## THE LUBBOCK AVALANCHE

## ROTARIANS HAVE ENJOYABLE SOCCAL MEETNG AT THE MERRIL <br> CHAMBER OF COMMERCE WANTS THE SOUTH PLANS TEACHERS ARE $\mathbb{N}$ NAMES OF ALL FAMIIIES THAT ARE NA NEED NOT LATER THAN WED. INSTITUTE SESSION THIS WEEK



AROUND THE CLOCK

The Dial

## Chritmas shop

is 1 gou have anyphng fot in return, you think of a fool

relatives, who expeet presents, we he hat heft, he tinds that the larg

 of the spating of Christmar, some in are mistletoe, hally and the leng. of the prettiest thing
stockings
belong there



## ‘Actions Speak Louder Than Words'

This is the time to spread the message of good cheer. There are many who need the message. Blasted hopes, financial difficulties and unemployment as well as sickness add to sorrow at the present time

Those of us who enjoy many blessings and who claim fellowship in the common order of brotherly love can do common order of brotherly love can do
much to make this Christmas a Merry much to make this Christmas a Merry
one for everyone whom we come in contact with
"Actions Speak Louder Than Words"
 that it conves only once a year. A Maturor of Namot

 uocently. Saying, of Barney Bill while the girls want all the gifts to
be had. About a mont frow
 A. Seatonal," Habit
"Every Christmas." said Uncle Ab-
ner, "I manage to get drunk. Anfor it ageek now and and gosh! how I I dread





## SECURITY STATE BANK <br> \& TRUST COMPANY





You don't want that boy of yours ever to have to to take a back seat owing to lack of force and stamina. Then supply him with plenty of stamina food-Bread. There's the food that builds up good strong bodily re Give sour children plenty of Bread

## MARTIN'S <br> Butter-Flake Bread

-is the sweet, tempting loaf that delights young and old. In a nice waxed wrapper that keeps moisture in and impurities out. Ask your grocer.

## Martin Baking Company

Bread is Your Best Food and Only Economical Food Today



Faster and Faster the joyous Jundleland Movies
go into child-loving homes the joyous Jungleland Movies



ter, Newton Morris, of Coleman, Em.

Health With Bread


## DON'T BE CARELESS

Round about Christmas because we don't want any more fires. There has been over two hundred million dollars in fire losses
We've had enough, thank you.
the first eleven months of this year.
|||||||||||||||||||||||||||||․ IF IT is insurance yOU NEED, WE wRITE IT.
BE CAREFUL

| ENTHUSIASTIC OVER THE PROPOSED | If it isn't an EASTMAN it isn't a KODAK | Know your druggist! Know that he is prepared to meet all your needs and desires whether medicine or articles so appropriate for Christmas. | S |
| :---: | :---: | :---: | :---: |
| ROAD FROM FT. WORTH TO PLAINS |  |  |  |
| demmem |  |  |  |

## SIT STEADY in the BOAT!

Stay with the grocery that treats you right, that keeps a stock of the best groceries-the store with a reputation of selling the choicest fruits and vegetables and giving the best service. BARCLAY \& DeSHAZO, Reliable Grocers

Lubbock, Texas.

## Merry

Christmas

Rankins' Hardware calls atten tion to many useful Gifts and if you haven't yet purchased you may be sure that whatever you buy from our store will be useful.

We want to thank the many patrons of this store for their loyalty; we want them to feel that we have done our best in providing them with the best quality of goods at the lowest price. We hepe that our business relations have been mutually profitable and that we may continue to serve you in the same manner.

## R. A. RANKIN \& SONS <br> Lubbock's Finest Hardware Store



Right at the last moment when you can not decide what to get, Mr. Man you will thank us for the suggestion if you buy a nice sét of furniture or even one nice piece. You can do that at a Saving during our

## Wonderful Furniture Sale

Every item in our large stock is marked down low for quick sell ing during the month of December. Pianos,. Phonographs and everything. DECIDE AT ONCE-IT ISNT TOO LATE
Robinson Furniture Company
West Broadway

## Let Us Fill Your Coal Bin

If you have not already filled your bin for winter use, call us and we will give you the yery best quality of coal at the lowest possible price.Get Our Prices on Grains and Hay.

## Jackson Brothers

Lubbock, Texas

## Welcome to our City

## Teachers of the South Plains

Don't for one minute believe that this is a selfish demonstration-the firms on this page are those who are really glad to have you here and who will be glad to have you spend some of your time visiting with them.

We want your stay in our city to be pleasant and profitable and have so arranged our stocks that you can do your shopping quickly and fulfill all your needs. We want you as well as all of our customers to enjoy a Merry Christmas and when you have returned to your respective homes we want you to feel that Lubbock is a town of unselfishness, where you are made to feel at home.

These Firms Will Treat You Like You Like to be Treated

Barrier Bros. Department Store
Welcomes the visiting teachers to Lubbock. May you find Lubbock a friendly place to stay and may your visit be profitable and pleasant-is our earnest wish. Make our store your headquarters we have many things to show you.
Barrier Bros. Department Store

Teachers! Teachers! You're Just in Time To get all the Dry Goods you Want during our BIG SALE
Your Christmas spending money will last you longer if you will do your shopping at our store. May your stay in Lubbock be profitable is our wish
THE LEADER
The Store of the Plains

Merry Christmas to
Everybody
Come to Lubbock often and save .money, stay in Lubbock and remain happy. Eat groceries from our store and get fat.

Spikes Brothers

## Welcome to SIMMONS'

The New Furniture Store that Guarantees to Please; that sells the very best furniture and at the very fairest prices-Come in just any time and make our place of business your loafing headquarters.

Simmons Furniture \& Undertaking $C_{0}$.

MR. TEACHER:---If You Came in a Car-..
There's a good place to get your oil and gas, tires and coursories if you will look for the RED \& POSEY sign. We, like others, will be glad o attend to your wants and will gladly extend to you all the accommodation neces-
RED \& POSEY

## LADY TEACHERS:

Buy the things for a lady from the only Exclusive Ladies Store in Lubbock.
You'll like to do business here
The 0 'Neal Shop

TEACHER---Drive an OVERLAND Home

You will have the best auto mobile investment there is. A small cash payment and balance easy, gets one. Visit our show room.

Lub-Tex Motor Co.

Teachers are Always Welcome in Our Store Let us tell you of the wonderful possibilities of a VIC TROLA in your school. We will be glad to assist in arranging the financing.
PT Furniture and -12. undertaking co, bic sprince house of satisfaction Lubbock

Teachers Welcome----
to our store during their stay in Lubbock. The facilities of our stores are at your disposal, use our telephone, come to our office to write your letters Just call on us if we can be of any service to you.

Texas Variety Co.

There's Lots of Good Things--
For Christmas Gifts at this store. Time and money were not spared to give you a choice stock for selection. Please visit us and see for yourself.
Lubbock Drug Co. G. "THE NYAL STORE"

## OVER A THOUSAND ARTICLES...

Different ones-everyone a good Gift suggestion. Santa's Store
Will be glad to see the visiting teachers while in Lubbock.
Lubbock Variety Store

## Fine Furniture

Being sold at remarkably low prices
Our big December sale is on. Be sure to visit this store this week.

Everybody Merry Christmas
Robinson Furniture Co.


THE LUBBOCK AVALANCHE
Published Every Tuesday and Friday by
THE AVALANCHE PUBLISHING CO. JAS. L. DOW, - - - Editor and General Manager Entered at the Postoffice at Lubbock, Texas, for DESERVING AND UNDESERVING
Sometimes advertising is taken too literally. Witness that head of the family who recenty ap-
pealed to the Associated Charities for transporta-
tion on to the next town. He was merely travelpean on to the next town. He was merely travel-
ting about the country, taking, his family along and became highly indignant when he reached El Paso always sent him on to the next town. This was
a funny Associated Charities here. Especially a funny Associated Charities here. Especially
when it had just raised a lot of money. Charity, just as there are others whon impone on
individual charity. Professional charty distributors acquire a knowledge and understanding of the apes of charity seekers, which makes unworthy
applicants for alms less likely to prevail. Invariably habitual impostors are opposed to organized
charity. They prefer to take their chances with charity. They prefer to take their chances with
impulsive individual givers. On the other hand, the worthy recipients of largess much prefer bene-
volence, because it is less suggestive of condescension, therefore less an affliction to their pride. Im-
pulsive individual charity is not to be altogether condemned. It is a good thing for the human
race to have its heart touched. It is a good thing race to have
to be mometimes by the sight of misery,
even counterfeit. But in many cases the easy even counterfeit. But in many cases the easy
giver contributes to a condition which his charity
should tend to cure. Every man and woman acknowledging personal responsibility to self and
country should give to charity. But the larger gifts should be to organized charity, charity that
does not scatter its bounty indiscriminately, depriving some that are worthy in order that
unworthy may be helped, El Paso Times.
Just such cases as this comes up before Red Cross of this city many times during the
year. The Red Cross is handling other people year. The Red Cross is handling other peoples
money and it it nothing but right that they should
exercise great care in the expenditure of the funds. This is exactly what they are trying to do, but an
article that appeared in this paper last week was
severely criticised for the simple reason people misunderstood the intention of the writer. Criticisms
are often made of the work of the Red Cross by people who are contributing to the work, on the
grounds that they feel that the Red Cross is too
free with the funds entrusted to their care, and to prove that some reports that the Red Cross had
lavished certain people with relief was untrue the organization gave out a statement in regard to
what they had done and the investigation they
had made and the revelations that they had uncovered, but some people went up in the air and
on the other hand censored the Red Cros for their
efforts, and accused them of abusing certain folks ead committing a great wrong to them.
The Red Cross is doing a great work, not mereThe Red Cross is doing a great work, not mere-
ly as an organization for charity, but in other ways,
and it is worth every dollars support that the peoane are giving it, and in fact, a a great deal moo-
plends should be placed at their disposal to carry on their work and broaden their field of labor, in ance if their means were not so limited. Business
men give away hundreds of dollars every year to no time to investigate the claims that are made
upon them. and rather than turn a deserving per worthy people, which is the Christian-like way of waste of a great deal of money that should and could be expended in a much more worthy man-

## SATRIOTISM AT HOME

Patriotism should begin at home: extend out
from the home to the home town community; chence over the vountry; thence over the State
and Nation. The patriotism that does not include its own nest, its own family and its own surroundings, is not much patriotism. nationally or any other way. We should all think of these things con-
tinually, for they are vital to our best interests and tinually, for they are vital to our best interests and
welfare, and the best interests of our family, weliare, and the best interests of our family,
friends and neighbors. There is always argument on both sides of any. question, but the basic facts
on bemain. juvt the same, and we should remain, juet the same, and we should not lose
sight of those basic facts. As a rule goods can be purchased in the home town as cheap as in
other towns or cities: not all things, but the majority of the commodities which we use. Some
articles may be a bit higher once in a while, but it equally true that some are often a bit lower, and the whole monthly account will balance pretBut even if it did cost a trifle more to trade
at home than to send money away to the cities. thome than to send money away to the cities.
till it would be cheaper in the long run to buy at still it would be cheaper in the long run to buy at
home and let the money circulate around the town, each dollar doing a hundred dollars ${ }^{\text {on }}$, worth of business before it finally slips away.
If we do not build up. our own town, and all our interests in it, for homes or anything else, will fall flat, and we will all lose out. Any way you want to look at this trading away from home business, it
figure out a loss in the long run for who engages in it as a regular thing
This, you know, applies to the home printer hants please take notice.-Ripon (Cal.) Record.

It is said of a certain dentist who was having a great deal of trouble with his young son
just at the time his teetb were coming through. that he made the assertion that he had been un-
able to tell when a fellow made the most noise when his teeth were coming in or coming out Either one seemed a lot of trouble to him. It is to be noted in passing that many men
rill pay $\$ 12$ for a front seat at a girl show when will pay $\$ 12$ for a front seat at a girl show mhe
hey won't pay 50 cents to

Much Much ae we. regret it there is is feling of pees
imime crepins over us relative to the final out-


 doors, however, it has been a different story, and that story is anything but to the inkling of the
people who bear the heaviest burdens of the war People who bear the heavient burdens of he war
The president
 ments that lianitation to be worted uoun in unch mannec that it would be frea and just to all
Iations concered.
But each day it has become
 obiect of at least some of the delegates from
 iplomacy is at worke with each nation schemining or position and endeavoring to put omething
over on some other country
Intense biterness
 pased ind theated worted are said the have been
 gorld Such a spinit will not achieve the reauts the
desires and
expects.
$A$
covenant entered虽 ounder such conditions can cardly be hasting t may evengo into history ana another "Bcrap of of
paper."
The conference is UNTHOUGOHTEDNESS
We are suro that the people who patronized
he dry
goods pedder Clort without any security whatever to back it roducto of "Maste" "that colld not be put into ma
rials of quality, do not realize that they are buy Wa commodity that would not stand competition It is very ungratefuli inded for a man to ride


 "cure much better good at the ame price
If our people would all look upon the home thoustul) there would be bo room on the atreees
of Lubbock for tin horm peddlere of the out of

WHERE THE FARMER SUFFERS
 Wages still prevail in the cities in oll lineet This
$\qquad$

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$\qquad$
$\qquad$
$\qquad$ as it stimulates the growth and development
them all, but little nasty, ugly gibes, nagging and spitting around about everything that the neighbor
town does, only shows the class such persons belong tho are guilty of it. The Great South Plains is she same, that fertile and the condition be nothing of very muceat difference in the towns except the way the peo neighborhood. The Avalanche wants to see the of the one is bound to benefit the other. We We are
or the South Plains, and the constructive that the Avalanche is able to do will ever be alo more pleasant place to live. A writer has truthfully said: Your ship will
never come in unless you have sent out one. which you have not sent out may find its
into your harbor. "weighed down with gems
$\qquad$ one, but if you gain it yourself
the game. The effort of evety the world makes for progress and to get ahead wealth. Without that incentive things soon would inually striving to do better is not standing still he is going backward. One must either go for-
ward or backward. Just try standing still in business. You find that someone comes along and
givse you a push in one direction or the other
You have until the thirtieth day pay your poll tax, as well as other taxes, but we that date. The collector will be a very busy
than get a receipt in time to prevent penalty on
taxes. axes. Better arrange for the payment of
ax if possible before the first of the yeat

There is an idea abroad among m
hat they should make their neighbors gooral people One duty to my neighbor is much more nearly expressd by saying that I have to make hearly express happy-if

Lievaso.
The first winter month arrived on the shoulder South I exas weather.
The conference might abàndo
and adopt armored mail cars.

## R.. \& R. THEATRES

$\left.\begin{array}{|c|c|}\text { Wednesday at Lyric- } & \begin{array}{c}\text { Thursday at Lyric } \\ \text { "THE MARCH HARE" } \\ \text { Douglas McLean in }\end{array} \\ \text { "23 HOURS LEAVE" }\end{array} \quad \begin{array}{c}\text { "READY To SERVE" } \\ \text { A Snookum Comedy }\end{array}\right]$

"WE DO RIGHT BECAUSE IT IS RIGHT"

## Merry Christmas

We want all our friends and customers to enjoy a Merry Christmas. We have appreciated the business given to us and will appreciate new customers.

WE WILL DELIVER FRESH FRUITS QUICKLY

## Darby \& Willeford <br> Grocery Merchants

RATES PER LINE OR FRACTION THEREOF 10c

## Avalanche Classified Ads



FOR SALE


| FOR SALE－Belt feed crusher in good condition， 3 miles east of Com－ press．W．O．Wilkison． |  | NOTICE－We collect bad checki． Past due accounts，Vindors kien justments．If you need your money and Sewyer，Room 3 ，Lowery Blag． Box 440．Lubbock，Texas． | FOR RENT－After January 1 ，two nicely furnished rooms，with our． Convenient to town．Phone 125$33+18$ |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
|  improvements．Box 67．Phone 62， $33-3 \mathrm{p}$, |  |  |  |
|  |  |  |  |
|  |  |  |  |
| WANTED |  |  |  |
|  touch with me．L．Wesley Read，Aernathy Blde， |  |  |  |
|  |  |  |  |
|  |  |  |  |
| WANTED－To buy cattle and hogsBlue Front Mall Haas and Coker，Lubbock，Texas 32－5p |  |  |  |
|  |  |  |  |
|  |  |  |  |


\section*{ remember，it is what you save that counts！ <br> | Othing and furniture | Shoes guaranteed | Groceries |
| :---: | :---: | :---: |
| Our Clothing Department challenges your good busi | Every pair guaranteed to give satisfaction or a new pair free： | There is sense to this：A big turnover is the solution of high |
| If you want good warm clothes your judgm |  | prices．There＇s the secret of our low prices on suç articles， for example as：MARECHAL NEAL，PEERLESS and RED |
| Ill you to buy here－warm clothing，suits，sheep lined coats． |  |  |
| etc．，etc． | Men sline | FRESH ROASTED COFFEE． | <br>  Where Quality Reigns Supreme Lubbock，Texas PHONE 114

}


A．B．CONLEY，JR．＇S
Last Call for Your Christmas Bonus of

## $20 \%$ DISCOUNT

On the World＇s Leading Brands of Ready－to－Wear for Men，Women and Children．
20 Per cent Discount on entire stock of Women＇s Ready－to－Wear，Dresses Suits，Cloaks，Skirts，Sweaters and Waists．
20 per cent Discount on Hart Schaff－ ner \＆Mark Suits and Overcoats． 20 per cent Discount on entire stock of Men＇s and Boys Suits and Over－ coats．Except blue serge suits on which we allow 10 per cent Dis－ count．
STETSON HATS at the special dis－ count of 10 per cent．Ours is the largest stock of Stetson Hats to be found on the entire South Plains． Make HIS or HER Christmas a hap－ py one by giving useful merchandise selected from our high－grade stock．

## A．B．Conley，Jr．

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york together 4 litele on this deal dichool．：

HOGS SHIPPED FROM PLAINVIEW TO FORT WORTH AFFECTED WITH NEW DISEASE, NECROBACLLLOSIS 5
 there was hog cholera in the Plain-
vieweountry, and sustrains the diag

## FULL-0-PEP MAKES HENS LAY

Sugar Shumake Makes Cows Give Milk call us.

Thomas
Grain and Fuel Company

## SENSATIONAL ANNOUNCEMENT!

## Fort Worth Record Yeaily Bargain Offer



MORE MONEY FOR A GREATER FORT WORTH RECORD
Then, too, remember that The Record is spending more money than ever give you all the you and for wire services y Fort Worth The Record is the Only Fort Worth paper carrying morning Associated paper where a morning edition is

Leave your subscription at this Leave your subscription at this
office, give it to local agent or postmaster, regardless of the way postmaster, regabscribe.

> DO IT NOW!
made and carrying Associated
from before 4 o'clock the day pre-
special Offer good only in Texa and Oklahoma. Expires Midnight, Bec. 31, 1921

## Big Clubbing Offer!

 As has been our custom for some time we are offering aspecial clubbing proposition between the AVALANCHE and the FORT WORT RECORD at the following prices effective between Dec. 18 and Dec. 31

Avalanche twice'a week and Fort Worth Record Daily and Sunday, 1 year

Avalanche twice a week and Fort Worth Record daily without Sunday 1 year
$\$ 6.85$
These rates are for subscriptions in Texas, Oklahoma and New Mexico, and apply to New Subscriptions or Renewals.-Let us have your order now.
Avalanche Publishing. Co.

Lubbock, Texas

ONLY A FEW DAYS LEFT-
To select your Christmas remembrances. We have many selections of
"JUST WHAT I WANTED" GIFTS You won't go wrong here.
The LUBBOCK DRUG COMPANY


## Season's Greetings

## WE WISH ONE AND ALL A MERRY CHRISTMAS AND A HAPPY NEW YEAR

A hearty welcome is extended to the members of the Teachers Institute now in session in our city to visit with us and make our store their head quarters.

Don't forget that Only One More Short Week remains in which you can avail yourself of the wonderful opportunity to take advantage of the many Bargains at unheard of prices, which are offered you in our "Price Smashing Sale"-Read the Red Price Tags-they tell the tale.

## The Leader

Leaders of Low Prices

RESOLUTIONS ADOPTED BY FARM-
ERS UNION NATIONAL CONVENTION HELD IN TOPEKA, KANSAS


Low operating cost
(i)

Danse Enathers


[^1]
## C. D. SHAMBURGER

LUMBER
Sold on Installments Phone 419

## Electrical Goods and Cutlery

Makes fine gifts serviceable and useful. You can save money ôn things like these and numerous other articles by getting them during our

## Big 10\% Reduction For December

This also applies to Stoves everything we have for sale. There are hundreds of suitable articles for Christmas gifts going in this sale. We call your attention to the fact that this veduction is an effort to increase cash sales for this month and that the reduction applies only to articles purchased for cash.

MAKE CHRISTMAS MERRY BY SAVING MONEY
Cole-Myrick Hardware and Implement Co.

## NOTICE

I must insist on all parties knowing themselves indebted to me in any way to come in and settle up by or befor the 1st of January.
Please let's begin the year 1922 with a clean slate. Yours for more and better business,
J. T. MAY

The Qil and Gas Man at Royalty's Garage

TURKEY BRINGS MORE THAN STEER NATIONAL BIRD BRINGS A LOT OF MONEY TO FARMERS DURING YEAR


## Another Opportunity

And we believe the biggest vet offered. The old one is gone. This will sell readily. READ

Fine lands on the Plains at only $\$ 18$ per acre. Can be bought now from us with a small cash payment and good long terms on the balance at a low rate of interest. This land is located near Sudan. We ask if you are interested that you get in touch with us at once.

## Texas Land Exchange

Conley Building
Lubbock, Texas

Medlock's Dairy

Che bomot tom mind



TO ALL OUR POLICY-HOLDERS-
SEASON'S GREETINGS

(Home Office, Dallas, Texas)
Southland Life Insurance Company NEIL H. WRIGHT, District Agent

[^2]Lubbock, Texas

## LAST CHANCE!

## at the LUCKY DAY PROPOSITION

At the very last moment you will want a nice piece of furniture-invariably your good judgment dictates this
 mataer som nam mad domit torest the "Tucky Day Proposition" now on here.

## SIMMONS'

Intends to build up a furniture business by serving the public faithfully; by giving a dollars' worth of merchandise for every dollar received. By treatment which is better, by merchandising hon-estly-we expect to enjoy a share of your business.

## Simmons Furniture and Undertaking Co.

Picture Framing S. Side Square
 nice time and a good crowd was
present. present.
Miss Lucilla Baker spent the last
two Weeks with relatives in the Ida-
lou vicinity
R. Mreinen W. Williamson helped Mr.
R. Reike of his cane heads last
Saturday. Saturday. All An and wife, and Mre
Mr. Carl Allen and
Luther Reed and children, were call-


I am prepared to attend to your Plumbing Work on Short Notice. You are invited to see my PLUMBING DISPLAY.


Each succeeding Holiday Season has found more and more women looking to us for appropriate Gift suggestions for Men and Boys.

So this year we've made special preparations to be of even greater assistance women in the selection of practical gifts

GIVE HIM SOMETHING TO WEAR FROM HUNT'S
L. E. HUNT \& CO.

The Christmas Store for Men and Boys 'We will make right that which is not right'
"For the Love of Mike, Give Me Something Useful, Practical, Something to Wear.''--Signed ANY MAN.

$\qquad$





## CASH BILLS

Buy Your Cash Grocery Bills of

## Martin \& Wolcott

WE WILL NOT BE UNDERSOLD BY ANY CASH HOUSE IN LUBBOCK

We are heavily stocked and will make you the price. Bring us your bill and let us fill it.
Phones . . . . 309 and 310

Nuts, Fruits and Whatnots for CHRISTMAS...

We don't consider it a compliment for a grocery store to claim to have things appropriate for your Christmas cookingthey should have them! It's our duty. We also have them and besides we can send you fresh meats on the same order.

## chool Closed

 Friday For Two Weeks Holiday



## The.. <br> MISSISSIPPI MISSES

FOUR CLEVER GIRLS WHO SING PLAY AND READ at


WEDNESDAY NIGHT DECEMBER 21 st

Pretty Costumes Featured-Instrumental, Vocal and Monologues
Regular Picture Program 6:30 Curtain 8:00 Special Holiday Admission 55 c , including tax-Reserved seats Lubbock Drug Co.
$\qquad$


[^0]:    Lubbock，Texas

[^1]:    Motor Co, Lubbo

[^2]:    Citizens National Bank Building

