but that was ONE of the biggest speeches ever made on a religious topic. That woman hit the key note that is holding communities apart—SETS America than any other. How many of you have NOTHING to do with the thing that makes a community...

prejudiced views. What do you suppose the Dear Lord thinks of such folks. Then another woman spoke who lives several miles in the country. And she said that her greatest wish for Armstrong county was that every boy and every girl and every little child in the county might be enrolled in some kind of a Sunday School in 1925. Wasn't that a fine wish? She did not say in her church

Books

THE BOOK SURVEY'S NINE BEST BOOKS

- "The Peasants," Ladislav St. Reymont.
"A Passage to India," E. M. Forster.
"The White Monkey," John Galsworthy.
"Quaint Companions," Leonard Merrick.
"The Old Ladies," Hugh Walpole.
"A Boy in the Bush," D. H. Lawrence.
"Marbacka," Selma Lagerlof.
"Julia Cane," Harvey O'Higgins.
"The Green Hat," Michael Arlen.

BY THE BOOK SURVEY

This is the period in which the publishers slow down their presses until the Christmas buyers shall have cleaned the retailer's shelves of fall season books. Meanwhile little that is important appears—with one or two exceptions. One such exception is "Straws and Prayerbooks" (McBride). A new James Branch Cabell book is always important, or at least interesting.

This series of essays seems a continuation of the mood established in "Beyond Life," in which the transcending of realities is the background. In these essays Cabell runs a long gamut of subjects, from writers to religion. In studies of certain well-known modern writers he tries into why they write and finds some most interesting adventures "beyond life."

Here again the reader meets John Charteris (that convenient double through whom Cabell speaks) and it is interesting to note that, through this character, Cabell hands himself down to posterity as "the author of Jurgan." It is this surveyor's belief that, taking the Cabell works as they now stand, it will be for "Beyond Life" and "Figures of Earth" that Cabell will be longest remembered.



JAMES BRANCH CABELL

If the survey were to be asked to select a Christmas gift book that fits in most snugly to the Yule spirit it would unhesitatingly say: Selma Lagerlof's "Marbacka" (Doubleday, Page), one of the loveliest of autobiographies and a truly idyllic thing. Next to this might be placed Anna Sadwick's "The Little French Girl" (Houghton, Mifflin).

Also there is a Christmas play by Don Marquis—"The Dark Hours" (Doubleday, Page), in which the poet-humorist becomes essentially poet in picturing the last hours of Jesus of Nazareth.

For those with a taste for fantasy these publishers have a new edition of Christopher Morley's "Where the Blue Begins," with Rackham illustrations and those who would dodge writing a Christmas letter have their problem solved in Walter H. Page's "Christmas Letter to His Grandson."

struggles to encompass the entire state. Politics is its background at the time that of the Grover Cleveland period, with Alcock a name of make conservatives shake and Weaver leading the Populists. This trilogy is, in spite of many faults, the best historical picture of the Middle West yet to appear.

The charm of Donn Byrne is as only. She said in Sunday School some where. Then another spoke up and said she wished that every child in the county could have an equal chance to learn the art of expressing his thoughts and also have an equal chance to learn all the arts. So often just the children whose parents had the means were the only ones who ever received this training and that meant that many of the most talented children in the county were never discovered. And another woman said she wished every old wife gate in the county could be done away with and gates that a woman could open and shut without tearing all her Sunday clothes to pieces could be installed everywhere in the county in 1925. But by that time it was getting late and some of those women had fifteen miles to go home and do their night work. But one thing proven beyond a DOUBT and that is that the Armstrong County women are THINKING. Fine For All—

And do you not think it would be a fine thing if the women in every county in West Texas would have just such a meeting and think over and talk over what YOUR county needs and what your wish for your county is for 1925. But the lesson set us to thinking about all West Texas and after I went to bed that night I thought myself to sleep about the things I wished for West Texas in 1925. And here are a few of the things we thought. We are sending them on to you just to challenge YOU to do a little thinking this year for West Texas. The first thing we thought was "How nice it would be to have one of the State Highway Commissioners appointed out in West Texas. Some one who would work our West Texas roads all up into first class highways like they are all around San Antonio? My! Couldn't we RIDE and wouldn't we ride if they were? And we have the space and the people, and a lot of the materials could be produced close to the spot. All we lack is INSPIRATION. We need the roads all right. And another thing we wished for West Texas for 1925 was to see ONE THOUSAND students pouring into Lubbock next September to enroll in the new Tech College. And we have them, too. All they need is a little INSPIRATION. And another wish for West Texas is to NEVER see SUL ROSS COLLEGE removed from the beautiful Davis Mountain region. Texas needs a college in the Mountains. And our wish for 1925 is to see all West Texas get solidly behind Sul Ross and keep her right where she is. Another one of our wishes for West Texas for 1925 is that the women in every county will get together in a county federation and work for everything good for their county. What would it mean to the growth and development of all West Texas if the women in every county were thinking and working together to build up every county in West Texas as they are in a few of our counties? There is no way to measure the joy and contentment it would bring to the lives of all the people in this big new open country of ours where there is so much to do and so few to do it."

Need County Agent—Another thing we would love to see is a Home Demonstration agent in every county in West Texas where such is practical. And we would be so happy to see a beautiful chain of State Parks all cleaned up and joined together with good roads with a National Park in the Davis Mountains, the Palo Duro Canyon, and Carlsbad Cavern and the Guadalupe Mountains. And a State park set aside in every county in West Texas to be saved and developed for the joy and comfort of all the people as soon as the people needed it. Then another wish for West Texas is a great Art Colony somewhere in the midst of all this beauty where Texas art and artists would be developed to the highest degree. And a supplement to that we would like to see a great Chautauque grounds located somewhere in Texas and surely we have the ROOM and the background and the setting and the need for such an institution. And last but not the least wish for West Texas is to see a picture of some beauty spot in Texas hanging on the walls of every school room in all West Texas. These are just a few of our wishes for West Texas. What are YOUR wishes for our glorious country? Before wishes can come true somebody must make them. Let's get busier than ever in 1925 making our wishes come true. Look at what has been accomplished the first twenty-five years of this century in West Texas, and then no dream of the future will seem impossible.

Irish as his name: a naive quality of beauty and whimsy that made "Messer Marco Polo" a tale to be kept within easy reach. Having written this tale Byrne will have to suffer the consequence of having his name compared to everything he writes henceforth. And so with "Blir Rafferty" (Century). It is not an uncommon "Marco Polo" but it is a dating story of a blind Irish boy and a girl.



DAY'S Development... resourceful and in close touch with the ambitions and determined spirit of the great state for whose progress and welfare he is laboring.

"Cascarets" 10c if Dizzy, Bilious, Constipated... One of the latest additions to the Indus Gypsum Company plant at Rotan, Texas, kettles which make seven batches per 24 hours. This plant is working gypsum plants are to add a wall board mill later.

Another mill that was built only this year... The cement plaster industry in West Texas is growing, adding to the industrial development.

BRIGGS-WEAVER MACHINERY... Since 1896 "The House of Service"

Draughon's PRACTICAL BUSINESS... THE BETTER SCHOOL... Draughon-trained bookkeepers and stenographers are in all Dallas. Our EMPLOYMENT DEPARTMENT is receiving more high-class business firms than we can fill.

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"TEXAS" folk are invited to make the beautiful new Alamac Hotel 71st STREET & BROADWAY their home while in New York



# WEST TEXAS TODAY

A Safe Sane Journal of Country Development

This Department of Western Weekly contains news items and development news furnished by the West Texas Chamber of Commerce. One issue each month of Western Weekly is compiled by the department of the West Texas Chamber of Commerce, head office, Stamford, Texas, to whom application should be made for the inclusion of news matter in this department.

B. M. WHITAKER, Publicity Manager, Stamford, Texas. E. J. COLE, District Manager, Amarillo, Texas.  
HARVEY ALLEN, District Manager, San Angelo, Texas. HOMER WADE, Assistant Manager, Fort Worth, Texas.  
K. GOODMAN, Advertising Manager, Stamford, Texas.

## DEL RIO SHOWING PROGRESS EVERYWHERE

DEL RIO, Dec. 28.—In supplying a community necessity which practically all towns experience, Del Rio, Texas, has set a precedent in providing a public library. The manner in which the library was established may point the way for other towns. F. R. Senor, Manager of the Del Rio Chamber of Commerce, who is responsible for the accomplishment, said, "Any town, which has a chamber of commerce office, can have a free public library because all that is required is a little co-operation and a large dose of energy and determination."

In less than three weeks from the day the plan was proposed to a group of women, the Del Rio Public Library was operating full blast with 940 volumes of good fiction, and 100 expensive reference books, being used by 160 families. All done with less than \$50.00 expense, and this small amount was derived from the small fee of \$1.00 per year for a reader's membership. Aside from the \$1.00 fee, which is good for one year, there is no charge for reading from the library.

The striking result was attained in this manner: The Del Rio Chamber of Commerce houses and operated the library in the standard way. The Women's Chamber of Commerce was requested to appoint a committee which would secure book donations from members. Mrs. B. J. McDowell was made chairman of this committee and with her assistants, over 400 good books and eighty members were quickly secured.

Local lumber companies contributed materials for dust proof book cases. The small beginning was installed, and the local newspapers told the story; then immediately the citizens became aroused and the additional books were contributed.

In speaking of the library Manager Senor said, "It is obviously impossible to operate an extensive library on one dollar per year membership dues, unless some existing organization served as librarian and furnished the house free; but why cannot most towns do this without added cost. With a stabilized beginning the library is assured of growing into a permanent institution, when the leaders are determined to make it so. It is our experience that the reading public respond to a proposition of having over a thousand books to read for only a dollar; and as we buy ten new volumes of fiction it is easy to enroll ten members who want to read the new novels for a dollar and have the other 1200 books at their disposal."

The question was asked, "Don't you get a lot of books that have no value when they are donated?" and Senor answered, "Not many, because if you show the citizens that you are operating the library along standard, business lines they give you the best books they have."

And so, Del Rio has a good library, open all day each day; and any community may have the same service, if the Chamber of Commerce and the women leaders will determine to give their town such an institution.

Union, yet there is not a single woolen mill in Texas. By scouring the wool fifty per cent of the weight is eliminated yet the raw wool is shipped from here to the North and East and freight paid on the waste and dirt as well as on the wool itself. Why should not this be saved and a proportion of the wool at least converted into finished goods here?

### Open Mind

Editor, The West Texas Today, state and national geographic regions as well as individuals must some time or other learn what they are best fitted to do, and then do it.

West Texas should now be systematically engaged in determining to what she is best adapted and how she may most grasp her opportunities, and work out her manifest destiny.

This is especially true of San Angelo and her trade territory. The immediate task of the pioneer was to introduce cattle and sheep. But West Texas population has undergone a great change.

In this evolutionary shifting from ranching to farming many persons lost sight of one of the essential relations which must always exist between the farmer, merchant and factory man, and concluded that agriculture was merely an incidental business which would have to look after itself as best it could. We have been told many times and by men that they thought they knew that West Texas agriculture did not amount to much anyhow, and that if our farmers could not make it go, they could move on. Of course, that does not exist now so much as formerly.

In 1905, men would tell you in all seriousness that you could not make a living here on a section of land. Perhaps the most unfortunate feature of this misguided economic idea was the gradual creation of the notion that the farmer and city man have no vital connection, and that each may be considered separately without regard to the welfare of the other. A position which is far from the truth. As a matter of fact they are Siamese twins. When one is sick they are both sick. What affects one affects the other.

The first step toward a systematic development of a West Texas consciousness of its problems and economic needs must be taken. The mere attempt to visualize economic requirements ten years hence is a long look ahead. It demands the very out set clear, broad thinking. Real West Texas thinking rather than class or city thinking. To look ahead means also the look around to see something of the part the other fellow must play as well as your own role in this future development for the good of all.

In making a West Texas inventory along these lines some interesting facts come to light. For example, the bureau of markets tells us that more than twenty million pounds of creamery butter is shipped into Texas every year and I am now making a survey of the number of carloads of butter fat being shipped in the larger cities for the manufacture of ice cream.

I am reliably informed that one concern in medium sized city in Texas shipped in last year from twelve to fifteen carloads of butter fat, 30,000 pounds to the car, which was a little over \$10,000 per car.

The most reliable information that I can gather is that the butter and butter fat shipped into Texas amounts to more in dollars and cents than all the wool and mohair produced in the State.

Question—Does West Texas need creameries?  
OTTO ATKINSON

### SHOW CASES

Soda Fountains Store Fixtures  
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## WICHITA FALLS KIWANIS CLUB FIRST TO JOIN THE WEST TEXAS C. OF C.

Wichita Falls has the honor of being the home of the first civic lunch-club to become a member of the West Texas Chamber of Commerce.

The Wichita Falls Kiwanis Club bears the distinction of being the first civic club to become a member of the West Texas Chamber of Commerce.

In his letter requesting membership for the Kiwanis Club, Luther Hoffman, chairman of the committee of public affairs of the local organization, writes, "May I take this occasion to assure you that the Kiwanis Club, composed of 55 business men of Wichita Falls, considers the opportunity of becoming a member of your organization well worth while. The members are greatly interested in the proper development of west and northwest Texas and feel that the work of your organization, in behalf of these sections of the state, merits the full support of every business man whose interests are centered in the section named."

## To Have Industrial Education at Thorpe Springs School Soon

BY A. R. HOLTON  
THORPE SPRINGS, TEX., Dec. 28.—Thorpe Springs Christian College is to enter the field of industrial education soon. A meeting of prominent men of the church was held in Thorpe Springs Sunday. The plans are to install a school farm which will supply the dormitory.

The work as outlined will be confined the first year to the following lines: Truck farming and nursery work. Second year, poultry. Third year, Dairying. Fourth year, Pecan Culture. The plan thus far has met with universal approval of those interested.

The plans further include a modern girls' dormitory, in order that the present dormitory may be converted into a Demonstration Home, where the girls of the school will be given actual experience in home-making. The plans also include equipment for a first-class canning factory, so that vegetable and fruit adapted to this section of Texas can be grown.

## T. & P. Increasing West Texas Service

MANY IMPROVEMENTS BENEFICIAL TO THAT SECTION BEING MADE

The Texas & Pacific Railway Co. is continually adding to its service in West Texas. Its last move in this direction is to install a new train to operate between Dallas and Big Spring. This new train leaves Dallas at 8:45 p. m., arriving at Big Spring at 8:40 a. m. the following day; returning arrives at Fort Worth at 8:00 a. m. and Dallas 7:30 a. m. This train takes up one hour in the running time of Train No. 8, and permits through sleeping car service from San Angelo and contiguous territory to St. Louis, same passing through Sweetwater, Abilene and other West Texas towns; thence to Fort Worth and points between Ft. Worth and St. Louis. This gives direct connections with San Angelo, Sweetwater and surrounding country to Fort Worth and St. Louis and is certainly a great service to that section of the country.

Things are done on a big scale and worth-while results are accomplished. Exhibits for one thing, are made in the great fairs over the country. One was made at the recent state fair at Nashville.

The chamber is actively at work in behalf of a great irrigation survey for that section, in which the co-operation of federal, state, county and municipal governments is planned. It secured the appropriation by the legislature of a million dollars for the new Agricultural and Mechanical College located at Lubbock.

## West Texas Men Boost Her Resources

SECRETARY OF LARGE COMMERCIAL ORGANIZATION VISITS BROTHER

(Nashville Banner)  
Porter A. Whaley, secretary of the West Texas Chamber of Commerce, next to the United States Chamber of Commerce, the largest organization of the sort in the United States, has been in this city for several days visiting his brother, J. H. Whaley, manager of the Southern Lumberman.

The West Texas Association has an enrollment of 7,000 individuals, firms and corporations, with headquarters at Stamford. It maintains a publicity branch at Fort Worth, the gateway to that part of the Lone Star state, in charge of Homer D. Wade. The purpose of the organization is to attract desirable home-seekers and capital to west Texas, to stimulate development on a broad basis of its resources, to advertise its advantages to the whole country. To that end an elaborate system of publicity of the most striking character is maintained, trade excursions from the large cities in the land brought there,

## COLONIZATION AND LAND SETTLEMENT

Especially Written for WEST TEXAS TODAY  
By C. T. SEAGRAVES,  
General Colonization Agent, Santa Fe Ry. System

Colonization is one of our oldest institutions. It dates back to the landing of the Pilgrims on our Eastern Coast more than three hundred years ago. That was the beginning of colonization in this country. Even that far back those sturdy pioneers were imbued with the spirit of the west. Gradually the frontiers were pushed westward, year by year. This same spirit still prevails but without the attendant hardships of those days. The trend always has been westward and still continues.

**Railroads as Colonizers**  
The railroads, for good reasons, have been potent factors in the settlement of western lands. The Santa Fe Railway has been a pioneer in that work for more than half a century. The successful development of much of the territory it serves from the Missouri River to the Pacific Coast and the Gulf of Mexico, was contingent upon colonizing the vast areas of agricultural lands with farmers.

**Population a Factor**  
In opening up new territory for settlement, and to justify the building of new lines, it must be determined how great a population the territory will successfully support, and how much business reasonably can be anticipated to profitably maintain the railroad.

**Farming the Basis Industry**  
Colonization, therefore, occupies a very important position, not only with the railroads, but with all of our western territory whose future welfare is dependent upon the settlement of the vast agricultural areas, capable of supporting a large farming population. There is today no class of business of more importance to Texas, than the colonizing of the thousands of acres of land, of which considerable areas are still non-productive.

The basic wealth of the state is founded on agriculture. It creates the business that flows into your cities and industrial centers. It is your foremost industry. As has been reliably stated, the value of farms and farm land property in this country is more than the combined capital invested in industries, railroads, banks, and coal mines. This wealth has been credited by the people from the soil. When all your agricultural lands are made productive untold wealth will be created for Texas.

As your farm land sections are turned into farms and production increased, the growth of your cities and all lines of business will be in like proportion. Every new family located on your farm lands is a potential asset, reflecting its value on the entire state.

**Cooperation Necessary**  
Texas is as vitally interested in the colonization of its lands as are the railroads of the Southwest. In order, therefore, that more people may be attracted to your agricultural lands, it is important that closer cooperation be brought about between all interests in the state, including various state institutions, commercial organizations, the press and the railroads. New business and continuous growth can come about only in one way,—more people for your tillable acres. This can be accomplished through attractive colonization plans.

Every Chamber of Commerce should have a department prepared to function with the County Agricultural Agent in giving service to the new arrivals. These new-comers

Things are done on a big scale and worth-while results are accomplished. Exhibits for one thing, are made in the great fairs over the country. One was made at the recent state fair at Nashville.

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The annual convention of the chamber are notable occasions. These are held in towns and not in cities, the purpose being for business men and farmers to get in close touch, all welded for the common advancement. At the meeting at Brownwood, the attendance was 25,000. Special trains were run, in which visitors made their home while at the convention, and big tents to accommodate the multitude were erected.

As might be inferred from the highly responsible post which Mr.

should be advised as to crops to be planted. They should be protected, as far as possible against making costly mistakes and becoming liabilities instead of assets to the community.

The colonist today is attracted to sections where farmers are reasonably prosperous. To move people from one section to another you must inspire them with confidence in your country, in the value of your lands and what can be produced. Also they must be convinced that fair returns may be expected for labor and capital invested.

**What of the Future?**  
We cannot proceed along the same general lines as in the past. We must approach the question in a modern way, in order to attract settlers to the agricultural sections of the Southwest. Farm land development and colonization are closely allied. Farming is regarded as our leading industry. It occupies a very important position in the economic affairs of the country. Therefore, it is essential that new settlers be located on lands where they can succeed.

Chambers of Commerce should cooperate in the proper development of lands tributary to their communities. The securing of new settlers is largely influenced by the success or failure of the people in a locality.

It is a self-evident fact that well sustained prosperity for the railroads and every other business, is based upon the success of our farmers. It is, therefore, very important that the vast areas of land in the Southwest be developed so as to minimize failures and encourage better farming.

**New Era in Colonization**  
We are approaching a new era in farm-land colonization. Competition for settlers in all of our western states require better methods for attracting such people. The advertising campaigns conducted by many states are educating the homeseekers who no longer can be moved to remote or isolated sections. Our frontiers have been obliterated. Pioneering, as known a decade ago, has passed into history. The present day homeseeker will not subject his family to hardships and privations. On the contrary, he will demand what is now termed modern country life.

**Marketing**  
Chambers of Commerce should cooperate with the Federal and state marketing bureaus and assist their farmers in the proper marketing of products. The greater the purchasing power of your farmers, the more money will be distributed in your communities. The resultant value of such service is far reaching and a contributing factor in building up prosperous farming sections, as well as expanding the business of your communities. Likewise it is the means of attracting new settlers.

**Diversified Farming**  
Farming has undergone great changes in recent years. More attention must be given to diversified crops. The farmer, to prosper over a period of years, must utilize his capital (which is his labor and the land) throughout the year. He must get away from the one-crop idea. Diversified farming should include dairying, hog and poultry, all of which provide a constant source of income.

**How to Attract Settlers**  
To attract people from distant states your appeal must be convincing. The present day homeseeker wants to know if it will profit him to make a change.

Furthermore, it is important that attractive terms of purchase be offered. The average man, who is interested in farm land, has only limited capital. Small initial payments and extended payments over a period of years are necessary in order to colonize successfully the vast domains of the Southwest. Many of the states are calling for people to come and settle their surplus lands and are offering attractive inducements.

Advertising is also an important factor in farm-land colonization. To interest prospective settlers you must let them know what you have to offer.

resourceful and in close touch with the ambitions and determined spirit of the great state for whose progress and welfare he is laboring.

## "Cascarets" 10c if Dizzy, Bilious, Constipated



Get clean your bowels without cramping or over-cleaning, take "Cascarets." Biliousness, indigestion, sour stomach, and all such distress, gone by morning. Nicest laxative and cathartic on earth for grown-ups and children. 10c, 25c and 50c bottles. See drug-store.

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BOOT AND SHOE MAKER

Specialist for deformed feet. Ship us your boots and shoes for repair work. We pay return postage. All work guaranteed to give satisfaction.

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Clean Child's Bowels  
"California Fig Syrup" is Dependable Laxative for Sick Children



Hurry Mother! A teaspoonful of "California Fig Syrup" now will sweeten the stomach and thoroughly clean the little bowels and in a few hours you have a well, playful child again. Even if cross, feverish, bilious, constipated or full of cold, children love the pleasant taste of this gentle, harmless laxative. It never cramps or overacts. Contains no narcotics or soothing drugs.

Tell your druggist you want only the genuine "California Fig Syrup" which has directions for babies and children of all ages printed on bottle. Mother, you must say "California." Refuse any imitation.

## Stops Asthma

Thousands of letters from former Asthmatics and Hay Fever sufferers testify that they are entirely well after using Leavon's Prescription.

A few of people say this is different from anything else in the world and that the first bottle enables them to sleep well, stopped choking, sneezing, cleared the head and lungs and gave real comfort.

Oh! what a grand feeling. No more choking, spasms, sleepless nights or painful, nerve-racking seizures. Over 100,000 people have found how to BANISH dreadful chronic Asthma and Hay Fever. No tablets, pills or smokes. Just a simple Home prescription written by an unknown doctor, but now blessed by thousands of Leavon's Prescriptions.

I will truly send you a big bottle of Leavon's Prescription, but one cent in advance or to pay or to owe me unless after 10 days you are delighted with results and freely want to pay small price and freely send your name and address.



A delightfully youthful version of the new peaked crown is this tan felt, trimmed with a brown wing and a two-tone ribbon. The topcoat, too, is on new lines and is developed in a fancy-weave tan coating

By Edith M. Burtis

THIS week, between Christmas and New Year's, gay with social activities as it usually is, has often the additional activity of necessary shopping to be done. School and college wardrobes must be replenished until the Easter holiday affords another opportunity to supply clothes requirements.

Usually, too, the stores and shops, anticipating these requirements of the away-from-home girl, plan some exceptional displays and specially priced attire to meet this demand. The lull in general buying after the holiday rush makes shopping at this time a pleasant experience.

This is the time, too, when the smart clothes for Southern winter wear are being shown, and these are a delight to the eye and a profitable demonstration since they represent the first of the spring modes.

In-between-season clothes such as the college girl needs now likewise reflect what you may expect in spring fashions; so all in all, the need to shop during this holiday week is more of a privilege than a task, more of a pleasant adventure than a responsibility.

The oncoming vogue of collar-and-cuff sets in lingerie and tailored styles is evidenced in neckwear now being presented and is likewise reflected in many new frocks of charming simplicity, designed especially for the young and slender.

These sets are mostly a combination of rather wide, flat collar with cuffs matching in size and shape, though for the older-grown and the no longer slender there are pleasing variations, more suitable for their needs, and among these are noted many rolling collars with jabot sections.

Jabots soft and frilly are also combined with high stocks of ribbon or of silk. The smartness of these stocks is as pronounced as when this vogue was popular some years ago and memories will surely prompt many of the older women to welcome this revival with confidence and appreciation.

SHOES of the moment have undergone some radical changes for the better and the presentation of shoes of widely different character for remotely different purpose is only one instance of clothes improvement which we enjoy. Now we can dance in slippers made for dancing, walk in real walking shoes, more fully enjoy outdoor sports because of real sport footwear, and we have all these different types of shoes if we really want to enjoy life and be correctly dressed while doing it.

Among the new styles in footwear, there is noted a strong tendency toward oxfords and other styles more substantial than the strapped slipper. Among these are kid oxfords with strap instep effect and elastic insets of the old-fashioned congress gaiter order, trim neat and to the observant making an appeal, because of their comfort and convenience since they are easily slipped on and require no fastening.

The fashion in footwear is also passing through the on and require no ornamental reforms, improvement of foot conditions and a freer, yet dislike the in the internal organs, on all occasions, of the peaked recently introduced has naturally millinery and

that intended for Southern winter wear, and more and more examples of this style are being presented.

It must be confessed, however, that as is generally the case with a decided silhouette or shape in either millinery or apparel, the more conservative styles are the most pleasing and naturally the types most generally noted since these shapes are more becoming to the average girl or woman.

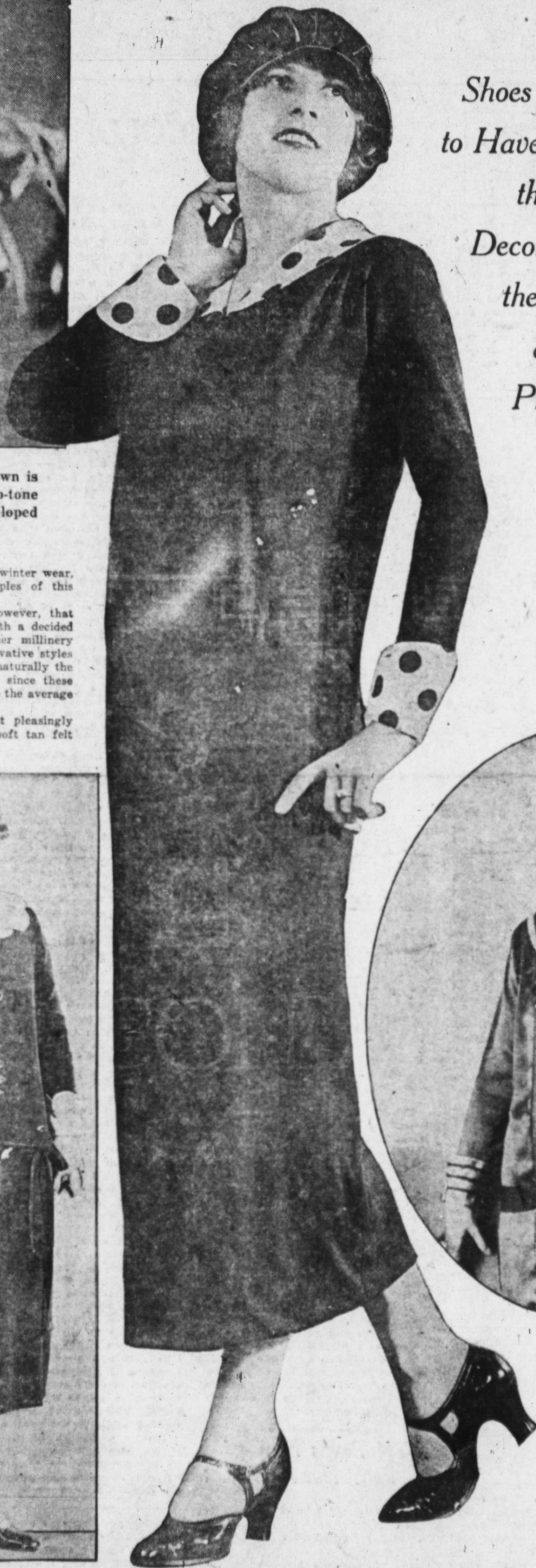
One of these modish but pleasingly conservative shapes is of soft tan felt



Hand embroidery on fine linen in this semi-lingerie set of collar and cuffs contributes a fashionable note to this tailored frock of kasha

with unbound up-rolling brim, trimmed with a flat feather wing of brown and a two-tone ribbon. Hats of this order, and there are many examples in the stores and shops, are ideal for many purposes, since they are sufficiently simple for general wear and smart enough to effectively top a good tailored dress or suit.

# VOGUE of the COLLAR AND CUFF SETS



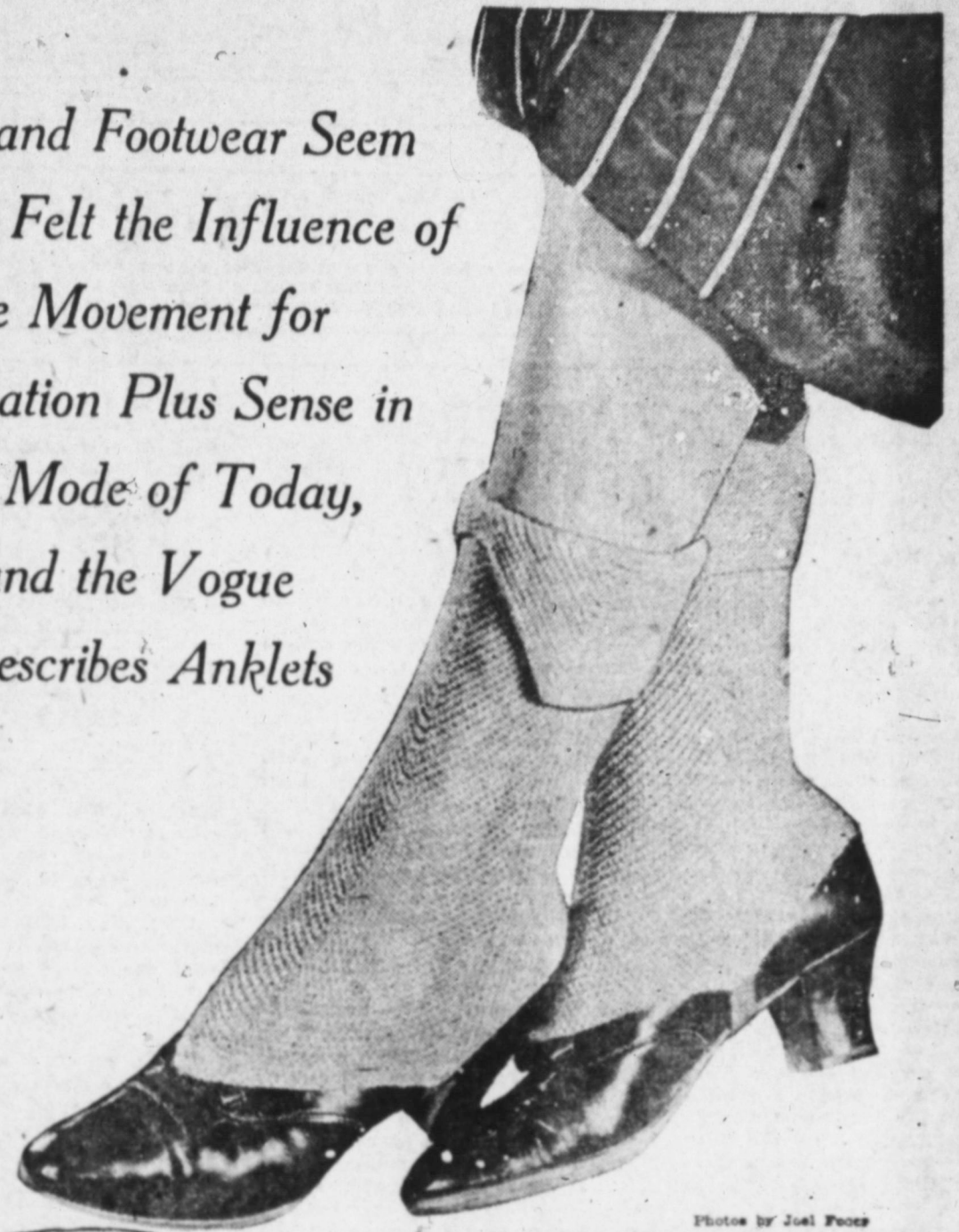
Decidedly modish are the collar and cuffs of polka-dot silk on this tubelike frock of fine wool twill

To the younger generation all present-day apparel is simply things to wear sufficient unto the day, and their requirements, but we older-grown often marvel at the innovations in dress that contribute so much of comfort and pleasure that we in our youth did not enjoy. The present simplicity of dress, the scientific development in corsets and allied garments, the presentation season after season of millinery that is real head covering and not lids to be grotesquely perched on our heads, are

marvels of beauty and usefulness, such as were not purchasable a few years ago. But the wonder of all these improvements in women's wear is increased when we check up on accessories of dress that likewise contribute bountifully to feminine happiness and health.

FLARE effects discreetly introduced not to affect unpleasantly the slim straight lines so generally acceptable are noticeable in the semi-tailored dress, and inverted plaits, set-in godets and

Shoes and Footwear Seem to Have Felt the Influence of the Movement for Decoration Plus Sense in the Mode of Today, and the Vogue Prescribes Anklets



Knitted ankle hose or garters are a timely innovation that should be welcomed, especially by the young college girl or the business woman



The vogue of collar-and-cuff sets in lingerie and tailored styles is reflected in this satin frock of charming simplicity, with these details developed in contrasting colors and fagoting

cleverly confined fullness contribute to this end.

The vogue of lace is emphasized in new lingerie, since deep yokes of lace for both gowns and combinations are the rule rather than the exception; excellent opportunities for using lace are found also in the oncoming vogue of neckwear, and lace is generously employed in lingerie developments of these accessories.

Jabot arrangements are a feature of many smart frocks for Southern wear, lace being used for this purpose on semi-tailored and dressy frocks in silk and fine wool fabrics.

The cape coat has made its appearance among the smart between-season modes, especially those introduced for resort wear and early spring travel; fine woollens are employed and almond, green, gray, tan and russet are colors noted. Often the shawl collar and the

cape edge are stitched in silk in block design.

The tunic blouse in many variations continues to be advanced and among the smartest blouses for Southern wear are models of this order developed in printed silks, bright color combinations vying with striking black-and-white effects; the cap sleeve cutting is seemingly more popular than the wrist-length styles, and rightly no doubt, since a blouse is so often desired as a comfortable change from the more dressy frock.

METAL fabrics for evening wraps are an important note in present fashions.

Silk and metal brocades for fancy strap slippers; satin opera pumps with vamps of striped black and gold satin and all satin pumps with small jeweled buckles are seemingly first choice for evening wear.

The newest thing in bracelet is a wide flexible one of semiprecious stones similar in design to the real jeweled ones made to fit the arm snugly in which diamonds are combined with colorful stones.

High colors prevail for both daytime and evening wear, and noticeably prominent are green, yellow, brilliant blues and fuchsia and the allied tones of red-purple and pansy-purple, standing out the more definitely because of the corresponding vogue of black and white.

Colorful velvet draped into smart turban shapes lends pleasing brilliancy to daytime costumes for formal character, particularly when these costumes are of black or brown satin or crepe, as is often the case.

A chiffon scarf draped about the figure and held in place by a large flat flower on the left shoulder is a charming accessory for the rather severely developed gown of velvet or satin, depending upon line and fabric rather than trimming for its appeal to feminine fancy.

A headdress of Russian origin recently seen in an upturned brim of velvet studded across the front with brilliant beads, and another was a band of rhinestones placed about the head to follow the hair-line across the forehead and fastened by camellias of white placed over the ears.

Hairdressing for evening and special afternoon occasions need no longer be the informal mode of the bob since wonderful transformations, make possible a more elaborate headdress and bandeaux conceal the bob if the added hair arrangement is not desired.