

Lubbock Morning Avalanche

REBEL DRIVE INTO SHANGHAI

American World Girdlers Arrive in El Paso Saturday

G. O. P. NOMINEE FOR TEXAS GOVERNOR ADVOCATES ONE PLANK

IMPARTIAL EXECUTION LAWS OF TEXAS AND SUPPORT OF STATE CONSTITUTION, BUTTE'S PROMISE

AUSTIN, Texas, Sept. 20.—Impartial execution of the laws of Texas and the support of the state constitution was outlined as the only plank in the platform of George C. Butte, republican nominee for governor in a "declaration of principles" issued here tonight.

MOB FEELING RUNS RAMPANT

CONFESSED SLAYER OF JASPER CO. SHERIFF SPIRITED AWAY

NEWTON, Texas, Sept. 20.—With feeling running high here following a two year suspended sentence given him for the murder of George Stephenson, former sheriff of Jasper county, L. L. Lankford, confessed slayer, was spirited out of Texas by friends into Louisiana late Saturday, according to authorities.

UNMASKED BANDITS ROB KELLYVILLE STATE BANK

KELLYVILLE, Okla., Sept. 20.—Citizens were scouring the wooded hills near Beggs, Oklahoma, tonight for two unmasked bandits who obtained about \$500 in cash in a bank hold up at Kellyville this afternoon.

OPENING FIRST HONOR PRISON FARM DELAYED

HOUSTON, Sept. 20.—Opening of the first honor prison farm in Texas scheduled for Wednesday, will not take place until September 29, it was announced by H. C. Connally, secretary of the board of prison commissions.

FREE FOR ALL FIGHT HALTS PROCEEDINGS G. O. P. CONVENTION

ALBUQUERQUE, N. M., Sept. 20.—A free for all fight brought a halt to the meeting of the county republican leaders here tonight.

DAWES BLAMED FOR FRAUDULENT BANK TRANSACTION

CHICAGO, Sept. 20.—A charge that Chas. G. Dawes "lent himself" to a fraudulent banking transaction that robbed 4,000 Chicago citizens of their savings was made in a speech here tonight by Senator Burton K. Wheeler, his independent vice presidential opponent.

DALLAS MAN IS HELD WITHOUT BAIL IN O'DAY MURDER

DALLAS, Sept. 20.—William L. Crawford, 26, Dallas attorney was held without bond tonight under indictment for murder in connection with the death of Paul M. O'Day, September 11.

YOUTH IS GIVEN LIFE TERM FOR MURDER IN OKLA.

JAMES CARLE, 21, was given life imprisonment in the state penitentiary by a jury in the district court tonight for the murder of Maxwell Lesinger here July 14, 1923.

COMPLETE HOP FROM DALLAS AT 7:14 SATURDAY

PECOS, September 20.—The El Paso-bound world flyers passed over here at 4:35 o'clock p. m. on their hop from Dallas.

TEN THOUSAND PERSONS SWARM LANDING FIELD TO WELCOME FLYERS

EL PASO, Sept. 20.—The American girdling flight drew a step nearer completion tonight with the arrival of the army flyers at 7:14 at Fort Bliss flying field.

TEXAS AGGIES BEAT JOHN TARLETON IN OPENER

COLLEGE STATION, Sept. 20.—Playing under a boiling sun which necessitated the use of three complete squads, coach Bibb's Texas aggies opened the Eldorado season here today with a 40 to 0 victory over John Tarleton college.

BONDS IN MAIL FRAUD CASES ARE AMONG HIGHEST

HOUSTON, Sept. 20.—Bonds made Saturday by five men indicted for mail fraud in federal district court Friday were among the highest asked by a federal court here.

WOMEN GAIN VICTORY IN DECISION HANDED DOWN IN OKLAHOMA

OKLAHOMA CITY, Okla., Sept. 20, (UN)—A victory for women was handed down in a decision by the state criminal court of appeals here today.

SOME FIGURES FOR THOUGHT ABOUT PAVING HERE

The figures connected with Lubbock's paving program read like a fairy story. Some of the figures are given here that everyone may realize the magnitude of the work and to some extent comprehend the value to the city of this program.

TEXAS AGGIES BEAT JOHN TARLETON IN OPENER

WASHINGTON, Sept. 20.—Government officials tonight were increasingly anxious over the civil war situation in China, despite reports that the fighting around Shanghai promises to end soon with a victory for General Chi, an ally of the Peking government.

TEXAS AGGIES BEAT JOHN TARLETON IN OPENER

While more American lives and property is endangered in the Shanghai area than Manchuria, fear is expressed here that Chang's attempted invasion from the north may be the signal for a general uprising of military war lords in Central China, who are restive under Peking rule and military dominance of Wu Pei Fu.

YUAN PLANS RENEWAL ATTACK AT DAWN, U. S. OFFICIALS SHOW UNEASINESS OVER SITUATION

SHANGHAI, Sept. 20.—Victorious Kiangsu troops battered at the gates of Shanghai tonight. With his armies already entering the suburbs of the city, General Chi Hsieh Yuan consolidated victories of the day in preparation for renewal of his attack on the great China seaport at dawn tomorrow.

DICKSON ASKS WOMEN'S RIGHT

AUSTIN, Sept. 20.—Charles M. Dickson, of San Antonio, plaintiff in the injunction suit brought to prevent the name of Mrs. Miriam Ferguson from being placed on the official ballot as the democratic nominee for governor, because of her illegal ineligibility, today authorized the following statement:

GOVERNOR GRANTS 90-DAY REPRIEVE FOR YOUTH

SPRINGFIELD, ILLS., Sept. 21.—A preliminary victory was won today in the fight to save Bernard Grant, penniless youth from "back of the yards" Chicago from hanging when Governor Small granted a 90 day reprieve which stays the order of execution until Jan. 18, 1925. Grant is under sentence to hang Oct. 17 in connection with the murder of a patrolman during a hold-up.

GOVERNOR GRANTS 90-DAY REPRIEVE FOR YOUTH

THOUSANDS of letters from all parts of the country have poured in on Small's office, demanding a pardon for Grant. Most of them charge that if Grant is hanged it will show that Illinois has one law for the rich and one law for the poor.

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WEATHER WEST TEXAS—Sunday partly cloudy, probably showers in north portion, colder in north portion.

LUBBOCK ACKNOWLEDGED LEADER INDUSTRIALLY, AGRICULTURALLY, SOCIALLY AND COMMERCIALY

Things are going to "break" fast and furious—startling strides forward will be made—on the South Plains and in Lubbock this fall. Prospects are finest—population is greatest—business is best. Time is now here when big things can, do and will happen swiftly. We have now the people and the money and the belief all of which makes things happen.

Here we are in the very center of the greatest agricultural section of the United States more than four hundred miles from a city of any consequence whatsoever. Besides closing the summer with the best agricultural prospects ever known on the plains, with thousands upon thousands of new, fertile acres producing their rich harvests for the first time, there are industrial and commercial activities of such magnitude as to startle imagination, even the most optimistic of our section. Things are bound to break fast and furious!

Not a boom! Regardless of the great growth, the realization of all the southwest that on the Plains of Texas are located many millions of unutilized acres ready to plow, ready to give up a harvest of every kind of product, every acre of which spells opportunity to people less favored, has centered the immigration

forces of all sections towards the plains, and especially towards the South Plains. The settlement of these plains is now in full swing. So great has become the rush to buy homes and farms in our section that even we little suspect just what is going on about us—Those of us that sit here day by day working at our little jobs. Nevertheless, the tide is growing, opportunities are slowly closing and the full realization of these things means that people have come to believe in the plains.

Distance not only lends enchantment—but it makes doubly certain that this swiftly developing and settling territory must be served by a city of the first class. Lubbock is just beginning to crawl out—or is being pushed forward by its very natural advantages—Now it must become cognizant of its position. She must determine to stand head and shoulder above all other cities in the West—her ambition must not be set at too low a mark. A city of 50,000 people within 5 to 10 years is not too much to aspire to. As she is today, Lubbock's position is hard for us home people to realize. Let us take the following into consideration:

The agricultural leadership which Lubbock has attained over a period

of seven years now goes heralded and unchallenged—she has no competitor whatever in that position. Her foundation has been laid surely and determinedly, by an intensified and diversified farming program. Her immediate territory now supports thousands.

As a wholesale center—a leader in point of volume—over a period of five years Lubbock has surpassed in number any other city in the west. Today, every plains train carries products from Lubbock's wholesale houses to every city on the plains—Here is located the only branch house of one of the largest manufacturers in the south. Dozens of truck lines keep the roads hot in all directions to the towns within fifty miles carrying products sold from the wholesale houses in Lubbock. Here in our city are the homes and headquarters for several hundred traveling salesmen who sell products to all of West Texas. They all carry the message of Lubbock—the coming metropolis of the west.

As the cotton center—the market for the greatest cotton producing section in the world, Lubbock again has no competitor. How many buyers of this product work in Lubbock? We would not try to give you the exact number because there are so many it would be difficult to ascertain the facts. There are four cotton exchanges in Lubbock and they all are operating enthusiastically. New gins come with every season and we have again lost count of the number in that business. One of the largest cotton oil mills as well as an cotton compresses is located at Lubbock. No, Lubbock has not a competitor as the cotton market and center of this great producing area. As seasons come and go her position is growing stronger.

As to railroads: Lubbock now has

rail access to all of the developed and settled territory of the plains. She is served by a great transcontinental road to the Gulf ports; direct to San Francisco and Chicago—access to the centers of population and manufacture. More railroads will be built and not on paper either for example.

When we take into consideration that right now there is approximately \$200,000,000 available as a bonus to a construction company to build a road to the center of a territory west of Lubbock whose future is so bright and whose agricultural possibilities so great that this all looks unnecessary, we can confidently expect same to be built. When we take into consideration right now that there is a special call meeting of the stockholders of the South Plains and Santa Fe railroad for the purpose of securing bonds to make acquisition or extensions of betterments to its holdings, we feel that the people of Lubbock have reason to expect more railroad facilities.

The tide of immigration follows the proof of opportunities that actually exist. These proofs have been forthcoming in greater volume as seasons pass. They are slowly closing and the tide seeking to take advantage of it is gradually and surely growing. Things are going to break fast and furious! Are you ready? Watch out!

Industrially, socially, commercially and agriculturally, Lubbock leads.

Everyone will be as surprised as usual to hear Christmas is only about three months from here.

Who is the Cyclops of Lubbock? Hear him on the court house lawn, Thursday night, Sept. 25th. 234-41

LUBBOCK BECOMING RECOGNIZED AS CENTER OF RECREATIONAL ACTIVITY IN PLAINS SECTION; MANY FEATURES ARE OFFERED

The city of Lubbock is fast becoming recognized throughout the western part of the state as a recreational center for not only her own people, but the general public in her trade territory. She is looked upon as the leader in all constructive improvement in this line, and is stepping into this leadership with all the vim that the progressive citizenship can muster, and although to a certain extent she is hampered in these efforts by the gigantic program being carried on along many industrial lines, which are necessary for the up-grade climb of a really progressive city, things in the recreational line are moving along with a fast clip.

Country Club.

About two years ago, a certain number of citizens, realizing the need of some means of recreation for the business men after a hard grind at his desk, started the organization of a Country Club, with an initial membership of 125, who were issued stock in equal amounts. Immediate work was started on the laying out of and grading of a golf course, on which almost continual improvements have been made until now this organization boasts one of the best courses in the state. Last summer a club house was erected almost in the center of the 200-acre plot of ground, and every

modern convenience was installed. A competent keeper is kept in charge of the club and its property at all times and now very seldom a day passes without some form of entertainment sponsored by some member of the club or his family.

Municipal Recreation.

Owing to the fact that the country club must necessarily be more or less exclusive in its membership, the past summer, local citizens, many of which were members of the Country Club, feeling the need of some place where the general public could go for recreation began discussion of a municipal center. Ascertaining that the county commissioners were also contemplating the same plan of procedure, officials of the Junior Chamber of Commerce, who took the lead in the matter, went into an agreement with the county commissioners whereby they would build and maintain a public golf course in connection with improvements being made along recreation lines by the county. Steps were taken for the organization of a golf association, officers were elected and a general plan of procedure was outlined with the result that work was started both by the county and the association.

About two months later, the completed stucco clubhouse, modern in every respect at a cost of

about \$10,000, which has been thrown open to the general public, including the tourists, many of whom avail themselves of this opportunity. The spacious clubhouse, overlooking one of the prettiest stretches of scenery in the county, is now visited daily by hundreds of local people as well as those from many parts of the county. Just off the edge of the canyon, where the clubhouse is located, is a beautiful lake, built by throwing a dam across the lower end of the tract water for which is supplied by a constant stream of the overflow supply from the plant of the Texas Utilities company.

The golf course, although yet in its infancy in age, is very mature as far as activity is concerned, for daily many can be seen wending their way around its many corners. The greens are of cottonseed hulls of a good foundation, and improvements are being made just as fast as funds which at present are limited, will permit. Funds at the present are derived solely from membership dues, which are \$12 per annum, and entitle the holder to all privileges of the club. Anyone is eligible to membership, if he is free born, white and a gentleman. For the benefit of transient people, who might wish to use the course only occasionally, a green fee of 25 cents is assessed.

With another year's improvement and growth, it is believed that this course will equal in popularity anything that has been started in the western part of the state.

If an ant can't lay aside something for winter during the picnic season he is a loafer.

We Will Welcome You In Our New Store During Fair Time

WE HAVE A VERY EXTRAORDINARY ASSORTMENT OF LADIES GARMENTS THAT YOU ARE SURE TO LIKE



Ladies pretty dresses both in silk and new woolen materials are here for your selection in large assortments. Never before have we heard so many compliments on the completeness and attractiveness of our showing. Those dresses will be awaiting your selection in the new store at prices ranging from as low as \$17.45 to as high as \$89.85.



Pretty coats, from the new and popular Suede finish materials, with fine fur collars cuffs and touches at pockets and around the hem—coats that will be sure to win you because of their rich elegance—other coats from the twill materials with trimmings of braids and buttons—all are now ready for your choice and at such attractive prices. Nice coats can be had as low as \$19.85, while others range to as high as \$149.85.

THIS NEW STORE WILL BE A WONDERFUL SETTING FOR THESE BEAUTIFUL NEW THINGS

NEW SILKS

Silks in the new bengaline and faille materials as well as the much wanted high luster satin finished silks feature our silk section. All these new materials are to be had in the most varied color ranges and in most cases in several grades. Dresses from silk are especially desirable at this season, when the new styles are appearing. For these fine silks you will find plenty of attractive buttons bandings etc that will add much to the final effect. Everything you will want in silks are here at prices that are entirely attractive.

NEW WOOLENS

This season is developing into a very big one for all the new wooleens. Chatmeene and Twill weaves as well as fine flannels and wool crepe are among the materials featured. All of these are to be had in all the new fall colorings—rich browns, new cinnamon and henna shades—it is possible to design the most attractive garments from these pretty cloths; garments that will have the decided ready-made look for they are just the materials. In correct widths, these materials will make very economical dresses.

GOTHAM SILK HOSIERY

We are proud to be able to advertise Gotham Silk Hosiery. In our opinion these hose are the best silk hose to be bought today. The decided popularity they have in the East would bear this out. They are to be had in Lubbock at this store, in the colors that are the newest and in two very popular weights in list top these are priced \$1.85. In sheer, all-silk they are \$2.25

EVERFAST SUITING

This material is one of our feature fabrics. In a weave most appreciated for so many garments it is shown in a complete color range. Every yard we sell is guaranteed to absolutely retain its original color regardless of how it is washed or used. Children's dresses, blouses or middy suits—make them all—priced yard 50c

COTYS PERFUME

Nowhere in the city will you find such a complete assortment of the Coty's toilet goods as at this store. Recent arrivals in new sizes and new odors are being featured. There are sizes in extract priced as low as \$1.00. In the popular talcum and face powder we are able to supply you because of a quantity purchase at each \$1.00

FINE BAGS AND PURSES

Fine leather hand bags are featured in new shapes and clever designs. A larger assortment than usual is to be had this year and every bag is a winner. Some hand toled designs are also among them. Then in attractive vanities and compacts still other new and original things are shown. If you wish something different—come here for your purchase.

OUR NEW ADDRESS
1212 AVE. J
JUST OFF BROADWAY

Hemphill-Price Co.

VISIT THE FAIR AND OUR BEAUTIFUL NEW STORE

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SOCIETY, NTO SECOND: SENATORS AND YANKS LOSE

PHONE 487

Lubbock Firemen Entertain Club Women Thursday

On Thursday evening Lubbock's Volunteer Firemen invited representatives from the women's clubs to meet with them in their regular Thursday night session. Twenty-one women were present and enjoyed the meeting as well as profited by the discussion of fire prevention and fire hazards by those whose first hand knowledge and experience has so well fitted them to speak on these subjects.

The meeting was called to order by President Bryan and the opening talk was made by Fire Chief Ed Twitty who spoke on fire prevention work which has been observed in the United States for thirteen years and which always includes October ninth, the anniversary of Chicago's greatest fire. Mr. Twitty spoke of Lubbock's firemen having the best record in Texas and the reduction of 15 per cent, has received but expressed the fear that a higher key rate would be demanded because of present electrical hazards, as well as the problem of inadequate fire escapes in rooming houses, public buildings and schools.

The chairman then asked for the ladies present to be introduced and each one spoke briefly expressing appreciation for the work done by the fire department and pledging the support of the club represented by each one. As the interest seemed to center most closely around the school buildings, especially the Junior High, Mr. Carroll Thompson, the principal of the Junior High School, was asked to speak. Mr. Thompson stated that the state fire commissioner who was here in the spring had visited the building and that it was his understanding that fire escapes should be put on before school opened this fall. The children are having their attention more closely drawn to fire hazards and fire prevention work this year than ever before and in their drills are able to get out of the building in three minutes after the fire alarm is given.

The City Fire Marshal, Mr. Roche Newton, read the laws in regard to fire escapes which he says "have teeth" carrying a penalty of not less than twenty dollars, nor more than fifty dollars for failure to comply with the law on each day of violation counting as a separate offense. Mr. Newton said that he had more than once called the attention of various members of the school board to the fact that the escapes were inadequate but had never appeared before them in any of the meetings but pledged himself to do so at once. He spoke of fire hazards in homes and called attention to the ruling that all "aps and quarters should be kept in metal containers."

Mr. McSpadden read the report given by the Lubbock Fire Department before the State Firemen's Convention. He spoke of the most common and most dangerous hazard being the overlooking of wires, caused by the use of appliances with heavier voltage than the wires carry. There is always something wrong when a fuse burns out and a competent electrician should be called at once.

Mr. McSpadden spoke of "cheap electricians doing cheap work at cheap prices" impressing on the minds of those present the importance of reliable work. The recent fire of the Lubbock Redwood Co. was caused by flaws in the wiring, endangering the property and lives of others as well as financial loss to the owner many times greater than the cost of proper wiring.

At the present time the laws of the city of Lubbock do not provide for a paid inspector but an ordinance is now being read before the city commission providing for one and after it is passed no building can be erected without being approved from the standpoint of safety by construction and electrician. Electricians will also have to be bonded under a new law. Temporary electric work ordinarily put up for tent shows was spoken of as extremely hazardous.

Going back to the subject of the Junior High School, Mr. McSpadden spoke of the electric wiring being both inadequate and dangerous and received spontaneous and prolonged applause when he said that common sense and regard for the lives of the children should cause the school to be put in the proper condition instead of having to resort to a law.

Mr. Franklin spoke on proper regard for safety in erecting new buildings and during his talk spoke of an ordinance badly needed to prevent the whole town from running to a fire, or to the down town district when the whistle blows. Many people drive in front of the fire truck and at the last big fire Lubbock had an accident was narrowly averted when an automobile containing three persons drove directly in front of the engine and but for the skill of the driver, Mr. Wolffarth, someone would have probably been killed. Stay off the street when fire comes and don't delay the firemen.

Many of the other firemen made appreciated talks mentioning the danger of burning trash and leaving it without extinguishing the coals; of filling the gas tank of your car without cutting off the engine; of parking in front of the fire station and many other things that all should observe.

The delicious refreshments provided by the firemen. Lubbock women also had a chance to admire the trophies won by the Lubbock firemen in the various contests of skill which are treasured by them as proofs of victory. They are the proud possessors of every cup in the Poshandle District.

Twentieth Century Club Meeting Tuesday Afternoon

The Twentieth Century Club will meet Tuesday afternoon at three o'clock in the parlors of the Methodist Church.

The program follows: Study—"Queen Victoria"—Lytton Strachey. Leader—Mrs. E. L. Klett. Current events: (a) American—Mrs. M. C. Overton. (b) British Isles—Mrs. Roscoe Wilson. Music—Mrs. Hargis, Mrs. Rylander, Mrs. Stevens, Mrs. Krueger. Childhood Environment—Mrs. A. W. McKee. Character Sketch—Miss Mae Murfee. (a) Physical Characteristics; (b) Temperamental Characteristics; (c) Political Characteristics. Court Life—Mrs. Curtis Keen. Port Lord Melbourne played in Queens political life—Mrs. T. R. Priddy. Gladstone as a Statesman—Mrs. W. H. Meador.

Delphian Club to Meet Wednesday at the Baptist Church

The Delphian Club will meet Wednesday afternoon at two o'clock at the Baptist Church. The following program will be carried out: Lesson—Sophocles and Euripides. Conversation—led by Mrs. A. B. Davis. Drama of Antigone—Mrs. J. H. Hankins. Medea—Mrs. Laverne Krahmer. Hibernia—Mrs. Maple Wilson. Sophocles and Euripides as Dramatists—Mrs. Charles Pierce. Dramatic Reading—Mrs. Gus Nib-

Athenaeum Club Meets Tuesday at the Baptist Church

The Athenaeum Club will meet Tuesday afternoon at the Baptist Church at three o'clock. The program is given below: Subject—American Poets; William Callier Bryant. Leader—Mrs. H. W. Stanton. Roll Call—Quotations from Bryant. Bryant as a nature poet—Mrs. Raymond George. Parian Influence on Bryant's poetry—Mrs. J. H. Hankins. Thematopics discussed—Mrs. S. C. Wilson. Study of "The Water Fowl"—Mrs. Roy Grisham. The Forest Hymn—Mrs. F. N. Payne.

Geo. M. Hunt P. T. A. Holds Initial Meeting

The Geo. M. Hunt P. T. A. held its first meeting of the year at the school building last Thursday. Owing to the illness of the president Mrs. Raugh, the regular meeting was delayed one week.

The attendance was good of both parents and teachers. Mrs. Macdonald the vice president brought many things of interest before the club. The needs of the school were presented by the teachers. The club voted unanimously to give the Primary department of the Geo. M. Hunt a \$50 printing press.

A membership campaign was launched, the teachers to work through the children, and the mothers by seeing the patrons of the school. Mrs. Denman, Mrs. Owen, and Mrs. Jenkins are to conduct this campaign.

A book reception will be held at the school building next Thursday afternoon at 3:30 o'clock which time every patron of the school is requested to bring a book or books suitable for children up to fifth grade. We have a nice start toward a library and would appreciate any contributions donated at this time in the way of books or money. The meeting will be a get-together meeting at which time the teachers and parents will become better acquainted. A splendid program will be rendered and refreshments served.

MR. AND MRS. TOM FOSTER RETURN FROM CANADIAN TRIP

Mr. and Mrs. Tom Foster have just returned from a three weeks trip to Detroit and points north including an automobile trip thru parts of Canada. Mr. Foster by his superior ability in selling Bar-

History of Lubbock High School Gridiron Since 1910

ed defeat to the Lubbock boys but they have never given up the thought and ambition to defeat the Lubbock High School.

It is reported that along with the football games come a good portion of the high school student body who will lend every effort forth to help their players give Lubbock a good whipping.

This all means that the Westerners will have to have every bit of aid possible on the sidelines. It will mean that the Westerners will have to put all they have in the game and keep digging. It means that all will have to help put the game over in order that the Westerners will come out as they should, on top. Now begin talking this game up. Tell everyone about it. It will be played at the Fair Park on Wednesday, September 24th. Be there!

BARNES DEFEATED BY HAGEN AETER STIFF FIGHT

By United News.

FRENCH LICK, Ind. Sept. 20.—Walter Hagen, holder of the British open golf championship annexed another title this afternoon by defeating Jim Barnes of New York in the finals of the national professional golf tournament.

Hagen finished the thirty-six hole match two up on Barnes. Although Hagen was in the lead throughout the day, Barnes put up a gallant fight in the afternoon and the match was not won until the final green. Barnes and Hagen each had won the championship twice in previous tournaments.

It was easily Hagen's match throughout the first 18 holes. Barnes was erratic at times and failed to play the brand of golf that carried him into the finals. Hagen took six holes and Barnes two during the morning round.

When the players took the course for the afternoon play Barnes came back in sensational fashion. He halved three holes with Barnes, meeting him play by play, and was only two behind at the 26th hole.

With a chance to tie the score on the last hole, Barnes dubbed a shot that landed in the water. Hagen's Floyd Beall and M. C. Overton at Mrs. Beall's home. Almost the entire membership was present and many delightful houses are anticipated by the ladies of the club for the winter months. At the close of an afternoon spent with needle work the hostess served chicken sandwiches, fruit salad, olives, potato chips and hot tea to Mesdames Friend, Adcock, R. O. Pierce, Hankins, J. D. Woods, Rylander, J. T. Hutchinson, Murray, Myrick, Sawyer, Hledson, R. D. Benson, Lou Mulhearn, J. S. Johnson, and Goodwin of Detroit.

Junior Twentieth Century Club Meets Tuesday

The Junior Twentieth Century Club will meet Tuesday afternoon in Judge Moore's class room of the M. E. Church. The program will be: Subject—Oscar Wilde. Leader—Mrs. Velton Spikes. Roll Call—Works of Oscar Wilde. Essays—Biographical Sketch of Oscar Wilde—Mrs. G. M. Cosby. Review of "Lady Windermere's Fan"—Give the Soci Purpose of the Drama—Miss Gravens. Short Talks—Lady Windermere as a Dramatic Character—Miss Carnes. Character Sketches of Mrs. Erylryne and Lord Windermere—Mrs. Harold Griffith. Lady Windermere's Ethical Code—Mrs. Pharr.

16-42 CLUB

The 16-42 Club will meet Tuesday evening at 8:00 o'clock with Mrs. O. B. Trinkle at 1411—13th Street.

Baptist Church Reception Welcomes Rev. and Mrs. Bowen

A reception was given Friday evening at the Baptist Church honoring Rev. and Mrs. A. Bowen who have just returned from an extended tour of the Holy Land and Rev. and Mrs. M. M. Morrow who has been filling the pulpit during Mrs. Bowen's absence. Almost the entire membership of the church was present and many people of other denominations.

Rev. and Mrs. Bowen, both made very interesting and pleasing talks expressing their appreciation of the welcome given them and telling of their trip.

Rev. and Mrs. Morrow, also expressed their regrets on leaving the people with whom they have worked on such pleasant terms.

A musical program was rendered most pleasingly by Miss Willette Waters, Miss Lucile Walker, Miss Beniah Dixon and The Baptist Quartet.

As a late hour Cream and Cake were served.

W. M. U. OF THE BAPTIST CHURCH

The Woman's Missionary Society of the First Baptist church will (Continued on page 6).

No doubt there are men in Lubbock today that will be pleased to be reminded of the good football games that were played by some of the most prominent men in business today. There is Daddo Dickinson, Sylvanus Sanders, Harry Burrus, John Jarrot, and others that have been old fighters for the Lubbock High School gridiron.

We have tried to get a complete line up on all the teams that have been produced by the coaches of the Lubbock High School and no doubt there will be some members of the teams that we will miss. However we have tried to get a sufficient lineup to publish.

To J. E. Vickers and Dunlap Lester goes the honor of first putting the football idea in the minds of the students of the school. It was back in 1910 when Judge brought out a football for the boys to see. The Judges said that there was only one of the boys that ever saw a football before. But after hard training he and Dunlap Lester, who is a banker at Canyon at the present time, finally attempted to play the game at Lubbock.

The first captain of the Lubbock High School Football team was David Boyd. Boyd played center on the team.

The following names and years are as close as we can secure on the history of Lubbock's football career. In 1910 the coach of the team was Judge Vickers and Dunlap Lester. Captain of this team was David Boyd. The team was: Center, David Boyd, Ends, Little Covington and Pots Robinson. Tackles, Slim Farris and Big Baker. Guards, Rube Hart and Big Covington. Halves, Jno. Jarrot and Jno. Essex. Full back, Bum Sanders (deceased). Chase Chase played half also. J. V. Spikes half. Quarters, Sylvanus Sanders and Scott May.

1911—Coaches, J. E. Vickers and C. D. Lester. Captain Big Baker. Team as follows: Ends, Little Covington and Chester Wright. Tackles, Montgomery and Big Baker. Center, Little Baker (deceased). Quarter back Sylvanus Sanders. Halves, J. V. Spikes and Jno. Essex. Full, Bum Baker. Little Baker was shifted to half in part of the game that year.

1912—Coaches, J. E. Vickers and C. D. Lester. Captain J. V. Spikes. Ends, Harry Burrus, Tackles, Big Baker, B. C. Dickinson, Houston Spikes, and Emmet Agnew. Guards, Howard Wheelock, Center, Jno. Simpson. Quarter, Howard Wheelock. Tackles, Earnest Lowery, Red Graves, Bill Honey, Kenneth Kimble, Tackles, Dude Farris, Elmer Conley, and Earl Bullock. Guards, Big Jno. Simpson, J. C. Sanders, Center, Garland Hamilton, Quarter, Howard Wheelock and Key Sanders. Halves, Tommy Spikes, Rosa McWhorter and Roger Stubbs in Full. (This team is said to be the best all around team that Lubbock

MARY HELM AUXILIARY OF THE METHODIST CHURCH

The Mary Helm Auxiliary of the Methodist Church will meet Monday afternoon at four o'clock in Judge Moore's Class room.

TWILIGHT ORGAN RECITAL AT THE METHODIST CHURCH

Miss Mary Dunn will give three pipe organ numbers immediately preceding the Sunday evening service at 7:45. Grand Chorus—Duhals. O Solo Mio—Arr by Lemore. Reverie—Dickinson.

CHURCH OF CHRIST

Bible Study 9:45 a. m. Preaching at 11:00 a. m. and 8:00 p. m. by T. M. Carney. Morning theme, "Making our Calling and Election Sure." Evening, "God's Foolishness vs. Man's Wisdom." Young Peoples' meeting 7:00 p. m.

Ladies' Bible Class Thursday 3 p. m. All services Sunday at City Auditorium.

We have plenty of room and invite our friends and neighbors to attend these services.

CHURCH OF CHRIST

T. M. Carney, minister for the Church of Christ, has announced that all their services will be conducted at the city auditorium until the approach to the new church has been finished, which will be two or more weeks yet.

The services for both Sunday and Sunday night will be held in the auditorium, which is just west of the new city hall.

FIRST CHRISTIAN CHURCH

Cor. 16th Street and Ave. J

The church is not a refrigerator for preserving perishable piety. It is a dynamo for surcharging human souls and wills. How is your soul? Have you given God a chance to keep the fires burning upon its sacred altar? If you have absented yourself from the church services then the fire is but smoldering amongst the embers of lost opportunities. The object of the church is not to tell how to dodge difficulties, but to furnish courage to meet them. The business of the church is not to furnish hammocks and pullmans for the lazy. It is rather to offer well-fitting yokes for drawing life's loads. The man who does not attend any church virtually votes to do away with all churches. And this very same fellow would be the first man to move away from our city, if there were no churches to keep up the high standards of pure womanhood and noble manhood.

We shall be glad to have you attend our services Sunday. We will try to make them interesting and inspirational for you. Our Bible School meets at 9:45 a. m. At 11

has ever had). 1918—Coach, Galbraith. Captain Red-Graves. Team, Ends, Red Graves, Wayne Hutson, and Sport Woolbridge. Tackles, Lokey and Farrell. Guards, Henry Brown and Ollen Long. Center, Ed Martin. Quarter, Chink Pearson and Hardy Hicks. Halves, David Benson and Red Graves. Full, Bill Honey. 1919—Coach, Mack Shagle—Captain Chink Pearson. Team, Ends, (Continued on page 7)

The FLORSHEIM SHOE

Wearing FLORSHEIM SHOES is a pleasure that every man should enjoy—it means correct appearance—comfort—and economy thru long service.

BARRIER BROTHERS

Dependable Merchandise

KNOW THE LUMBER Erected at a Cost BUY

The West Texas Hospital, erected and owned by Southern Pine Lumber Company is putting largest manufacturers of lumber upon it. Bartlett Lumber Company is putting years of experience. It is fully equipped for structural eases. Open to a recognized ability.

the use of Higginbotham-Bartlett requirement and give maxi-

Southern Pine Lumber and Timber, Posts, Piling; Southern Pine Lumber, Doors; Oak; Sheet-
ld for permanency—once a home it. Such afterthoughts are costly yards—there's one in your town.

A chartered training school by 22 feet now under construction. Bungalow will be modern in every detail used and the unusual design will be a real little home. Visit it white at the Fair.

The West T

Avenue B and Main Street

Bartlett Company

CHARLES J. WAGNER, M. D. General Surgery. Phones: Office 480; Res. 90. Wm. L. BAUGH, M. D. General Medicine. Phones: Office 171; Res. 180. DR. ALLEN T. STEWART Obstetrics. Phones: Office 486; Res. 645. MRS. MARY E. HINTON Matron.

SURROUNDED BY VAST STRETCH OF FERTILE TERRITORY WITH A GIGANTIC PROGRAM IN FUTURE

Lubbock, "Hub of the Plains" the city of the hour; the young city nesting in among a vast tract of the most fertile land on the face of the earth; the city toward which the eyes of the world are turning; the city with the shourest past for its present development and with the brightest future ever faced by any coming metropolis of the universe; the city where all of its inhabitants are working together as one great family for its development. In short, this is the enviable position held by Lubbock, after only about 14 years of actual growth.

With a population estimated at approximately 11,350, almost three times the number given by the Government census of 1920, and with new people and faces appearing on the scene daily, it appears that this young city is destined to be the metropolis of the western part of the almost boundless stretches of the Lone Star State—Texas. No oil boom or other similar spectacular boom marked the almost unbelievable growth and development, but just a steady influx of the world's best people, seeking real opportunity where the vast stretches of surrounding territory heurded limitless possibilities. Land and property vendors, chamber of commerce officials, city dads, and in fact anyone whom the general public might think are in touch with the situation, are being besieged daily with requests from the outside world regarding the different matters which are of interest to a home-seeking people. Especially is the chamber of commerce deluged daily with this manner of inquires.

Much Undeveloped Territory
Surrounded by area of approximately 570,000 acres in the county, 90 per cent of which is tillable, but only about 20 per cent estimated under cultivation, Lubbock now is entering on the second lap of her jump from a country town to a real metropolitan center. She is already recognized throughout the plains section as a leader in all manner of a city building and rural development, and with the realization of the business men that the city cannot build ahead of the surrounding territory development officials are backed wholeheartedly in their efforts for progress along all lines, both in the city and county.

Gigantic Program Ahead.
Lubbock now has twenty blocks of brick paving laid on a base of four inch concrete, which cost \$225,000, and at the present has 106 more blocks under construction at a contract price of \$897,410.00. This program includes the paving of two streets—Broadway and Main from the business district to the edge of the Tech College site, about a mile and a half from the city on the west, with several other streets leading from the business district being paved a good distance out. With the completion of this program, which it is believed will be finished within twelve months, it is believed that Lubbock will have set a precedent in this line as being the youngest city in the state with this vast amount of hard surfaced streets. The work will be finished according to the contractors, just as fast as is humanly possible, and already some actual construction is underway on the program.

The city boasts one of the best municipally owned light, sewer, and water systems in the state, with a total valuation of \$687,000, which system pays a profit on the investment even with the lowest rates for these services in the state. Owing to the heavy demands made upon the plant constant improvements are under way. In addition to this, the Texas Utilities Company, one of the largest and strongest organizations in the southwest maintains a power plant and ice factory second to none in the west. They are this fall launching a program of improvements for the local plant, especially the ice factory which brings the plant up to the latest thing in improvements. In addition to the service extended city patrons, this company serves a great portion of the plains east and south of here with a high-line power and light service and north into Plainview.

Building Permits Increase.
Building permits as issued from the office of the City Secretary for the year 1923 totalled \$814,621.17. During the first eight months of the current year permits in this line totalled \$831,950, showing an increase of more than \$27,000 over the previous year, with four months yet to go. It is estimated that permits during the balance of the year will run the total well over the million mark.

Approximately 500 more poll tax receipts were issued in Lubbock county the past year than in any other county in the Panhandle, Potter county, of which Amarillo is the county seat, being second.

Postal receipts at the local office have increased constantly during the past three years. In 1921 receipts were \$52,433.23; in 1922 \$54,479.46; and in 1923 were \$40,319.38. The office went into first division classification by the government this year.

There is now under construction and nearing completion, one of the most commodious and conveniently arranged municipal buildings in the western part of the state. This building will cost close to \$100,000 when completed. It will house the city offices, and include the Red Cross, Chamber of Commerce, fire department, and

possibly other civic organizations of the city.

Six State Highways
Six designated state highway outlets past through the city, with 18 automobile passenger stage lines, and 163 freight trucks augmenting the railroad service. The builders of the plains section, the Santa Fe system, pioneer railroad pushes the city with five railroad outlets, with 28 daily trains.

This facilitates quick delivery to all points in the trade territory. Thus Lubbock has become established as the wholesale distributing center of the western part of the state. A total of 47 wholesale distributing houses do business within the city and contribute to its support, as well as the support of the entire surrounding territory.

Public Schools
Facing one of the most perplexing and discouraging situations in the history of his long career as a builder of schools, Supt. M. M. Dupre, of the local city schools is heaving bravely the brunt of the load, and has built here a system of city schools that is the envy of educators of the state. When he came here in 1914 there was only one building in use in the city for school purposes, this being the present Junior High building. Since that time the great influx of population to the city has brought the proposition almost beyond the control of human ingenuity, for demands for buildings came so thick and fast that it seemed practically impossible to meet them. Each year, as school would open, new buildings would be crowded to capacity, and above. In the meantime, three new buildings have been erected in the city proper with an addition now under construction on the high school building which was completed only about a year ago at a cost of about \$150,000. This new wing, which it is planned will be ready by Christmas, is to cost about \$125,000 and will give the city one of the largest and most thoroughly equipped high school plants in the state.

In addition to this, four modern brick ward buildings have been erected in corners of the district to serve outlying patrons. The enrollment in the city schools as reported by Supt. Dupre the latter part of the week is near 2,900, and it is believed that within another month will pass the 3,000 mark. With the opening of the Tech College here next fall, it is believed that many more will call for accommodations, necessitating the erection of another building within a year or two.

All in all, the city, under the leadership of competent officials, is going forward by leaps and bounds. The officialdom of the city is composed almost entirely of young life, tempered sufficiently with advice and counsel of older and more experienced heads, giving Lubbock leadership which is the envy of all observers.

SOCIETY.

(Continued from Page 3)

meet Monday afternoon at three o'clock at the church.
Circle No. One will render Missionary program the subject is "Prayer week for state wide Missions." Leader Mrs. F. K. Foster, Hymn "Bringing in the Sheaves," Devotional "Mrs. C. M. Ballenger, Hymn "Woman's W. M. U. Hymn."

"Come Women, Wide Proclaim," State W. M. U. Broadcastings, Mesdames D. J. Wilhelm, and J. L. Ely.
Vocal solo, Mrs. Aubrey Walker, Buckner Orphan Home, Mrs. Wallace Heine, Vocal solo, Mrs. Geo. Atkinson. Talk on Holy Land, Mrs. W. A. Bowen, Hymn, Bless be the tie that binds.

Miss Ruth Slaton to be Duchess of Lubbock at Abilene Fair

Miss Ruth Slaton has been complimented by the city of Abilene with an invitation to represent Lubbock as a Duchess in an Oriental pageant to be given there Monday and Tuesday, the first two days of the Fair.

Miss Mary Dickinson will attend as her Maid of Honor and they will be accompanied by Mr. Ross McWhorter who will be Miss Slaton's escort and Mr. Wayland Sanders who will be the escort of Miss Dickinson.

Miss Slaton's dress will be an elaborate affair exquisitely beaded in shades from shell pink to a beautiful deep rose. Her Crown will be of silver and her train of silver and pink perfectly blended. Her dress was purchased from Hemphill-Price Company.

Miss Dickinson's Costume will be in exact complement to Miss Slaton's being after the Russian mode also in silver and pink.

Mr. Louis Hunter will go to Abilene to be in attendance on Miss Mary Douthett of that city and Mr. Joe May has already left Lubbock to attend the Fair.

Elaborate plans have been made by Abilene people for the entertainment of visiting royalty. Dances will be given each night and many day time affairs have been arranged for their pleasure. The pageant lasts only two days but the young people are expecting to spend the entire week and enjoy the many social events.

GLEANERS CLASS TO ENTER TOWN FOR MRS. BOWEN

Wednesday afternoon at four o'clock the Gleaners class of the Baptist Sunday School will entertain the T. E. L. and Dorcas classes in honor of Mrs. W. A. Bowen. The members of the class are glad to compliment Mrs. Bowen on her return to America and also are delighted to be able to give voice to their appreciation of these other classes and express their esteem for them.

MR. PFAFF'S CHORAL CLUB

The Choral club directed by Mr. Pfaff will meet Monday night at eight o'clock at the Methodist church. After September twenty-second no new pupils will be accepted. Mr. Pfaff would like to have every singer from all denominations join the club.

Mesdames Murray and Snyder Entertain Merry Bidders

A delightful party was given Friday afternoon when Mrs. Fred Snyder and Mrs. Will Murray entertained the Merry Bidders forty-two club at Mrs. Snyder's home. The house was beautifully decorated with cut flowers in many colors. After a few hours spent in playing forty-two, the hostesses served chicken salad on lettuce, leaves potato chips, olives, cheese straws, hot rolls, coffee and whipped cream to Mesdames Rylander, Sims, Maedeen, Weiseneyer, Slaton, Ellis, George, Moore, Reeter, Trizz, Spikes, Davis, Brown, Sam Arnett, J. S. Johnson, R. Q. Pierce, Friend, Quick, Cosby, Wiley, Jenkins, Ely, and Floyd Beal. R. D. Benson and Lon Mullican.

Miss Willette Waters and Miss Pearl Hensley left Lubbock Saturday night for Abilene where they will attend the fair and visit friends for a week.
Mrs. Assy Willis of the Mrs. Assy Willis Style Shop, left Lubbock Saturday night for Dallas on business in the interest of her Shop and will return within a week if possible.

SHERROD BROTHERS HAVE GIVEN MUCH OF THEIR TIME TO DEVELOPMENT OF LUBBOCK; THEIR BUSINESS IS GROWING

When Paul and B. Sherrod, experienced hardware merchants, moved their stock of goods from Idaho, in June, 1923, and established their business in Lubbock at 1014 Broadway, prospects were very good for its rapid development, but even the most optimistic could not foresee such strides in development as they have made through staying on the job, helping to boost Lubbock and the Plains country and tending to their business with the efficiency and good judgment for which they are recognized.

The fact that they carried a new and large stock, however, enabled them to attract a good trade immediately after their store was opened. The two brothers took care of all departments of the business tended to keep overhead expenses at the minimum, and as a result of their untiring efforts they have been enabled to place within their store four times as much stock as it was established with, and it takes the attention of Sherrod Brothers and four efficient employees to wait upon the store each day.

Not only have they enlarged their working force and their stock a great deal, but are doing, according to a statement made by Paul Sherrod Wednesday, eight times as much business per month as was done during the first trying months of their business experience in Lubbock.

Sherrod Brothers are distributors for the Western Electric Stoves for the sale of which they have carried on so successfully that there are less than one half dozen stoves in stock now that are the last of a carload shipment received ninety days ago. The heavy sale of electric stoves was affected through an aggressive sales policy, which was not confined to stoves alone, but to all lines of merchandise carried in stock, the sales in each department being equally as large.

F. O. Kelly, secretary of the local carpenters and joiners union, has an office in Sherrod Brothers Store, which has become known as headquarters for the union workmen here, who depend upon the large stock of builders hardware and tools as a source from which their needs are met in this line. This large and exclusive trade has been especially heavy during the past several months, and sales have been larger with each passing day, expanding the service of this department to meet the need.

quality in the articles purchased. "Union men are expected to do just a little better work than anyone else, and therefore require better tools," E. O. Kelly said.

The Charter Oak line of heating stoves and ranges, together with Ideal, formerly the German, line of heaters are carried, a large new stock having been put on the sales-room floor to meet the fall demand. Sherrod Brothers have distribution of the J. I. Case line of implements and Winona wagons in all of Lubbock county excepting Slaton. B. Sherrod is salesman of implements and wagons, and is assisted in this department by Paul Sherrod. Their wide acquaintance with the farmers of Lubbock county enables them to feature this department of their business.

Guy Morris has charge of window decoration and general sales work in the store, with N. R. Carter, bookkeeper; J. A. Pipkin, general stock keeper and J. A. Pipkin, electrician and deliveryman. These four members of the firm are efficient in each of their departments, and their loyalty to the management has been largely responsible for the strides that have been made in the development of Sherrod Brothers business.

It is hard to distinguish between the brothers as to which of the two has charge of an special feature of the work. They are joint managers of the firm and equally familiar with all departments of the work but doubtless their long intimate associations as brothers and business partners has, as has been the case in many instances, made of the two a working force that is greater than can be evolved from the energies of one man, yet so singular in character as to make the firm name, Sherrod Brothers, applicable not only as the style of the firm but descriptive of the working force back of their undertaking.

Sherrod Brothers store at 1014 Broadway is centrally located and with 3150 square feet of floor space in their warehouse to take care of surplus stock, they are enabled to keep an ample supply of all quick-selling articles on hand at all times. Sherrod Brothers Store promises much in the future and is at this time taking its place among the big retail institutions of our city.

The original "food of the gods" must have been strawberries, short cake.

HINTS.
Replace lost or broken knobs to cooking utensils by putting a screw from the inside and screwing on a suitable sized cork. The screw will not loosen and the cork will not get hot.

If in cooking your grease catches fire, throw on a handful of flour which will immediately put it out. Flour will extinguish any fire provided it is not so

large you cannot cover it with flour.
To keep olives indefinitely after the olives have been opened, pour half an inch of olive oil over the top of the brine in the bottle. Borax will soften the hardest water. The washwomen of Holland who are noted for their beautiful washing, use one handful of borax to ten gallons of hot water. It saves in soap one half, and more than one-half in labor.



Opening Display of Autumn Modes

Here, indeed, is an enticing array of new style graces as conceived by the master milliners of Paris; also many beautiful models finished in American studios, but for which Paris has served as an inspiration.

All of these hats have their first presentation to-morrow at Mrs. Barkham's. You will love the exquisite new shapes and materials and the glorious array of colorings.

MRS. L. H. BARKHAM
Millinery
Avalanche Building

Endorsed by Car Owners

The Lanchester Balancer gives Willys-Knight a vibrationless smoothness unique in a motor car.

Willys-Knight Scores Again

Men and women who drive cars rightly demand the most of them. They render a verdict of enthusiasm for the Willys-Knight. The test of everyday driving proves to them: the completeness with which its latest refinement, the Lanchester Balancer, prevents engine vibration at any speed.

demand for the elimination of engine vibration has grown imperative

Willys-Knight supplies this demand—the Lanchester Balancer conquers vibration. The Balancer makes a better engine of the world's best engine—the famous sleeve-valve motor that improves with use. It registers another achievement for Willys-Knight—the car that literally outruns its field.

Car owners, who object to vibration in open cars, find it amounts to a continually renewed irritation in closed cars. With closed cars coming more widely into use each year,

The Willys-Knight with Lanchester Balancer is on view now. Inspect it. Try it out. Then render your verdict.

WILLYS-KNIGHT

LUB-TEX MOTOR COMPANY
THE HOUSE OF MOTOR SERVICE

Tech View

DON'T BUY 'TILL YOU'VE SEEN IT!

—on 19th street, directly across street from Tech college grounds.

—sold in 2 1/2, 5 and 10 acre blocks, priced in two and one-half acre blocks about the same as one city lot.

Terms: One fourth cash, balance very easy.

John W. Jarrott

Phone 696—Room 211 Leader Building

CROSS DEV... (By All over Great Lon is resound Which to ty. "This within a wonderful the argum the grate "Old Glory contradite determine occupy as Towns"; standing is to what the regardless of idual town ty site of tion to be citizenship town built also recogn bounds, as active town the upbuid pice of wh In additi the people abroad, a her and he will be of ed discussio unation and hears laid a tea and of opportunities the reason known, but vital facts a "The Adv Crosbyton, near beautif miles East West of Sp Post and 33 dula; it is e way and Sta A direct lin Lubbock, Tw tion centers "Nastore F "Altitude beautiful and throughout th ically during and ample I the many-her ed an mach abundance of from wells to drill, soil ing of cotton ghams, corn, equal to that turquoise Bl Crosbyton an estrogely, ground for hle for hund ***** PC ANNO ***** Subject to Ge For State Sena W. H. BI For Represent J. K. WE For District J District: CLARK N (R For District A District: PARKE N (C For Clerk, 72m LOUIE F. (R For County Ja CHARLES For County A OWEN W (R For County Cl HERBERT (R Sheriff: H. L. JOH (R For County St Schools: P. F. BRO For Tax Assesa R. C. BUR For Tax Collec I. F. HOL For County T MRS. HA For County Co MARVIN For County Co H. D. TA (R For County Co B. N. WII (R For County Co L. C. DEN (R For Justice of COL. W. E (R For Public Wei W. E. (W For Public Wei C. E. MER (Sis For Constable, J. L. McCI

BARRIER BROTHERS DEPARTMENT STORE IS ONE OF THE BIGGEST BUSINESSES OF ITS KIND ON THE SOUTH PLAINS; IS GROWING

Barrier Brothers Department Store, one of the most consistently advertised institutions of this city and one which has made rapid strides in growth which has kept it even ahead of the fast development of this city and the Lubbock trade territory, has been one of the outstanding dry goods businesses of Lubbock since its establishment here in 1917.

In 1912 Barrier Brothers store was established at Mount Pleasant and upon their decision to establish a store here, they sold their Mount Pleasant properties and established dry goods stores at Lubbock, Brownfield and Lamesa.

They built the brick structure on Main street that is now occupied by Texas Land Exchange which was their first store home here, and which place was very popular and where Barrier Brothers reputation for selling quality merchandise at the lowest prices consistent with good business was firmly established.

In the early days of their business here Barrier Brothers played a most conspicuous part in boosting Lubbock and the plains. Every big issue of the Avalanche Publications, such as this industrial issue, and practically every issue that was ever printed from an Avalanche press, contained Barrier Brothers advertising, and their space in the big fair issue that was printed three years ago was devoted almost entirely to relating the advantages of Lubbock and the plains and in encouraging further development of this country.

In the fall of 1918 Barrier Bros. store was moved from their building on Main street to the building at the corner of Broadway and Avenue J, that is now occupied by the A. B. Conley, Jr., store, where needed room was provided for the expansion of the various departments of the store. They bought the business of the Lubbock dry goods company that was owned by John P. Lewis, Fred Spikes and Bill George.

In 1918 they sold their business at Lamesa and immediately bought the Richard Bros. & Collier store at Plainview and the Foster & Price company store at Floydada, which they operated until the early fall of 1920 when both stores were sold.

In the spring of 1921 they sold their store at Brownfield, concentrating all their effort and capital upon the development of the store here and made investments in farm lands and city property in and about Lubbock.

In the summer of 1921 Barrier Brothers Department Store moved into the present commodious quarters, where ample room is provided for each and every department, and where they carry a stock of goods which is one of the biggest and best in the country and involves an investment of some one hundred and twenty thousand dollars.

Raymond Barrier, eldest of the firm actively working in the interest of the store, has been compelled to leave the office of the store and devote his entire time to looking after the real estate and city properties of the company, they having expressed their faith in the plains country by investing liberally in property in Lubbock and throughout the county.

With his quitting the store management in order to look after their extensive real estate interests through the fall months, Bob Barrier has the general management of the store.

There are six of the Barrier Brothers interested in the store, and together with Raymond and Bob mentioned above they are Clifton, Paul, A. R. and Mike.

Mike Barrier is manager of the men's furnishings department, and together with looking after sales in this department, makes annual visits to the eastern markets and devotes his entire time selecting articles of clothing and furnishings for this department. His long experience in this work and understanding of the clothing business, enable him to make this department one of the most attractive of its kind to be found anywhere.

Paul Barrier is manager of the women's goods, notions and ready-to-wear departments, and also has goods for this department. A noticeable advantage Barrier Brothers have in looking after the various departments of their store is seen in the fact that one of them has to do with one of the several exclusive departments, and by going into the eastern markets and making a personal selection of the goods for their respective departments after they have spent their time waiting upon the patrons of this department, they are enabled to anticipate the requirements and desires of their customers which leads to the selection of the wanted articles.

This advantage tends to strengthen Barrier Brothers in the estimation of all their customers, who are given expert attention in every department of the big store.

Clifton Barrier is the shoe specialist of the family, and has management of the shoe department. This is his favorite work in that he has made a close study of the shoe business and of the requirements of the people of this trade territory in connection with this feature of the business. He also buys all the stock for this department, making personal selection of everything carried in this section of the big store. He has had management of shoe sales ever since Barrier Brothers was established and his long experience, coupled with his study he has made of the business, equips him to meet the demands that are placed upon him there.

Anticipating an unprecedented demand for goods this fall, basing their figures upon the increased business enjoyed through the past summer months as compared with the business of the previous year, Barrier Brothers have bought the biggest stock they ever offered in the buying public in Lubbock, large shipments of which have already been received

and the store is now anew with snappy models in the clothing departments, and pretty new things throughout the other departments that attract the attention of the careful buyer.

While much of the new goods have been received, Manager Bob Barrier stated Thursday that in all probability the store would within two to three weeks contain more stock than they have carried before, and this stock will not remain at the peak in volume long when the winter buying season is on.

Earl Hunt, one of the most widely known young business men of the city and who is an expert in window arrangement, has charge of the spacious show windows of the big store, and attractiveness is a character of these windows that is never found lacking. Every changing season, convention day or in fact any unusual occurrence that brings more people to Lubbock is heralded in the arrangement of these windows, which gives them an ever newness that holds the interest of the passer by. The many legal holidays find their patterned symbols represented somehow in the arrangement of Barrier Brothers show windows, and this

feature of Mr. Hunt's work has attracted much attention and favorable comment.

The ready-to-wear department and Gold Bond stamps premium parlor are located in the balcony of Barrier Brothers big store, where ample room is provided and where many visitors are received each day. Gold Bond stamps are given in Lubbock at this store and at Martin & Wolcott's.

Barrier Brothers have continued faith in Lubbock and the plains, and have become so well acquainted with the people of this trade territory through their friendly, pleasant dealings one with the other that in the words of one of the brothers: "we think there is no better country in the world and sincerely believe that the next twenty years will see the same proportionate development here that has been witnessed during the past twenty years."

NORFOLK, Va., Sept. 20—Jack Edward Griffith handsome and aged, 29, Thursday married Mrs. Elizabeth Fray, 72, of Washington, a woman 43 years his senior.

The marriage took place at the parsonage of the Baptist Church of Portsmouth because the Norfolk court refused to grant the couple a license due to the difference in ages.

The scientific name for laziness is ergophobia, but even this won't scare the lazy people.

READ THE CLASSIFIED ADS

SUDAN A NEW TOWN IN THE CENTER OF A RICH AGRICULTURAL TERRITORY

SUDAN, Sept. 20—Among the new towns of the South Plains there is none which has a brighter future than Sudan, located fifty miles northwest of Lubbock. Four years ago Sudan was but a spot on the roadside. Six children then attended a small frame school building. The enrollment today is over two hundred with the expectation of 250 before Christmas. An independent school district has been organized and trucks transport the children to and from school. A new, tile-stucco school building, one of the most attractive and modern structures, serves the entire district and was erected at a cost of \$50,000. Eight teachers are employed for the term just opening, all of whom hold highest grade certificates and degrees, and have had many years' experience as public school instructors.

Surrounding the town of Sudan, to a distance of twenty to thirty miles, the erstwhile prairies have been and are being converted into farms. Within the past three months more than 50,000 acres of sod lands have been sold to homeseekers. Last year the farming section of the Sudan country was increased by

150 new farms. This season the addition to our farming population will easily reach 250 families.

When it comes to crops—the Sudan country challenges competition with any section of the state. We have lots of cotton which will easily make a bale to the acre. Cotton farmers from Haskell, Collin, Taylor, Ellis, Bell, Kaufman and other noted Texas cotton growing counties have given us the estimate. Kafir, maize, begira and kindred crops are turning out from a ton and a half to two tons per acre, cane thirty to forty bushels per acre, Sudan grass seven hundred to 1200 pounds per acre, and broom corn a ton to two and a half per acre. When it comes to corn—the black lands of Central Texas cannot excel our yields of forty to sixty bushels per acre.

The seventeenth car load of watermelons has just been shipped out of Sudan for the season. At the price of 50c per 100 pounds the melon growers have realized from \$100 to \$125 per acre on this crop. The acreage this year has been small but next year many more farmers promise to help swell the fame of

Sudan melons in distant markets.

It is generally acknowledged that it is the best policy to build up a country and let the town build itself. With the growth of farming interests around Sudan the town will necessarily develop in keeping with the surrounding country. Some twenty new homes have been erected the past year and many more are in contemplation of erection during the coming months. Builders of homes who expect to invest \$1000 or more in their houses get the lots free, but all buildings must be painted and the properties pass inspection. One section of the town site is set aside for smaller houses, for which lots are sold at a nominal price.

Sudan business interests are represented by one State Bank; one general merchandise house, two grocery stores, two hardware and one implement store, two wholesale oil and gas distributing stations, three filling stations, two garages, one blacksmith shop, feed store and grain and produce house, drug store, two lumber yards and a third to commence business soon, hotel restaurant, two modern up-to-date gas, with a capacity of 100 bales every ten hours. More business houses are needed as the growth of the community warrants additions to our present business accommodations.

Sudan may be depended upon to contribute her share to the wonderful civic and rural development now in progress in the great South Plains section of our state.

A SPLENDID SALES RECORD IS MADE BY CHEVROLET CO.

Mr. G. P. Kuykendall formerly a Clovis banker and the present owner of the Kuykendall Chevrolet company of Lubbock, came to this city in the spring of 1924 and purchased the Chevrolet company which was being operated at that time at the present location of the Kuykendall Chevrolet company, on West Main street.

The building was remodeled and finished and today has a spacious show room large enough for several models and also a well organized and roomy assembly and department. Mr. Kuykendall reports good business since his advent to Lubbock and recently stated that his sales were averaging more than a car a day. The Kuykendall Chevrolet company is one of Lubbock's leading automobile houses.

Half of the fun of vacation is buying the costume, provided you take that kind of vacation.

Thirty days' observation of the sun through a barred window will cure many a reckless driver.

Everything To Wear That Is New

Fall days are opportunity days here where preparations for winter days were made months ago and now that fall and winter stocks are complete, people are turning to us for needed merchandise to keep them warm and comfortable throughout the cold weather months. We call these opportunity days because they offer to everyone in this locality excellent chances to save on needed merchandise. No need to look further for greater values, better qualities or more courteous service. Shop here, where satisfaction is assured with every purchase.



Shoes

New street shoes have just arrived which will look trim and smart on the very worst days of winter.



Hose

These exquisitely sheer chiffon stockings are the daintiest most becoming of coverings for a slender ankle.



Bags

Many new and novel decorations and colorings are featured in these new hand-bags to blend with every new costume.

are the last of a carload it received ninety days ago. Every sale of electric stoves was through an aggressive sales which was not confined to alone, but to all lines of merchandise carried in stock, the sales department being equally

Kelly, secretary of the local and joiners union, has an in Sherrod Brothers Store, has become known as head for the union workmen who depend upon the large of builders hardware and tools source from which their needs in this line. This large and ve trade has been especially during the past several months, les have been larger with each day, expanding the service department to meet the need



White Styles for Fall and Winter

Complete, Coats, Dress models designed by the richness all fur-trim found anywhere from these

Medi showings of the authentic styles in been selected from thousands of world's foremost manufacturers and daartness of design and trimming, th and the beauty of the furs used on wly far the choicest collection to be Barmments for Fall and Winter now new season.



Children's Apparel in the New Styles

Smartest modes of the season for the little folks—Dresses and Coats for school or dress-up wear in many simple yet very smart styles. Here are to be found, the fabrics, the fit and models that are sure to please every childish fancy and every parent's pocket-book.



Hats

The small, close-fitting hat remains a great favorite in the styles for Fall and winter.



Neckwear

The very newest neckwear is the long lace panel which is attached to a dainty lace collar.



Gloves

Many new effects in gloves are now being shown here with numerous variations of the decorated cuff and gauntlet mode.

Barrier Bros.

"Distributors of Dependable Merchandise"

SALES
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Lubbock Morning Avalanche

VOL. 2, NO. 281.

LUBBOCK, LUBBOCK COUNTY, TEXAS, SUNDAY, SEPT. 21, 1924.

FULL LEASED WIRE UNITED NEWS

SOUTH PLAINS FAIR BE GREATLY IMPROVED

ENTERTAINMENT PROGRAM THIS YEAR SURPASSES ANYTHING YET OFFERED WESTERN PART STATE

The Panhandle-South Plains Fair—"The Show Window of the Plains"—will in reality be a show window this year—a physical insight into the raw facts and possibilities of the fertile soil in the Plains section. Not in the history of the Plains have such bright prospects faced the country, and not in the history of the South Plains Fair during its ten years has a bigger program of amusements and exhibits been in prospect.

Manager Davis, of the Fair Association announced Saturday that interest in this year's classic so far has by far surpassed any on record. This, in one sense is a natural consequence of the rapid rise in population, but is due largely to the fact that the South Plains Fair is recognized, not only in this part of the state, but the entire state as the original regional Fair of this section, and one through which a true insight can be gained into the real development taking place.

Several new buildings and sheds are being constructed for different departments, some of which have been added this season, and according to the management, these already are crowded with an almost frantic exhibitors clamoring for space. In the Industrial building, manager Hunt of this department states, all possible space has been under reservation for several days, with others wanting space which it seems will be impossible to supply. Many other departments are in like predicament, and will have to have added room if demands are filled.

Many Free Entertainments. A greater program of free entertainment is being offered than ever before, and visitors to the annual classic will find their time well occupied throughout the days if they take advantage of the entertainment offered. The greatest of these entertainments possibly is the

NEW BUILDINGS ARE BEING ERECTED FOR FAIR USE

Several new buildings are under construction at the Panhandle South Plains Fair grounds and will be finished by the time they will be needed. Frank White who has charge of the grounds and buildings is supervising the work himself.

A building is being constructed for the autos and farm implement display. This building will take care of the different makes of cars and farm machinery.

The platform for the stage for the great Cotton Pageant is being constructed and directly in front of the pageant platform is the bleachers for the vast audience that will see the pageant performance. These bleachers will also be used to seat the football fans that will see the games played between the high school teams. This platform will likely be used for dancing also. It is 60 by 80 feet.

Other improvements are: there is parking space inside of the fair grounds for all cars. A wire fence is being built around the park which is about six feet high. The posts are set in concrete and are about ten feet apart. The length of this fence is something more than a mile.

Electric lights will be strung around the edges of the fair grounds—very beautifully.

New toilets are being constructed. They are modern in every detail, with concrete floors and porcelain commodes.

Work will begin soon with all the booths in the industrial building, woman's building and farm exhibit building. Which all goes to indicate that everyone is getting ready for the largest and best fair that has been held in Lubbock.

Many new accommodations have been provided for that will take much work out of the hands of those that have worked with the fair association for the past few years. This will all go to show that Lubbock will really be the center for the fair of this section of the state.

(Continued on page 2)

FAIR PAGEANT IS STUPENDOUS IN NATURE MANY FEATURES IN WOMEN'S DIVISION

Anticipating one of the largest crowds ever in attendance at the South Plains Fair, which is now approaching its eleventh birthday, officials have spared neither expense nor energy in an effort to secure outside attractions which will be worth while. And the bulk of these attractions will be absolutely free to the public.

The greatest of these, possibly is the pageant, "King Cotton—the Pageant of the Magic Fleece," which will be rendered here for the first time on the opening day of the classic. This first showing, although free to the general public, will be mainly for the benefit of Lubbock people and surrounding communities, and a second showing of the same performance will be rendered Saturday for visitors from a distance who possibly might not reach here in time for the first entertainment.

This, no doubt, will be one of the greatest features ever carried in connection with a West Texas fête, or in the state. Under the personal direction of Mrs. W. G. Lomax, of Washachite, who has once or twice very successfully staged the pageant, visitors to this feature of the fair here are assured real entertainment. However, composed as it is, of repertoire of about 600 people, including children, it can be readily seen that Mrs. Lomax is faced with no small task in the successful staging of the show.

Mrs. Lomax reports that work is progressing satisfactorily in the drill work under directors at the five different points who will take part in the pageant. The play will be rendered in five episodes, Slaton, Idalou, Aceff, Carlisle and Lubbock each taking an episode.

According to Mrs. Lomax, Neil Wright will take the part of "King Cotton." The pageant will be rendered probably late in the afternoon, and

(Continued on page 3)

entries will be accepted for this division as late as noon.

A premium list has been prepared which it is believed will be attractive, each exhibit drawing a total of three prizes, two of which are cash. In addition to this the lady who wins as many as five ribbons will be given a \$5 cash premium.

Those who desire further information in regard to placing exhibits in any section of this department are urged to see or communicate either with Miss Marsh, or with the head of the individual department in which they wish to show. All these ladies are residents of Lubbock and can be reached by addressing them here, in care of the South Plains Fair.

First, second and third prizes will be given for the following:
Best bouquet roses, not less than 10.
Best 6 white roses.
Best 6 pink roses.
Best bouquet American Beauty roses.

Best bouquet zinnias, any kind.
Best bouquet zinnias, red.
Best bouquet zinnias, yellow.
Best bouquet cosmos, not less than 24 blooms.
Dahlias, white, 10 blooms.
Best bouquet dahlias.
Dahlias, pink, 10 blooms.
Dahlias, yellow, 10 blooms.
Snapdragon, red, not less than 12 blooms.
Snapdragon, yellow, not less than 12 blooms.
Snapdragon, pink, not less than 12 blooms.
Golden Glow, not less than 24 blooms.

Best display.
Marigold, best display.
Cocks Comb, best bouquet.
Gladiolus, best display.
Daisies, best display.

Best Plants
Ferns, Boston, specimen.
Ferns, Plumose, specimen.
Ferns, Sprengel, specimen.
Geranium, best specimen.
Begonia, best specimen.
Rubber Plant, best specimen.
Palm, best specimen.
Coleus, best specimen.
Best Hanging Basket.
Best Window Box.
Best Collection Plants.
Best Collection Ferns.

All potted plants must be entering not later than eight o'clock p. m., Tuesday, September 30, 1924.

Prize money on cut flowers will be awarded Wednesday, Oct. 1st. Flowers for such exhibits will be received until noon, October 1st.

For any other information concerning flowers for exhibition, call or write, Mrs. Lon A. Mullican, superintendent.

OWENS ELECTRIC CO. NOW HOUSED IN NEW LOCATION

Fred A. Owens, owner and manager of the Owens Electric company, and who has been in Lubbock the past several years, has moved his business from the Lubbock Motor company building into the new building on Avenue K, between Broadway and Main street where he is better prepared to give good service to his patrons.

Mr. Owens has been progressive in his business methods and has done some of the most difficult electrical wiring jobs in the city. He is an expert in his line of work and personally sees that every job contracted for by him is done according to specifications. Mr. Owens is enjoying a big patronage and has enjoyed success in his field.

SCOTTISH RITE CLUB MEMBERS CALLED TO MEET

All members of the Scottish Rite are urged to meet at the Lodge rooms at 1:30 o'clock this afternoon to prepare to march to the First Methodist Church to attend the Funeral Services of L. H. W. Terry at 3:00 o'clock. The deceased was an active member of the Club and a full attendance of the membership at the funeral service is urged.

Secretary.

Who is the Cyclops of Lubbock Klan? Hear him on the court house lawn, Thursday night, Sept. 25th, 281-4t.

Great are the seaside resorts, but for genuine joy there's no discounting the old swimmin' hole.

Security State Bank & Trust Company

Lubbock :: Texas

C. E. MAEDGEN, President.
A. V. WEAVER, Vice-President
L. C. ELLIS, Cashier.

F. W. GROCE, Assistant Cashier.
J. R. PENDLETON, Assistant Cashier.
C. A. GAMMILL, Jr., Assistant Cashier.

The Security State Bank and Trust Company solicits the business of every man who is ambitious to go ahead; to safeguard their earnings and who like the association of experienced men—whose advice is cheerfully given.

A Consistent, Steady Growth has been the Result of our Desire
"To Help Those Who Try"

RESOURCES OF NEARLY ONE MILLION DOLLARS



Panhandle South-Plains Fair

WEDNESDAY, THURSDAY, FRIDAY AND SATURDAY, OCTOBER FIRST, SECOND, THIRD, FOURTH AND FIFTH, NINETEEN TWENTY-FOUR

Fair Grounds — Lubbock, Texas

\$5,000 WORTH OF FREE ATTRACTIONS FOR YOUR ENTERTAINMENT.

More than \$15,000 Given Away Free!

IN PREMIUMS AND FREE PRIZES—COME AND GET YOUR SHARE—IT'S HERE FOR YOU!

EPISODE I.—LUBBOCK COMMUNITY

Cavalier de la Salle with soldiers, sailors and priests sets up the standard of France on the shores of Matagorda Bay, and proclaims this a new empire. Soldiers and sailors drill. Native Indians appear and look on with curiosity, showing hostility. La Salle summons King Agriculture with his children—corn, oats, wheat, tobacco, cane, livestock, fruit, vegetables and cotton, who present tokens to the Indians which are received with indifference until Cotton presents its gay-colored cloths which the Indians receive with delight. The groups part with expressions of good will, and Agriculture and Cotton are left in charge.

EPISODE II.—ACUFF COMMUNITY

The laborious task of Cotton. Women and children pick the lint from the seed, a pound a day. Another group is spinning laboriously on spinning wheels. Prince Cotton walks sadly among his subjects. His attendant, Peace, is seen bringing in James Hargreaves, the inventor of the spinning jenny. They are closely followed by Plenty, bringing in Eli Whitney, the inventor of the cotton gin. The people are rejoicing at these inventions, seeing a new day in the development of cotton as an industry.

EPISODE III.—SLATON COMMUNITY

Good times in Dixie. A southern plantation scene. Darkies appear with laden baskets of cotton, singing plantation melodies. The dance of the Cotton Bolls. The southern planter and his wife appear, greeting their friends for a period of merrymaking. The creditors of the planter appear and demand the payment of their accounts. The planter indifferently refers them to Prince Cotton, whom they seize for the settlement of their claims. The group is in confusion.

EPISODE IV.—IDALOU COMMUNITY

The captivity of Cotton. Kind Slipshod is ruler, with the attendants, Ignorance, Prejudice, Dumping, Competition and Speculation. The King orders the Prince Cotton to be placed in chains. Pests are summoned to annoy the Prince, and the dances of the Boll Weevils follows. The prince sinks down in a stupor. King Slipshod and his attendants leave and a group of impoverished farmers and their families enter and try to arouse the Prince, but in vain.

EPISODE V.—CARLISLE COMMUNITY

The restoration of Prince Cotton. Earnest leaders appeal to Aaron Sapiro, who recommends systematic marketing. Co-operation enters and enlists the aid of farmers, merchants and bankers. This results in the appearance of Princess Prosperity who touches Prince Cotton with her magic wand and breaks the spell that binds him. The two are married by Sapiro, and Co-operation crowns Prince Cotton as king. The triumphant dance of Cotton Goods follows. Peace and Plenty return bringing a happy and prosperous people. Final tableau, Star Spangled Banner.

GATES FLYING CIRCUS

Greatest Aviation Event Ever Staged—Monster Flock Dare Devil Bird Men — Death Defying aerial Antics; Wing Walking, Aerial Acrobatics "Sky Vaudeville" Stunt Flying.

Spectacular Night Stunt Fight

With Gorgeous Fireworks and Aerial Flash Bombs Most Pretentious and Thrilling night spectacle ever staged!

AT NIGHT

With Rockets that Glare,
and Shells that Burst

—Dazing
—Dazzling

The most Spectacular Display Ever staged in West Texas

"KING COTTON"

A Pageant of the Magic Fleece, showing the romance of the Cotton Industry, portraying absorbing history with characters in real life instead of the printed page.

"THE JOY ZONE"

With the Cotton Belt Shows—The Carnival DeLuxe—Good Clean Amusement for the Entire Family.

Three Big Football Games

Gives the real thrill—Post vs. Slaton, Thursday, October 2; Lubbock vs. Floydada, Friday, October 3; Ralls vs. Plainview, Saturday, October 4.

SHAM BATTLE

Wednesday Afternoon, October 1st. The most realistic reproduction of a real battlefield ever produced.

FREE! FREE! FREE!

Four Automobiles Given Away

One automobile will be given away absolutely free, each day of the Fair. Three o'clock each afternoon.

Big Cash Premium In

Agriculture, Horticulture, Live-Stock, Fine Arts, Poultry, Canned Goods, Culinary, Textiles, Boys and Girls Clubs, and many other departments.

Bring Your Exhibits—Win Some of the Handsome Premiums

Write For Catalogue

The Biggest event in Years

FUN BY THE TON

YOU'RE WANTED—COME ON ALONG—THIS IS YOUR FAIR—SOMETHING TO PLEASE EVERY ONE—BIG FREE BAND CONCERTS, MORNING AFTERNOON AND NIGHT, DAILY—BRING THE WHOLE FAMILY—AGAIN, WE MOST CORDIALLY INVITE YOU TO COME

PANHANDLE SOUTH-PLAINS FAIR ASSOCIATION

CHRIS HARWELL, President.

LUBBOCK — TEXAS

A. B. DAVIS, Manager.

PEOPLE OF LUBBOCK ARE JUSTLY PROUD OF THE WEST TEXAS HOSPITAL WHICH REPRESENTS INVESTMENT OF \$185,000

The people of Lubbock have something of which to be proud in their West Texas Hospital, one of the leading institutions of its kind in the southwest, and one which means much to Lubbock and the plains country.

The West Texas Hospital was erected by the people of this city at a total cost, including equipment, of more than one hundred and eighty five thousand dollars. Provision is made in this well equipped building for the care of sixty seven patients, and the average number taken care of according to the secretary of the company ranges as high as forty-five patients.

The building is a modern, four-story, fire proof structure, and being located on the corner of Main street and Ave. L is centrally located with reference to the business and residential sections of the city. The well kept grounds about the hospital add much to the beauty of the substantial building.

This hospital is equipped for all work that is done in this section of the state and the efficient corps of physicians in charge of this institution are known throughout this section of the state for their good works.

A chartered training school for nurses, with an enrollment of from eighteen to twenty-five students has been established in the hospital under the direction of Miss Nellie Wilcox, R. N., superintendent of nurses.

Sam T. Davis business manager of the West Texas Hospital, was county clerk of Lubbock county for a number of years, having resigned that place two years ago in order to take up his work in the hospital.

Dr. Chas. J. Wagner is chief surgeon of the West Texas Hospital. Wm. L. Baugh, general medicine; Allan T. Stewart, obstetrics; Dr. R. F. Hall, and Dr. W. E. Cravens, general medicine, and Dr. Fred W. Standefer is eye, ear, nose and throat specialist.

The West Texas Hospital is

worth much to Lubbock in many ways, and friends of the institution have pointed out that it was one of the city's best bids in offering for the location of the Tech. College, which considering the demands the college students will make upon such institutions, is proof of the stability of this idea. Lubbock is a much better town by being the home of such an institution, and the West Texas Hospital is one of which the entire citizenship feels justly proud.

FAIR PAGEANT IS STUPENDOUS IN NATURE (Continued from page 1)

Agriculture," while the part of "King Cotton" will be carried by Harold Griffith, both local men. Curtis A. Keen and Miss Mabel Marsh are other local people who are included in the cast as principal characters.

The play will depict a complete history of cotton in this country from its beginning, opening with the landing of La Salle and coming on down through the stages of gradual development until the present day. It will be a revelation to those who have never seen it, according to those who have been in touch with the program and its directorship.

The first general rehearsal of the entire program will be held Tuesday, Mrs. Lomax announced Saturday. The following time for appearance of the different episodes was set by the director general: Idalion, episode number 4 will rehearse from 4:30 to 5 o'clock; Carlisle, with episode number 5 from 5 to 5:30; Lubbock, with episode number 1, from 5:30 to 6; and at 8 o'clock in the evening of the same day Slaton, who carries episode number 2, will rehearse. No time was set for the Acuff community with episode 2, but Mrs. Lomax announced that she would rehearse them sometime during the day; probably at Acuff.

Boy Scouts, Girl Scouts, Soldiers

Sailors, Priests—all children of "King Agriculture" are urged to take special notice of this announcement, as they are the main ones who are wanted at this rehearsal. The principal characters will be notified by telephone.

Episode One carried by Lubbock with the scene laid in 1682, picturing the landing of LaSalle in this country, where he sets up the standard of France at the mouth of the Mississippi river. Indians appear showing curiosity and engage in a dance suggestive of hostility. "King Agriculture," portrayed by Neil Wright, is summoned by LaSalle with his children representing the different grain and forage crops, who present tokens to the Indians. They are accepted with indifference until the appearance of Prince Cotton who brings about a state of peace etc.

Acuff, with episode number 2 shows a group of patient women laboring in ginning cotton by hand and in the shuffle that follows "Fleety" arrives with the invention of Eli Whitney—the cotton gin.

So, on the story goes through all the stages of development of cotton in America bringing the story of "King Cotton" right down to the present life.

The show is staged absolutely free by the Fair management, and those who miss this stupendous production, will miss the best feature offered in connection with the Fair this year.

McALESTR, Okla., Sept., 20.—Officials who began a search of the ruins of the Bushy hotel destroyed by fire last Monday, abandoned their search tonight for the bodies of three persons missing since the fire.

The search will be resumed Monday, they said.

A man and a woman registered under the name "Mr. and Mrs. E. T. Earl" have been missing since Monday, police said.

Who is the Cyclops of Lubbock Klan? Hear him on the court house lawn, Thursday night, Sept. 25th. 281-4t

There are some people who think that Americans had loftier ideals when they rode high-wheel bicycles.

READ THE CLASSIFIED ADS

NISLAR BROTHERS HAVE BEEN IN RETAIL HARDWARE BUSINESS MORE THAN 15 YEARS; HAVE BIG BUSINESS IN LUBBOCK

Joe N. and Oscar L. Nislar, of the Nislar Hardware Company, have not been in business in Lubbock many years, as has been the case with other businessmen of the city, but their experience in the hardware business dates back more than fifteen years, they having been in the business of Gainesville prior to coming to Lubbock.

April 10, 1923, Nislar Brothers bought the Cole-Myrick Hardware Company business which was operated in the building they now occupy on the north side of the square.

They have added much to the already popular business, and the fact that they are taking advantage of every opportunity to increase sales may be shown through the fact that since the first of the year they have sold and distributed through this territory nearly thirty-six carloads of implements and tractors. They sell the Oliver and International Harvester Company line of implements and McCormick-Deering tractors, which as is reflected in the volume of sales made in this department of Nislar Hardware Company, are accorded much popularity by farmers throughout the plains.

Nislar Hardware Company is prepared to meet the demands of a large trade, as with their fifty thousand dollar stock on hand in their retail store on Main street and their three spacious warehouses

giving ample room for the many articles of heavy and shelf hardware, they are prepared to give good service in the distribution of this goods.

Winnona and Weber wagons, in all sizes, are distributed by the Nislar Hardware Company. They handle standard lines of hardware and mechanics tools, Coles Hot-Blast heaters and ranges, Spaulding and Goldsmith sporting goods, Remington guns and ammunition, Hotpoint Hughes and L & H Electric ranges handled in connection with a complete line of New Perfection oil stoves, are sold by the Nislar Hardware Company.

Nislar Brothers have worked hard and have enjoyed a very profitable business since establishing their store in Lubbock, and are of the opinion that the future holds even brighter prospects for the retail business in Lubbock than has been enjoyed in the past, and with confidence in this section and a desire to serve the people of the Lubbock trade territory, they are continuing their business along very progressive lines.

Who is the Cyclops of Lubbock Klan? Hear him on the court house lawn, Thursday night, Sept. 25th. 281-4t

Maybe that perfection of "style-less style" will be known by its graceful grace and unwitting wit.



Quality The Finest Prices The Lowest!

Big stock everything usually carried in regular Jewelry Store.

Railroad and other watches specially priced below competition. \$65.00 watch at \$45.00, etc.

DELTA PEARL DEAL

We sell them to you at \$5.00 off old price and let you keep your old pearls. Don't give them away. Prices have been reduced and there is no war tax to pay.

Trade here and be happy.

Woods Jewelry Store

Cor. Ave. I and 18th Street

"There was a crooked man and he went a crooked mile"

and his name was "custom"

WASNT it Mark Twain who said that the streets of Boston were so crooked that when you took a walk on them you met yourself coming back?

But it is not surprising that the streets of Boston, or of any other old city, are not straight. For they were not planned—they were paths of custom. First, ways through the woods; then roads through the fields; finally streets of the city. So today, Boston folks are walking the "crooked miles" that custom laid out. For custom, like the man in the nursery rhyme, is a "crooked man" who always goes in "crooked miles."

And in the same way the women of America followed the lead of custom along another crooked mile that is just now being straightened out—the custom of "Monday Washday." No one knows who started this "Monday Washday" custom. It was just another of the paths of habit that every housewife followed.

Then came the modern laundry, taking the washing out of millions of American homes. Monday is no longer Washday—it is not even the special day for sending the washing to the laundry. Now the work is sent out on Tuesday, Wednesday, or any day that the laundry calls. And by spreading over the entire week work that used to be crowded into a single day, the laundry is giving prompter and even more satisfactory service.

Probably the crooked miles of crooked streets will never be made straight. But the women of America have straightened out one crooked street that custom made through almost every house. They have exchanged the Day of the Wash for the Week of the Laundry—and so the Monday Washday is slipping into the land of forgotten things.

Phone today and let the laundry take the Work of the Wash and let the Day of the Wash out of your home for good and all. You will receive prompt service.

PRIM-PREST.
A finer laundry service. Everything carefully washed to many changes of ginsoit water and mild suds; everything beautifully ironed, ready to use or put away—a daily service, complete in every detail. Prices furnished upon request.

FLAT IRONED.
This service includes all linens, such as sheets, pillow-cases, towels, cup towels, commodes for use at only eight cents a pound.

ROUGH DRY
Everything washed. Articles like knit underwear, hosiery, bath towels, are fluffed dry, ready for use. Those pieces needing it are starched. Only the ironing of the lighter pieces is left to be done at home. Forty cents per dozen.

All of our work is guaranteed or money cheerfully refunded. We call for and deliver. PHONE 305. Lubbock Texas.

SOUTH PLAINS LAUNDRY COMPANY, Inc

Steam Equipment

Cotton Seed Meal

is the most concentrated and richest food known, has about six times the nutritive value of corn and more than four times that of wheat bran, while it's cost is only slightly more than that of either; and for cattle, horses or hogs will reduce your feed bill and give better results.

Lubbock Cotton Oil Co.
Phone 12

Baker's Real Furniture Sale

Everything in House Reduced SALE ENDS OCTOBER 9TH.

Extraordinary values in good furniture is to be had at Baker's Furniture Company during their 30-day sale. A wonderful stock to choose from—a big saving awaits you.

SEPTEMBER TO BE A RECORD MONTH.

Our sales for September have totalled over \$14,000. We are going to make it a record month, and we have set as our goal—\$30,000.00. In order to do this we are offering great savings in everything. Buy now and profit much.

Compare these Prices with Others

Genuine 9 x 12 Gold Seal Rug \$12.50
Genuine Sellars Kitchen Cabinet \$25.00
3-piece Walnut Bedroom Suite, large vanity, bow-end bed and Chiffonier, regular price \$193, Sale price \$123.00
All Office Furniture at 20 per cent off.

Dining room suite, walnut, 60-in. Buffet, 8 foot table, and six upholstered chairs, regular price \$210, Sale price \$133.00
As an extra special Monday only, SEALY mattress \$28.50
Bed \$6.50, mattress \$7.00, springs \$2.95, Total amount for the three only \$16.45

All these prices are for cash.

BAKER FURNITURE COMPANY

"The House of Good Merchandise"

MORE THAN A SGA

A Full Carload of Charter Oak Heaters.

Winter is almost here. Already, the mornings and evenings are getting too cool to do without a small fire. We invite and urge you to come and inspect our very complete stock of heating stoves. We assure you that you will find no better assortment to select from, no better stoves anywhere for the money we ask you to pay.

QUALITY MERCHANDISE

A RECORD — OUR

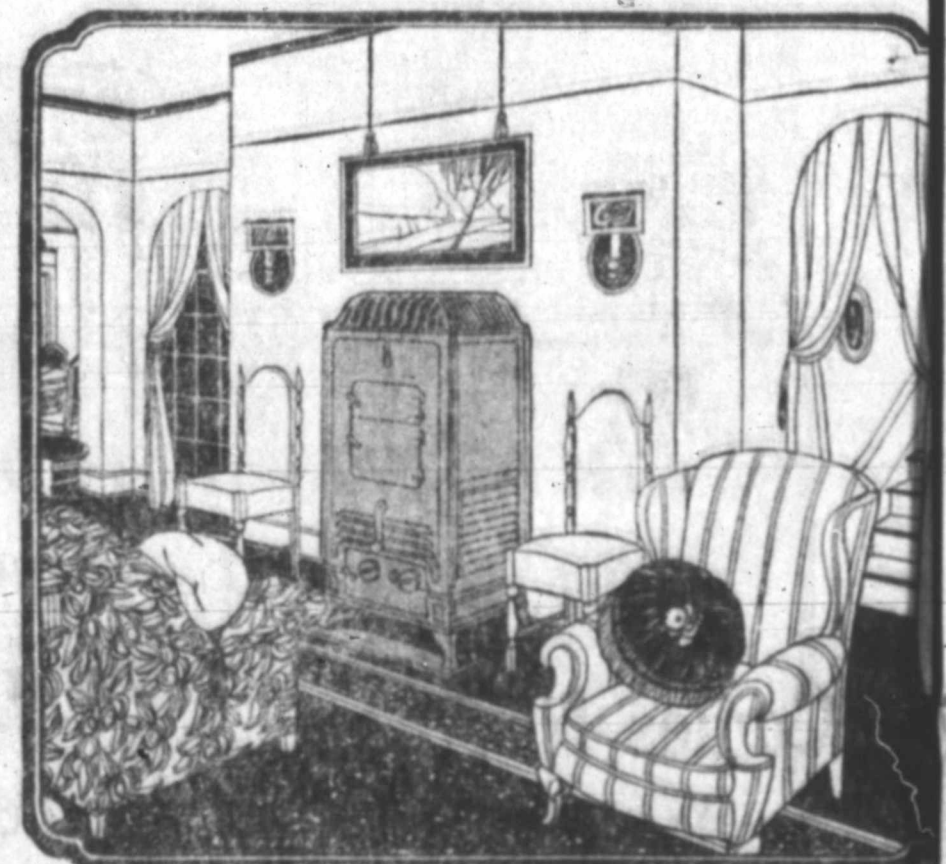
Although our store has been in Lubbock County for several years, we have been located in the city of Lubbock going on two years. We believe that the success that we have attained in our store in Lubbock in the few brief months that we have been here is attributable to our sincere and earnest desire to sell the best merchandise possible at the least possible cost.

The past summer—just now ending—witnessed a record-smashing event in Lubbock. Our store sold to the housewives of Lubbock More electric stoves in those three months just passed than was in use in the entire city of Lubbock the year preceding!

We have placed on the farms of the South Plains the famous J. I. Case line of Implements. We are gratified with the success this line has made, with the reputation it has gained and the confidence expressed in these implements by the many owners throughout this territory.

We have sold, also, to farmers in this section one of the best wagons we could find—the Winona. It is with such high grade, well known lines as the Winona Wagon with which we intend to continue to grow in business volume and in respect by the buying public throughout this community.

We are featuring all well known electrical appliances—a very general line of hardware. To our complete stock we have added for this fall a variety of stoves for heating purposes with which we intend to again add to the prestige this store has attained in Lubbock. We are sincerely appreciative of all the good things said about us by our customers and we dedicate our talents to the very best service possible to be given to you and to the other thousands of the South Plains. You will always find a warm welcome when you come to our store—no matter whether you wish to purchase or not.



Note how the Heatrol harmonizes with the furnishings of a modern home. It is a handsome piece of furniture, an ornament to any parlor.

Estate HEATROL

The Estate Heatrol is the new-day heater for small homes—with or without basements. Stalled in one of the living rooms, it supplies warm air to all connecting rooms—upstairs and down—just like a furnace.

Beautifully finished in grained mahogany enamel. Handsome enough to be an ornament to any home. You don't have to take it down in Summer, for it is a beautiful piece of furniture. The Heatrol is easy to keep clean. No iron black, no nickel to polish. Just rub and dust with a cloth, as you do your furniture.



Let's all Take Hands and Make the South Plains Fair The Biggest in the State!



SHERROD BROS

A SLOGAN----A FACT!

REASONABLE PRICES

OUR MERCHANDISE!

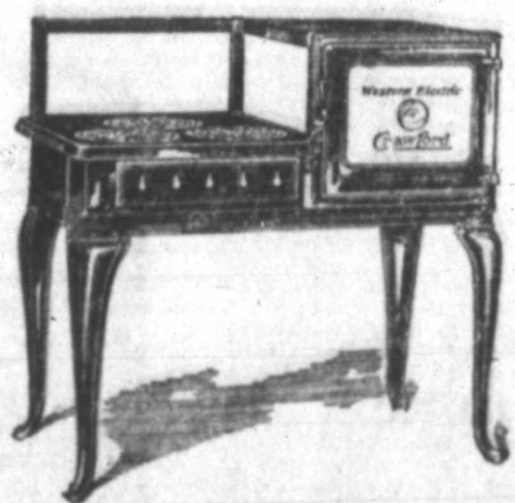
SPORTING GOODS

If you are a hunter or camper, if you play tennis, football, Golf or any of the favorite out door games you will enjoy buying your goods from this store. We stock for and cater to the sportsmen of the South Plains. Our volume of business in this line leads us to believe that we are rendering an appreciated service to many people.



Comes Next the Problem

of washing as solved once and forever by the ownership of the Thor Electric Washer. This Washer as is the Western Electric Stove and the Magnetic House-cleaning, is sold on very easy payment plans. We charge only interest for such accommodation. You will find the Thor, the Western Electric and the Magnetic all the premiers in their different lines.



WESTERN ELECTRIC

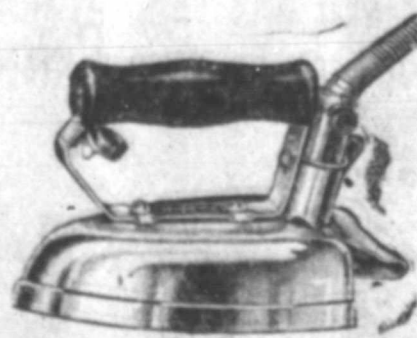
--the stove on which Lubbock's Meals are Cooked

Sold on Easy Payments

This is stove season and having prepared fully for Fall and Winter demands we now seek the patronage of all those who will need a new stove. All that we ask is to investigate here before you buy.



A carpenter can be no better than the tools which he uses. Realizing this we have catered to the desires of the Master craftsmen of this City. The great building program being carried out in Lubbock, a phenomenal one, has strengthened the "Carpenter tools" and shelf hardware departments in our store. From the tack hammer to the intricate devices of great cost in modern building, you will find our stock commensurate with the demands of this fast growing city. Carpenters of Lubbock will speak for us on the quality of tools and hardware we have in stock.



For the Golfers, hunters and other sportsmen this store has always sought to encourage their games by featuring good lines. We have determinedly set to build our entire business on "Quality Merchandise at Reasonable Prices" and this slogan rings true in regard to our Sports department. We invite you to always look at these goods when you are in the market.

Modern modes of living—the high standard set by the average American home cannot be attained without the use of the great modern servant—ELECTRICITY—therefore you will note that this store lays a great deal of stress on the importance or sale of electrical goods. The time has passed when there is a reason for the use of Sad Irons in the home where electricity is available. The same holds true as regards the hot, smutty cook stove, poor lighting, etc. The cheapness of electric current in the City of Lubbock has made it economically sinful to use any other fuel or power or light other than electricity. We know these statements are true because we have studied the situation. We have sought the best electrical appliances obtainable—price them reasonable—all of which we believe has gained us the recognition as the "South Plains Leading Electrical Store."

S HARDWARE CO.



The Classified Ad Department

RATES 2 CENTS A WORD—NO ADVERTISEMENT ACCEPTED FOR LESS THAN 30 CENTS

Cash Must Accompany Copy for All Classified Ads. No Accounts Carried in This Department

Phones
13-14

Errors Made in Ads Must Be Reported in 48 Hours, or Same Will Not Be Corrected

NOTICES

ORDER OF EASTERN STAR meets 1st and 3rd Tuesdays of every month. All members urged to be present. Visiting members welcome. Mrs. Willie D. Brown, W. M., Mrs. Pharr, Secretary.

CALLED Communication Yellowhouse Lodge No. 841 - A. F. & A. M. Sunday afternoon at 1:30 o'clock. Funeral of L. H. W. Terry. I. F. HOLLAND, W. M. 280-2 ROCHE NEWTON, Sec.

WANTED

COTTON PICKERS WANTED. Three-hale crew. Two good hands, 240 acres, good cotton. Long job, 7 miles east of Ropes. Robt. T. Dapson, Ropesville, Texas, Star Route. 281-2p-w-2p

POSITION WANTED—Carpenter who is also an all around cabinet maker and mill man must have work. Address Carpenter care of Lubbock Avalanche. 281-1p

FEMALE HELP WANTED—Housekeeper wanted to go to a southwest Texas oil town, keep house for a widower of 60 and run a small lunch stand. State age. Must be unnumbered or with only one small child. Cabinet maker in care of Avalanche. 281-1p

WANTED—Good Milk Sow for her feed for winter. Call Mrs. C. W. Alexander, 1402 Ave. N. 2t

WANTED—An efficient cook and housekeeper. If interested call or ring Mrs. C. W. Alexander, 1402 Ave. N. 2t

WANTED—Electric Washing Machine. Write Mrs. A. E. White, Littlefield, Texas. 281-2p

WANTED—Experienced book-keeper wants set of books to keep in afternoon. Can furnish reference and recommendation. Address R. O. M. c/o Avalanche. 280-4t

COMPETENT—And thoroughly experienced bookkeeper and general office man wants position with local firm. Satisfactory references. W. R. M. c/o Avalanche. 280-3p

WANTED—Woman to do house work for small family, cook one meal a day, phone 137. 279-8p

WANTED—Fat and Stocker Hogs. McDonald Live stock Co. Phone 560. 184. Night 560. 278-6p

WANTED TO BUY—Your second-hand furniture. Hub Furniture Co., Ave. H 1-2 block south of court house. Phone 608. 275-2t

WANTED—Light Housekeeping Apartment; two or three rooms with Garage—close in. Steam-heated if possible. Address letter X-Care of Avalanche. 1t

FOR SALE

FOR SALE or Trade 40 room Hotel all first class. No oil field junk. Hot and cold water. Brass enamel lavatories, gas and electric lights in every room. 4 baths, 4 comedas. Small garage and servant house, on lot 50 x 200 ft. Building cost \$16,000.00. Will sell or trade worth the money. Reasons. Not able to furnish. Can give clear title to all. Address Owner 1015, Graham, Leader, Graham, Texas. 281-1

MORNINGSIDE LOTS Drive out and see Morningside Addition. Due South of Courthouse—just 12 blocks. Restricted to good homes. All city conveniences. 36 City lights, \$25 cash buys a lot, easy monthly payments with low interest. Morningside is growing fast. Inquire of W. E. Bush or H. P. Lehr, developers, 1212 Bush bldg. Lots at \$250 to \$350. 1t

FOR SALE—Complete mailing lists of Lubbock County. Also property lists. See R. C. Burns at County Assessors Office. 281-1

FOR SALE or TRADE—7 1-2 acres, located 1 3-4 miles from Courthouse. Improvements consist of 6 room residence, well, wind mill, small orchard. Price \$7,500. Call or see Dillard, at Owens & Hufstader, 1010 Main, or Phone 196. 281-1

FOR SALE—an addition to Lubbock, consisting of 100 lots, located 1 1-4 mile from Courthouse. Will sell at price that you can double your money. See Dillard, at Owens & Hufstader, 1010 Main, Phone 196. 281-1

FOR SALE—by owner, all or any part of 180 acres one mile south of the city limits of Lubbock, fronts on a main highway. This land can be bought now at a price far below its real value, and would be a dandy proposition to cut in small tracts. C. E. Hunt, Lubbock, Texas.

PIANO AT A BIG DISCOUNT—A piano of fine quality left on our hands in public warehouse will be sold at once. No reasonable offer of price and terms refused. Write today for full information to The Knight-Campbell Music Co., Denver, Colo.

FOR SALE

FOR SALE—Tank house, suitable for servants quarters. Apply 1614 Ave. K. 281-1

FOR SALE—Dandy lot, two blocks of High School. See S. L. Miller, 818 Main St. 281-3

PLAYER PIANO—To be sacrificed. A modern player piano of high quality left on our hands in public warehouse will be closed out at a big discount. No reasonable offer of price and terms refused. Write today for full information to The Knight-Campbell Music Co., Denver, Colorado.

EXCLUSIVE ARGAINS

9 Rooms, 4 blocks of Square, \$6500—\$1500 Cash.
15 Rooms, all occupied good income \$10,000—\$3500 cash.
7 Room house to trade for Farm.
6 Rooms to exchange for house south of Broadway.
5 Rooms new never occupied Ave. J. \$2500—\$300 cash.
6 Rooms facing High School \$2750 worth \$3250 only \$500 cash.
4 Rooms—large basement close in, \$1900—\$500 cash.
8 Rooms with 4 lots, South of 19th Street, \$2600 with \$1000 cash.
Lots few blocks South High School \$175 to \$300 with \$50 cash, balance \$10 monthly.
Lots facing Tech College grounds \$25 to \$125 with \$10 cash \$5 monthly.

THE WEST TEXAS COMPANY. 206 Leader Bldg. Phone 435.

FOR SALE—Beautiful new six room home. Good location, close in. Owners leaving city. Will sell for \$5,250.00. \$500. Cash, balance less than rent. Phone 335. 280-2p

FOR SALE—Land in Lubbock county. Price \$27.50 to \$37.50. A real bargain. Sears and Powell. 280-2

FOR SALE—Good second-hand wagons with frames and sideboards complete; also, one-horse wagon, one horse and harness. See or phone Jno. W. Aucutt Transfer Co. Phone 894 Box 1014. 280-3.

FOR SALE—Modern 5-room home basement, furnace heat, finished floors, metal weather strips, solid with or without furnishings, 2207 14th st. F. O. Kelly, owner. 279-3

FOR SALE—New bicycle well worth the money, call at cor. L. and Main. Phone J. W. Painter, 206. 279-3p

BEFORE YOU BUY

See this Beautiful new brick bungalow, six-room Grate mantle, Old Ivory woodwork, Garage, excellent location worth \$7,000.00. For quick sale only \$5,750.00. \$1,200.00 cash. Terms on balance. Phone 335. 280-2p.

FOR SALE—Four 34-4 1-2 tires almost good as new. Also 5 used wire wheels will fit Buick or Hudson cars. Carrington Tire Shop. 278-6p.

FOR SALE—My home on Broadway, five rooms beside bath, hall and enclosed porch, 75-ft. well improved. Garage servants house and wash house. Very desirable. Priced right. Inquire Avalanche JRA. 278-4t

FOR SALE—9-room house on 15th Street. Close in. Call 822-J. 277-4t

10 acre truck farm southwest of Lubbock and near the Tech. Small irrigation plant on same, other fairly good improvements. Priced to sell. See me at Avalanche. Welton Winn. 276-2t

FOR SALE OR TRADE—Suburban Grocery Store and filling Station. Phone 1007. 277-6p.

40 acre farm 5 miles out, fairly good improvements. Right on R. R. Half mile of good school, to trade for good small residence in Lubbock. See me at Avalanche. Welton Winn. 276-2t

FOR SALE—Veneer 5 rooms, bath, breakfast room, oak floors, fire place, garage and walks, hot and cold water in Morningside Addition. \$2,000 will handle the deal, will take some trade. Sid Taylor, Morningside Addition. 275-12p.

4 nice lots, 2 of 5 acres each and 2 of 7 acres each, in half mile of Tech. school and 2 miles of city, near high schools, facing on 50 feet. Priced for quick sale. Welton Winn, at Avalanche.

FARM BARGAINS

190 acres, 6 miles from the city, 4 1-2 miles from Tech. About 90 acres in cultivation, now in cotton, fenced, no other improvements. Price \$50 per acre, one third cash, balance good terms or might take in some city property. See Welton Winn at Avalanche office. 275-1t.

USED FORDS BOUGHT AND SOLD—2 blocks South of Court house on Ave. H. Phone 439. C. M. Elmore. Ford Top \$6.50. 264-26t.

FOR SALE—Two corner lots near K. Carter School. Cheap for cash. West Texas Company, Phone 435. 258-1t.

FOR SALE

FOR SALE—Overland truck body. Apply at this office. 281-3p

FOR SALE—Good six room house well located, modern conveniences, seventy-five foot front. See me at the Avalanche office. 252-4t.

FOR SALE—National Cash Registers, new and second hand. \$55 and up. R. E. Sanford, Box 495, Abilene, Texas. 255-30p.

FOR SALE—Combination garage and house—three rooms. Built one year. \$850. Easy Terms. Phone 916. Lumber, shingles, sash, doors, all millwork, builder's hardware, plate glass, metal and composition roofing and shingles, steel ceilings, wall board, structural iron. We ship anywhere. Mixed house bills, straight cars or local freight shipments Great saving. Write or wire for prices. Louisiana Lumber & Supply Company, Dallas, Texas. 268-30p.

FOR RENT

FOR RENT—Bed-room with best, convenient to bath, close in. 1119 14th Street. 280-2.

FOR RENT—Two-room house on Ave. F. Phone 156. 280-1t.

FOR RENT—One nice bedroom, adjoining bath. 1409 Ave. G. Phone 332. 279-4t

FOR RENT—Fine location for drug store, dry goods store or hardware store. See A. V. Weaver.

FOR RENT—Furnished bedroom, modern, ladies only. Phone 114-M. 279-3p.

FOR RENT—Sleeping rooms, 1415 Ave. L. Phone 533-M. 278-4t

FOR RENT—Furnished bedrooms, furnace heat, all modern conveniences, 1511 Main, phone 125-M. 278-4t

FOR RENT—Front bedroom, phone 538-J. 278-4t

FOR RENT—Front bed room adjoining bath with hot water connection, also garage. 1502 Ave. J. Phone 337-M.

FOR RENT—Two large rooms and large pantry. 2005, 14th Street.

FOR RENT—Nicely furnished rooms close in 1411 10th street. Phone 448. 281-1t

FOR RENT—Two furnished light housekeeping rooms with garage, couple without children, 2113 15th Street. 281-1t

FOR RENT—160 to 640 acres partly cultivated farm, could rent 500 acres if wanted. Renter must have good teams and some money. Rent to be built. Liberal terms to hand worker and real farmer. Write Box 1052.

FOR RENT—Two rooms and garage partly furnished if desired. 1876 Ave. N. 281-2p

FOR CASH RENT—640 acres, 280 acres in cultivation. Cheap improvements. Party must buy teams, tools and crop. See Dillard at Owens & Hufstader, 1010 Main, Phone 196. 281-1

FOR RENT—Bedroom, adjoining bath 1602 Ave. I. Phone 288. 281-1t

FOR RENT—One front bed room close in. Cor. Ave K. and 13th Street. Phone 449. 281-4t

FOR RENT—Two bed rooms with bath, Phone 856-M. 281-1t

FOR RENT—Two unfurnished rooms for light housekeeping front and back entrance, close in. Apply at 703 Ave. L. 281-1p

FOR RENT—One furnished bedroom to Gentlemen. Phone 822-J. 277-1t.

FOR RENT—One bedroom. Also 2-room garage, modern conveniences, 2113 Broadway. 276-6

FOR SALE—Southeast bedroom connecting bath. Outside entrance one block from business district. Phone 560. 278-3p.

FOR RENT

FOR RENT—Furnished Apartment 1505 Ave. O. 281-1

FOR RENT—Nicely furnished room to girls only 1602 Ave L. Phone 769. 271-1t.

FOR RENT—Desk room in the Avalanche Building. Apply at Avalanche office.

FOR RENT—or for sale, Homes new and modern, Phone 933. 210-1t

MISCELLANEOUS

EFFICIENT Bookkeeper has extra time can spend on light set of books. Address H. P. Care of Avalanche. 281-3p

BOARD and Room for two gentlemen or two ladies, 1502 Ave. Q. Phone 753.

KINDERGARTEN—Mrs. Niblack will teach a Kindergarten at her home at 1716, Ave. E. beginning Oct. 6th. Phone 511. 281-1t

ROOM and Board—1305 Ave. D. 281-1p.

BUSINESS CHANCES—A practical planning mill man and cabinet maker will buy all or part interest in established mill and contracting business. Address Plaining Mill care Lubbock Avalanche. 281-1p

SHELBY LAUNDRY, Laundry call for and delivered, Phone 904. 281-4

LIVE AT "HOME" In Morningside addition, No City Taxes—City conveniences. 1t

ROOM AND BOARD—\$20 Ave-M Barn New Furnishings. Phone 685-J. 271-10p.

The best looking man in Lubbock moved to 1630 10th street today and will use the loft for a bedroom.

TO TRADE—Lubbock land close to Lubbock for Lubbock city property or vacant lots. Sears & Powell, phone 129. 278-4t.

FOR TRADE—Homes and several lots in Lafayette, Texas to trade in on Lubbock property or first payment on small farm. R. F. Williams, Lubbock, Texas. 276-6p

FOR TRADE—1-3 section of land to Gaines Co. for business lots in Lubbock. See owner at Avalanche Office.

MISCELLANEOUS

OPPORTUNITY Morningside is restricted. Buy your lot there.

I HAVE—A splendid building site well located, seventy-five by 120, sidewalks in front one sewer and water line convenient to schools and churches. See Welton Winn at Avalanche office. 252-4t

AT THE RENT CAR STATION We Rent you cars. We deliver them to you. We repair your cars. We exchange new tires for you. Phone 992 Will Fletcher Owner. 1412 Ave. H. 270-1 mo.

IF YOU—Have property for sale list it with me I have a number of buyers for homes and vacant property Welton Winn at Avalanche office. 252-4t

OPPORTUNITY Morningside lots at \$25 down—easy payments.

LOST AND FOUND LOST—On Lubbock and Crosbyton road white male bull puppy, wearing small collar, short tail, long ears. \$5.00 reward. Morton J. Smith, Oakland Sales. 281-1p

LOST—Red imitation leather Suitcase on West Main. Reward for return to Avalanche. 281-2p

LOST—One Goodrich Silverton Cord mounted casing 32 by 4 1-2 worn, reward, J. J. Chaney, Phone 917-J. 249-2p

ORDINANCE NO. 265 An ordinance restricting parking within the City of Lubbock; providing that vehicles for hire shall not stop or park at certain places in the city; repealing all ordinances and parts of ordinances in conflict herewith; fixing the penalty for violation hereof and declaring an emergency on account of the congestion of traffic. Be it ordained by the City Commission of the City of Lubbock, Texas:

Section 1. No person shall stop or park any vehicle in front of any hotel, public building, picture show, theatre or building more than two stories in height within fifteen feet of the intersection of a line drawn from the entrances of such building to meet the curb at right angles.

Section 2. Vehicles may stop within the limits set out in Section 1, for the purpose of taking on passengers or discharging same, provided that such stop shall not exceed five minutes.

Section 3. No vehicle for hire shall stop, or be parked at, any place within the fire limits of this city as now, or afterwards established, except for actual purpose of taking on or discharging freight or passengers nor then for no longer time than five minutes, except such vehicles may stop and be parked at the curb surrounding courthouses square.

Section 4. Any person violating any of the preceding sections of this ordinance shall, upon conviction, be punished by fine of not less than \$5.00 or more than \$100.00, and upon the second offense, the punishment shall be doubled.

Section 5. All ordinances and parts of ordinances in conflict herewith are expressly repealed.

Section 6. The fact that it is the practice of persons of driving vehicles for hire to blockade the entrances to hotels and theatres where people resort in large numbers and use the public streets and curbs as a place for business, which practice hinders traffic, creates an emergency and public necessity that the rule of the charter requiring an ordinance to be read more than one meeting before passage be, and the same is hereby suspended and that this ordinance be adopted at the meeting of its introduction and it is so ordered. Passed by unanimous vote of the Commission and approved this 11th day of September, 1924.

F. R. FRIEND, Mayor, City of Lubbock, Texas. J. R. GERMANY, City Secretary, City of Lubbock, Texas. 275-81 2t

Section 7. The fact that it is the practice of persons of driving vehicles for hire to blockade the entrances to hotels and theatres where people resort in large numbers and use the public streets and curbs as a place for business, which practice hinders traffic, creates an emergency and public necessity that the rule of the charter requiring an ordinance to be read more than one meeting before passage be, and the same is hereby suspended and that this ordinance be adopted at the meeting of its introduction and it is so ordered. Passed by unanimous vote of the Commission and approved this 11th day of September, 1924.

F. R. FRIEND, Mayor, City of Lubbock, Texas. J. R. GERMANY, City Secretary, City of Lubbock, Texas. 275-81 2t

NOTICE! To the Stockholders of the South Plains and Santa Fe Railway Company:

You are hereby notified that the Board of Directors have called a meeting of the stockholders to be held in the City of Lubbock, County of Lubbock, State of Texas, at the principal office of the Company on the eighteenth day of November, 1924, between the hours of 10 o'clock a. m., and 4 o'clock p. m., to consider and act upon a proposition to authorize the execution by the Company of a mortgage or deed of trust to be called "first mortgage" or by such other name as may be determined, on all of its railroad properties now owned or hereafter acquired, to secure bonds to be hereafter issued in series, so much of such bonds as may be necessary to be used from time to time in paying or exchange for the indebtedness of the Company, other bonds to be issued to be used for the acquisition, construction or extension of railroads, additions and betterments to such railroads and properties now or hereafter owned, and for other lawful corporate purposes, each series of bonds to be issued to mature at such time and provide for the payment of such lawful rate of interest, to be tax free or not tax free, to be convertible or not convertible into shares of capital stock as may be determined by the Board of Directors, and to contain such other terms and conditions as may be determined or prescribed by said Board, and such mortgage to contain such terms and conditions as may be prescribed or authorized by the stockholders at said meeting.

W. S. POSEY, Secretary. 9-14 to 11-18.

O. W. JOLLY EXPERT SHOE REPAIRING Phone 606—1013 Main St.

Take No Chances PHONE 133 WILSON ABSTRACT CO. in new home 904 13th St. OLDEST AND BEST IN LUBBOCK, HOCKLEY OR COCHRAN COUNTIES. IRA WILSON, Mgr

O. K. FURNITURE COMPANY WE BUY, SELL AND TRADE NEW AND SECONDHAND FURNITURE AVE J. NORTH LUB-TEX MOTOR (7-14) PHONE 879

ANNOUNCING

A Permanent and Spacious Home conveniently located for the G. K. Watkins Jewelry Store

For the past few months we have maintained temporary quarters in the Jones Building on Broadway. Just as soon as this building is vacated by the Rix Furniture & Undertaking Company we have arranged for a permanent and spacious home in the Southwest corner of this building—directly facing Broadway and Avenue J. This will be one of the most convenient quarters in the city.

We wish to assure all our friends and patrons that we will be in a position to give them the usual high standard merchandise and service that we have tried to maintain in our several years business in this city. Our larger home will be filled with a great variety of High Grade Jewelry for your fall purchasing. We invite you and expect to have you come when we are permanently located and inspect our better store.

We carry the largest stock in Lubbock of:

- DIAMONDS
- WATCHES
- CLOCKS
- JEWELRY
- CUT GLASS
- CHINA
- SLIVERWARE
- FOUNTAIN PENS
- EVERSHARP PENCILS
- LEATHER GOODS
- STATIONERY
- PHONOGRAPHS
- RECORDS
- SHEET MUSIC

We also do fine Watch Repairing

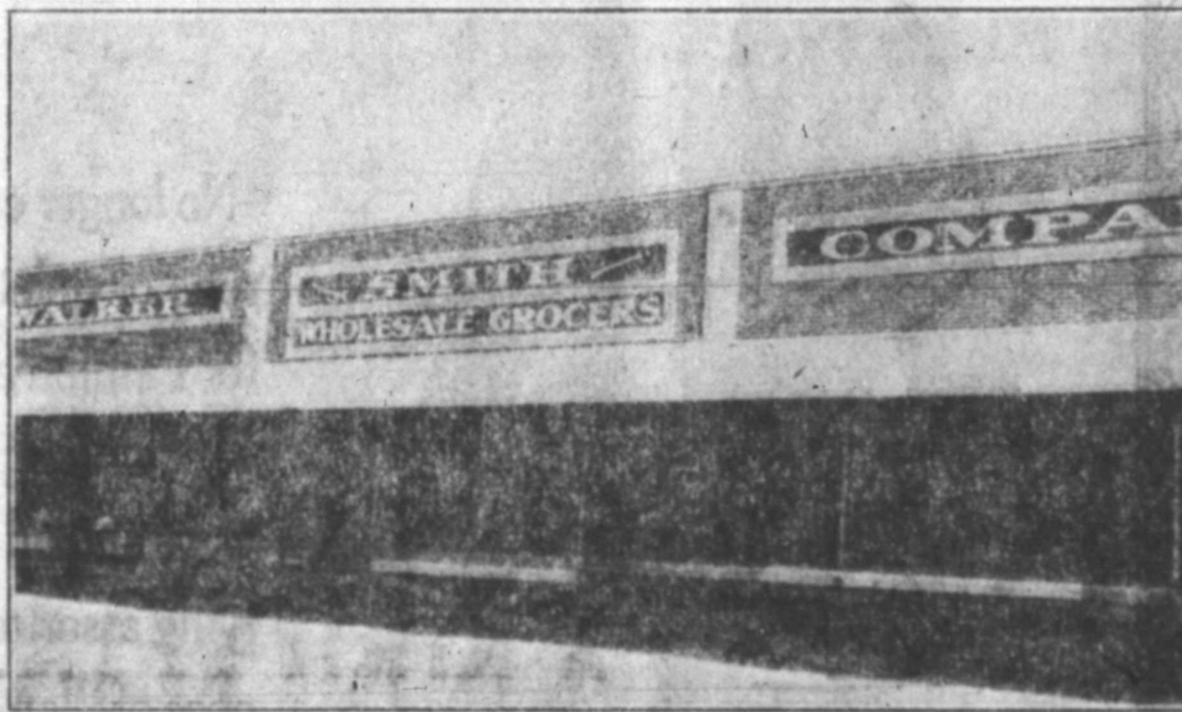
The G. K. Watkins Jewelry Store

G. K. WATKINS, Prop. Permanent Home On Broadway and Avenue J Lubbock, Texas

OUR NEW HOME In The Heart O' Lubbock

We Welcome You to visit Us any time of the day and it will give us great pleasure to show you through our stock and spacious New Building

A quarter of a century
in the wholesale
business in Texas.



Ask your grocer to
send you your table
needs from the be-
low isted lines of
high grade foods:

We are exclusive distributors of:

- Pecan Valley Brand Coffee
- Pecan Valley Peanut Butter
- Pecan Valley Pecan Meats in glass jars
- Lily of the Valley canned Fruits and Vegetables
- Sun Kist California canned Fruits and Vegetables
- Light Crust Flour and Meal
- Woodford brand canned Corn and Peas
- New Perfection Country Gentleman Corn
- Hormel's Bacon and Hams

Walker-Smith Co.

Wholesale Grocers

PHONE 877-878

1010 6TH STREET

LUBBOCK, TEXAS

FUNERAL SERVICES FOR L. H. W. TERRY BE HELD TODAY

Funeral services for L. H. W. Terry, well known pioneer of Lubbock who died at the family home here at 9:30 o'clock Friday night, will be held at the First Methodist Church this afternoon at three o'clock.

Interment will be made at the Lubbock cemetery where members of the local Masonic Lodge of which the deceased was a faithful member will conduct the final brief service.

Many out of town relatives have arrived while others will arrive on the morning trains today to attend the services.

SOUTH PLAINS FAIR BE GREATLY IMPROVED

(Continued from page 1)

cured for the occasion, is one of the cleanest and best in the southwest. This is the same company that will show at the Tri-State Fair at Amarillo, and the Texas-Oklahoma Fair at Wichita Falls. Reports coming to the local Fair headquarters pronounce this one of the cleanest and most wholesome Carnival Companies on the road. "The Joy Zone" one of the principal features of this show is pronounced a huge success wherever exhibited.

Sham Battle Be Feature. On Wednesday afternoon, the first day of the classic, sham battle, gigantic and stupendous in its nature will be staged.

This will be a very realistic reproduction of a battlefield scene.

In the afternoon of the last three days of the Fair, three football games have been arranged, participated in by high school teams of the South Plains. On October 2nd Post will meet Slaton; one the 3rd Lubbock will play Floydada, and the last day the Falls Jackrabbits will meet Plainview. A field on the Fair grounds has been put into excellent condition, for this occasion. Sufficient seating capacity is being arranged, it is believed to accommodate the crowds.

\$15,000 in Prizes. More than \$15,000 will be distributed in prizes on the four days, including four automobiles which will be given away to the holder of a lucky number. Holders of these tickets, which have been given by many local merchants, are cautioned to have their tickets with them on the Fair grounds each afternoon, for one car will be given away each day. Prizes in the agricultural and livestock departments have been increased to correspond with the rapid growth of the organization. These prizes will be well distributed among exhibitors.

Any Conveniences Offered. Nothing has been overlooked that is in the power of Fair officials to offer in the form of comfort and convenience to visitors. Telephone service will be maintained on the grounds throughout the Fair for local and long distance calls. An emergency hospital will be established and maintained on the grounds with competent attendants in charge. A large and well equipped comfort station for women will be centrally located on the grounds where mothers with children will find a delightful rest room. The Santa Fe Railroad, pioneer

railroad builders of the plains section, will sell tickets at reduced rates on all lines leading into Lubbock on the occasion.

A "trouble" station also will be established on the grounds. It is the plan of officials to keep completely in touch with all matters pertaining to trouble or misunderstanding with employes of the fair or concessions. It is urged that anything of this nature be reported immediately to the proper authorities, so that amends may be made.

No passes will be issued in connection with the show in any capacity not excepting officials of the organizations, and each person who enters the gates must have a ticket, the management states.

Boy Scouts will be on duty daily in uniform in charge of a Scout Master. They will run errands and telephone calls. The public is urged to call on them for any service or information.

New Buildings Erected.

A Machinery and Auto building 50 x 100 feet is now under construction on a lot due east of the Poultry building. The contract was let Friday to J. J. Clements of this city, and work will be rushed to completion. Other sheds and platforms for general use are either under construction, or will be erected next week.

The park fence, now under construction, is probably one of the greatest forward steps yet taken. This will be augmented by the use of turnstiles for entrance, which will not only keep accurate track of the number in attendance, but will greatly facilitate matters with the cashier. The fence being erected is a six-foot woven wire, attached to cedar posts. Above this will be three strands of barbed wire making the overall height of the fence 7-1-2 to 8 feet.

The board fence now around the south side of the park will remain, and the new fence will be set back to the north, leaving a space sufficient in the southwest corner to park approximately 1200 cars. This space has been roped off in streets sufficiently wide to permit parking of two cars in each street, leaving space for passageway. All cars wishing to park within the park must use this enclosure as none will be allowed in the Fair grounds proper. This step was deemed necessary for the protection of pedestrians. An automobile entrance charge of 25c will be assessed, and will entitle the entrant to all privileges of the park zone, which will be under proper police protection at all times. A systematic method of parking also will be enforced.

Exit may be made either near the point of entrance at another gate, or in the west end, where a gate will be erected.

Fort Worth Livestock.

FT. WORTH, Sept. 20.—Cattle receipts 1,300; calves 300; market steady; beefs \$3.75@6.35; stockers \$3.00@5.50; cows \$3.00@4.50; cutters \$2.50@3.00; canners \$1.75@2.25; heifers \$3.00@6.50; bulls \$2.00@3.50; calves \$2.00@7.50; yearlings \$3.00@7.75. Hogs receipts \$5.00; market steady; best medium \$9.50@9.60; good mixed \$9.25@9.50; good light \$9.00@9.50; very light \$8.50@8.75; common \$7.00@8.00; packing sows \$7.00@8.25; pigs \$6.50@8.25.

Who is the Cyclops of Lubbock Klan? Hear him on the court house lawn, Thursday night, Sept. 25th. 281-4t

Everywhere In This Store The Very Spirit of Fall Is Reflected in Smart Ready-to-Wear



-the Calendar and the weather have joined hands in announcing Fall. The turn of the Calendar has brought glorious cool days and nights definitely assuring us that Fall is actually here.

-No longer can one put off buying her Fall Wardrobe or quiet her ambition to be correctly clad for Fashion and admiration that apparel brings.

-The finger points of Fashion point many correct ways and all her dictates are shown here in gratifying assortments to meet each individual preference of Women's Taste.

-Our Coats, Dresses and Hats at Remarkably Low Prices have stolen a march on those who have been keen enough to investigate and caused them to Spend their much deserved and coveted earnings and savings. You, too—
—can be well dressed at a very low cost.

Minter-Gamel Company
It Pays to Be Well Dressed



Fall Millinery Exploits The Directoire Crown

This square, or directorie crown as it is sometimes called is such a becoming new mode—especially as it is interpreted in these fascinating new hats.

There are many charming models of bengaline, velvet and felt—tailored or colorfully trimmed. You will find all newest shapes in Fall modes. Incomparable hats at comparable prices.

MRS. AUTY WILLIS

THE STLYE SHOP Balcony at 1120 Broadway.

Lubbock Morning Avalanche

VOL. 2, NO. 281.

LUBBOCK, LUBBOCK COUNTY, TEXAS, SUNDAY, SEPT. 21, 1924.

FULL LEASED WIRE UNITED NEWS

CONSTRUCTION UNDER WAY ON TEXAS TECH

NEW BUILDINGS ARE PLANNED FOR PLANT

For the first time since the Texas legislature made appropriation for the establishment of a Texas Technological College in the western part of the state, some idea of the very comprehensive plan involved in the establishment of the institution was made available to the public last week with the return of William Ward Watkin, the architect from the East.

The first buildings for this college are already under construction and others are to be started in October and November of this year. In planning a great school one had to think in terms of centuries, for a college 50 years old is merely a youngster. To plan any building or group of buildings for 50 or 100 years in the future requires more than the usual amount of imagination. Already many of the modern colleges are the dread of automobilists and a change of classes results in a hopeless jam.

Spacious Grounds.
So the greatest difficulty faced by the modern architect is how to get the charming seclusion of the older schools with the circulation necessary for large enrollments and heavy automobile traffic.

In looking at the general plan of the new Texas Technological College now under the course of construction at Lubbock, one sees a rather daring solution of the difficulty.

Around the college grounds is a broad road banked upon the college side with groves of trees entirely enclosing the building until the entrance is reached. Here you are faced with a wide boulevard at the end of which is a majestic group of buildings known as the Alamo group.

The main buildings are generally centered around a great square court and a huge quadrangle which has ornamental water down the center. The quadrangle, 1210 feet long and

360 feet wide with cloisters around three sides, linking the buildings together.

The entire adequacy of this quadrangle to furnish circulation for all future needs may be seen at a glance. Even should airplanes be generally used within the next 50 years, a landing place would only necessitate the removal of the ornamental water.

Alamo Group.
On one side of the quadrangle are the men's dormitories; on the other is the engineering group, while at the other end are the textile building, the power house and campanile.

Leaving the quadrangle we come to the great court. On one side is the administration building facing the quadrangle and on the other side opposite the entrance, is the Alamo group.

The Alamo group consists of the Alamo college auditorium, the chemistry building and the physics building. This group of buildings will be designed somewhat after the order of early Texas architecture and probably will perpetuate many of the historic architectural forms taken from the Texas missions.

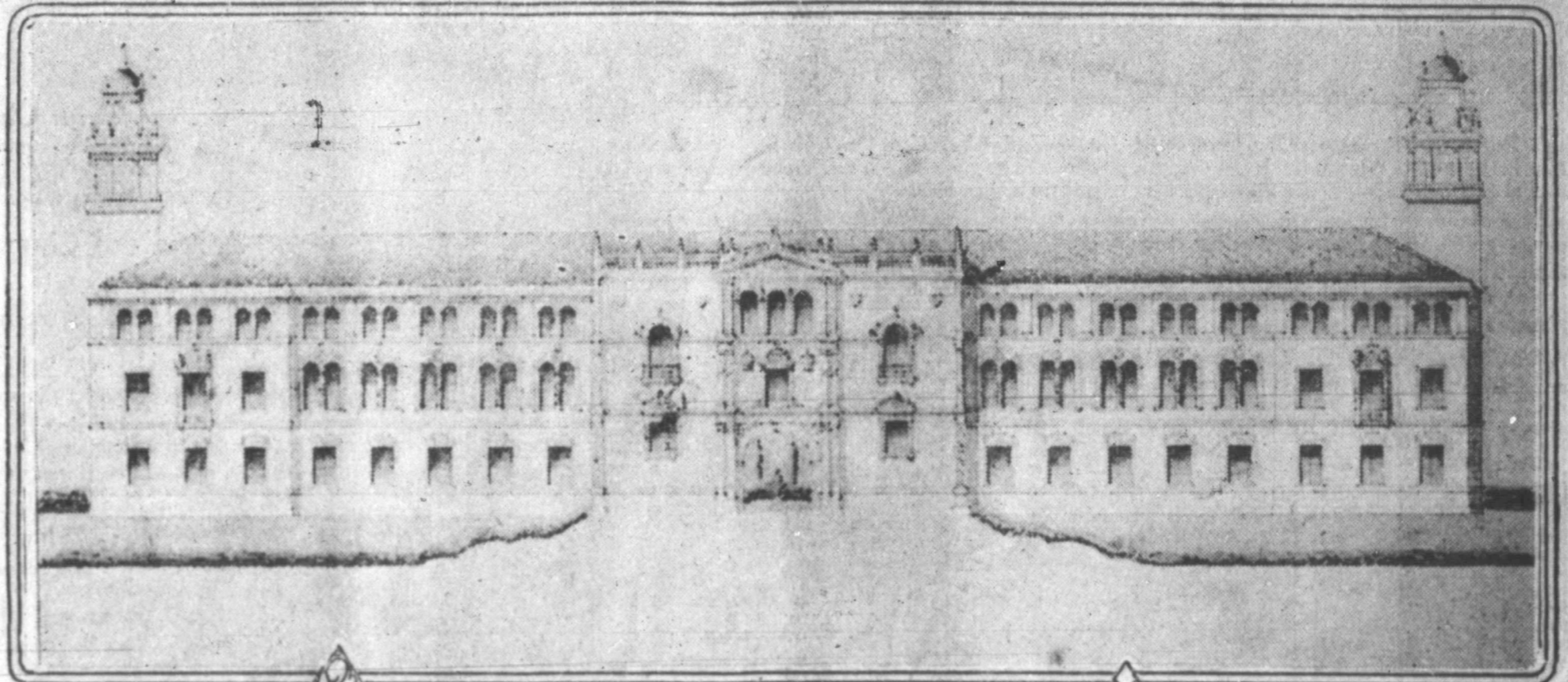
Generally, the style of architecture will be Spanish inasmuch as it is adaptable to this climate, and has a certain historic association. Mr. Watkins believes, however, that it is perhaps not as well to tag architecture, for which all architecture is founded upon earlier forms, the varying conditions under which it is used bring about a continual change. Consequently new variation in architecture is needed.

The college some day will present a series of wonderful vistas—those of the entrance, of the campanile at the end of the quadrangle and the administration building at the other end of the great road terminated by the entrance towers of the quadrangle.

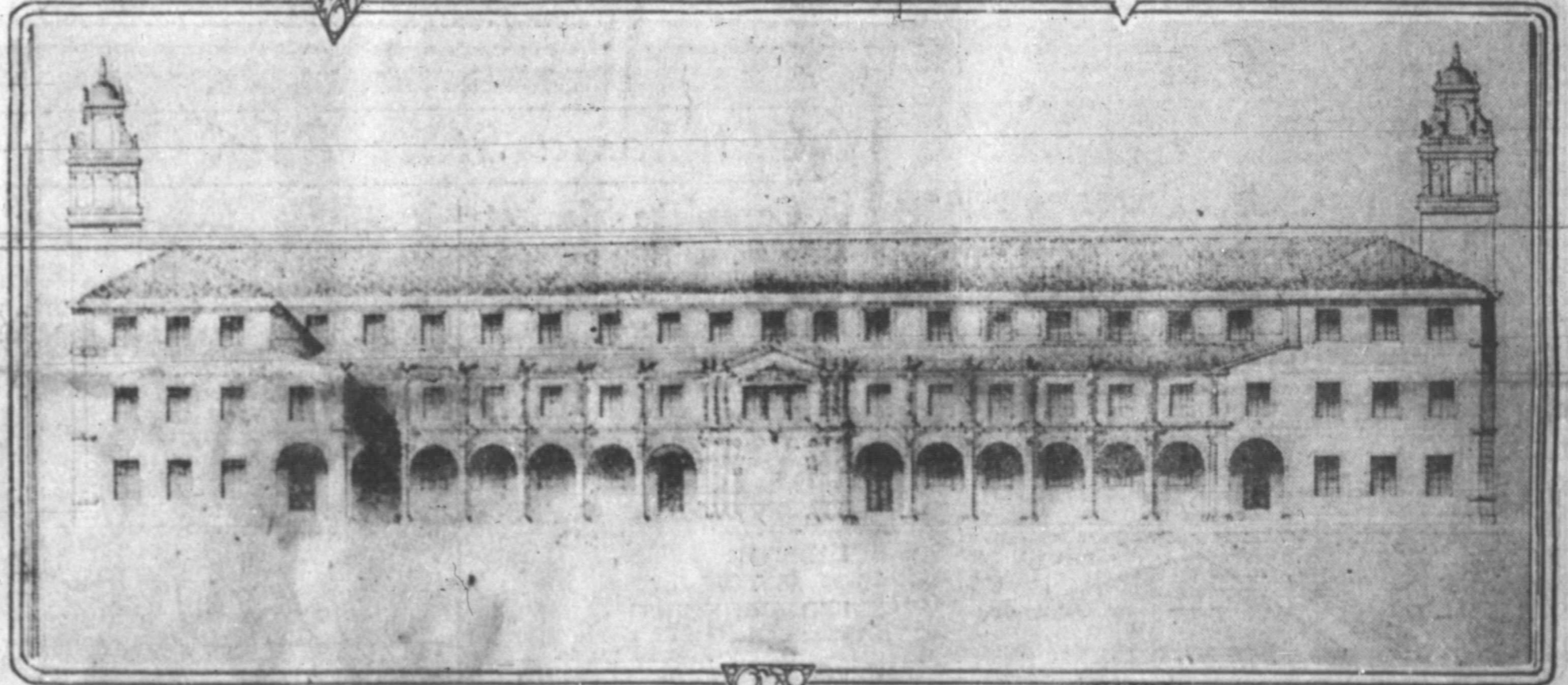
Large Tract of Land.
In quiet seclusion, within enclosed courts, in screened outer courts and in leafy wandering walks the student may study to his heart's content.

Texas Technological College at Lubbock is being built at this time in one of the most delightful sites in West Texas. The ground owned by the college embraces some 2000 acres, most of which is agricultural land and will be operated by the col-

Tech Administration Building Under Construction



FRONT VIEW ADMINISTRATION BUILDING, TEXAS TECHNOLOGICAL COLLEGE



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



Introducing the New Mode For Fall

IN COATS—

You will find the trend toward the new suede-finished fabrics, smooth leather-like materials that accentuate the straight silhouette and allow deft manipulation of cut. The flatter fuss trim these materials in an amount that has never been seen before. Color finds expression in new sombre rich tones with peculiar attention to browns and reds.

—\$29.50 up

ENSEMBLE SUITS—

Here you will find this new suit with its long coat, three-quarter length or more, and a dress or a long tunic blouse with a foundation of the material which makes the coat. Favoring the new brown shades for color as well as the generous fur trimmings, priced from

—\$89.50 up

McAfee Company

"Where Smart Style Meets Moderate Price"
EXCLUSIVE LADIES' FURNISHINGS

lege and its department of agriculture as revenue producing as well as experimental farms.

Some 400 acres have been set aside for the campus of the college, the general plans of which have now been developed. This 400 acres borders immediately on the city of Lubbock, the main street, Broadway, a hundred foot street, extending directly to the college campus and its extension forms the principal axis of the college, at the end of which will be the college auditorium.

The college plants indicated by the general plans have been so laid out that a regular and orderly place shall be available for the continued building of at least 2 years, and for flexibility and extending beyond such a period. It has been felt entirely reasonable that the student body at this new institution would, in less than 25 years, approach 6000 students, as it has already been indicated that an enrollment of 1000 students would be available when the college opened in September, 1925.

To Increase Size
It is the intention of the general plan that there shall be a gradual increase in the number of buildings as the student enrollment increases year by year, and that such increased building facilities shall be of a similar architectural character and shall gradually accomplish a unified and impressive group.

This is very probably the most monumental group of buildings that has been designed by Texas architects. Its vast dimensions, its capabilities for almost unlimited expansion, make it an ideal well-fitted for the great state whose name it bears.

MOTHER OF ACTRESS DENIES MARRIAGE RUMOR

By United News.
HOLLYWOOD, Cal., Sept. 20.—"There's nothing to it, I know they are not married," Mrs. L. Purviance speaking, denying reports today that her daughter Edna Purviance, film actress, and Courtland S. Dines, Denver oil man have wed.

"I hear from Edna regularly and I know they are not married and do not contemplate any such action," Mrs. Purviance said.

MANY STUDENTS INTERESTED IN TEXAS TECH

Dr. Paul W. Horn, president of the Texas Technological College, has received a number of letters from prospective students, making inquiry as to the date the institution will be open, requesting copies of the catalogue, etc.

One letter was received from a young man living in Mexico City, Mexico, who stated that he wanted to enter the Texas Technological College, and the tone of the letter proved that he was under the impression that that institution would be open to students September of this year.

Dr. Horn wrote an explanatory letter to the young man, assuring him that his inquiry was appreciated and that as soon as a catalogue had been printed one will be forwarded to him, but that the college would not be opened until September, 1925.

Another letter was received from a prospective student in Brooklyn, New York, the writer of which was under the impression that the school is about to begin the 1924-25 term.

Dr. Horn stated that while on a recent visit to Central Texas, four young men from a comparatively small town conferred with him concerning their future work in the college. One of the four desired to study electrical engineering, one is interested in studying agriculture, one wishes to enter into the field of petroleum engineering while the fourth is interested in civil engineering.

"There is no question but that these young men are interested in the college and their intended work in the institution, and the fact that they represent only one comparatively small town in West Texas indicates to me the possibilities of a large

enrollment during even the first term," Dr. Horn said.

Dr. Horn returned to his home here the first of the week from Fort Worth where he had been conferring with college architects concerning plans for buildings on which contracts are to be let in the near future.

In Rockwood, Tenn., a farmer killed one of his hired hands without working him to death.

We could believe tourists were

having a good time if they all didn't look so tired and worn out.

AMARILLO GETS NEXT CONVENTION OF JUDGES

By United News.

EL PASO, Sept. 20.—The 1925 convention of the Texas county judges association will meet at Amarillo, according to a decision of the convention at the close of their session here today. A McClaskey of exar county will head the association during the coming year.

Everyone will be as surprised as usual to hear Christmas is only about three months from here.

If an ant can't lay aside something for winter during the picnic season he is a loafer.

What a relief it would be if the mosquitoes would adopt the shorter working day.

A noted astronomer says he sees the approach of lower food prices. Not all of us own telescopes.

SIMPSON ELECTRIC SHOP

"Nearly Everything Electrical"

Same Stand—Same Economical Prices—Same quality. The Postoffice up to this time is one block north of our shop. The postoffice will be moved in the near future—Our shop will remain at the same location.

Phone 28

1316 Avenue I

trousers this winter? Lay aside a shirt and use the set for pajamas. The girls who have been wear- ing knickers and heavy stockings by days arrive. will put on warm silk when the chills are hard to dodge, but not as hard as political issues.



Sales Room and Accessory Department of Kuykendall Chevrolet Co. Under the management of Mr. Kuykendall, the Chevrolet Agency has secured more prestige in our vicinity and the sales room shown above has merited the approval of the people of our city.



"The Church With The Chimes"

THE FIRST METHODIST CHURCH

A Modern Church With a Modern Program in a Modern City

Dr. P. W. HORN, President of Texas Technological College, will occupy the pulpit at the evening hour.

REV. P. W. JENNINGS, pastor of the First Christian church, will occupy the pulpit at the evening hour.

Remember that NEXT Sunday is "Go-To-Sunday School Day" at the First Methodist Church. We expect to have one thousand present. The entire day will be given over to the work of the Sunday School.

9:30—Promotion Day exercises.

10:50—Children's Day exercises

8:00—Children's Day exercises continued, with special music and one or two organ numbers.

Friends, Visitors and Strangers are cordially invited to hear these two distinguished speakers, and to worship with us today. Evening service begins at 8:00.

W. P. McMICKIN, Pastor.

FARMERS AND BANKERS MET HERE TO DISCUSS DECLINING COTTON MARKET; SPIRIT OF CO-OPERATION EVIDENCED

The meeting of bankers and farmers called by Field Director R. E. Overstreet of the Texas Farm Bureau Cotton Association and which the Citizens National Bank the first of last week was well attended.

Every bank in the county was represented and John Haney, of the Dallas State Bank, was also present. Together with the bankers the meeting was attended by twenty-five of the most prominent farmers of Lubbock county, most of whom were members of the association. All members of the Lubbock County Farm Bureau board were in attendance.

The meeting was called to order promptly at five o'clock in the afternoon by Mr. Overstreet, acting chairman, who explained the purpose of the meeting and why it had been called, which was to discuss the problems of marketing our present cotton crop.

O. L. Slaton, president of the Lubbock State Bank, was the first speaker called upon. He responded with a short talk that was warmly appreciated by farmers and bankers alike, whom he advised concerning the manner in which he believed the problems that are facing this section at this season should be met. He offered some criticism of the cotton market, but stated that he realized the prevailing conditions and commended the economic methods of handling the members cotton, and stated emphatically that he was, as he had been for quite a while, a believer in the cotton association.

Bob Murray, of the Slaton State Bank was then called upon and he made a good speech in interest of the Farm Bureau and plead for closer cooperation between the farmers and bankers. He said he did not expect many of his customers, if any, to have to sell their cotton on the open market.

Mr. Jim Brabham, of the First State Bank of Idalou, who had just returned to the county from a tour of the state, in a short talk before those present stated that in his opinion Texas would not produce any more cotton this year than was produced last year.

It was the consensus of opinion among those at this meeting that the Texas cotton crop estimates have been placed to high and that the market will come back, which Mr. Overstreet declares will give the association an advantage.

The friendliness and willingness to co-operate one with the other that was evidenced at this meeting on the part of both bankers and farmers, and the sound, well received business advice that the bankers gave, made it one of the most valuable meetings of its kind to be held here this year, and one from which much good will be derived.

ALL MODELS NEW STUDEBAKER ULTRA-SMART

SOUTH BEND, Ind., Sept. 20.—The Standard-Six, new six in the Studebaker line, of its three six-cylinder cars, has features which make it unlike any other automobile seen in America, through touring, automotive engineers declared.

New body lines, developed after two years of secret study behind closed doors by Studebaker body engineers, suggest the latest refinements of designing, yet are wholly original in effect.

The two Standard Six Duplex models are a revolutionary step in automotive design. There is a Duplex Phaeton, seating six passengers, and the 3-passenger Duplex Roadster. They are cars of the most original and striking beauty.

These new Duplex models, which are offered on the newly designed Standard and Big Sixes—solve the perplexed car problem in a wide way, agreed by motorists and engineers. For they combine, it is pointed out, the advantages of all-type open cars with the comfort and snug protection of the closed car.

superstructure of steel—light but very strong, which is an integral part of the body. This upper structure has three plate glass windows, and side enclosing curtains that operate on powerful spring-rollers, all concealed inside the upper section. By this novel side-enclosure, wind-light, rain-proof protection is instantly provided when need arises.

With the Duplex Body, the touring radius of motorists has vastly increased. They need fear neither wind nor rain. While they now must endure a drenching, struggling to fit on the curtains, the new car is converted in 5 seconds into a snug, dry "closed-car" as cozy as the family fireside.

Another radical forward step in motor car building is the announcement by Studebaker that closed models of the new Standard-Six will be finished in lacquer—a new and permanent finish that enriches the car with a dull satin tone. Color schemes, too, is very new and smart—light gray bodies with upper panels in dark gray. The new cowl and head lights, the new radiator and hood all serve to make the Standard-Six most distinguished and manfully fine-looking.

Has Unit Power Plant. The new Standard-Six is more powerful and heavier than the Light-Six of previous years. It continues, however, the Studebaker tradition of offset valve type engine, but the fuse power has been increased 25 per cent. The new engine, refined for power and smoothness, has a removable head, perfectly machined firing chambers, cylinders ground to exact limits, and the unusual Studebaker feature, in a car at this price, of crankshaft and connecting rods machined on all surfaces.

Like the Special-Six and the Big-Six, the engine in the new Standard-Six is now a unit-power plant. This car, it is claimed, has one of the easiest gear shifting systems ever put on motor cars.

Huge, genuine halloon tires, with natural second growth hickory wheels, are regular equipment. The steering gear has been specially designed for ease in handling with halloon tires, a point women appreciate. Very large and powerful 2-wheel brakes will be regular equipment.

Remarkable New 4-Wheel Brakes. Optional are Studebaker's new hydraulic 4-wheel brakes. These are the first hydraulic brakes that operate by power of motor, rather than driver's foot, ever used on an American car. They are absolutely non-locking. A new emergency brake operates from a lever on the dash, multiplying braking effort 4 times, through the propeller shaft.

A new bumper attachment, front and rear, prevents the usual weakening of the frame and the warping of the looks of the car. The 19-gallon gas tank is a 3-seam container, seams solder-sunked, leak-proof. It is protected by an attractive dust shield.

Much Equipment Included. Regular equipment include: supervisor, automatic windshield cleaner, cowl ventilator, electric horn, carpet covered foot rest, robe rail, walnut finished instrument board with instruments grouped under glass and set on a silver background indirectly lighted, including clock, ammeter, oil pressure gauge, gasoline gauge. In addition, there is a stop light, tire carrier with lock, and spare rim.

Studebaker designers say many cars in much higher price classes do not possess the upholstery that's going into the new Standard-Six. The Duplex Phaeton, Duplex roadster and coupe roadster, for instance, have genuine chrome plated Spanish grain leather on cushions and seat backs. The models have upholstery of fine quality. The seats are rich light tan. Cushions have specially made coil springs with coil spring side-ties to increase comfort, steel frames with quilted upholstery covering, cotton berber backing, genuine curled hair fiber. The seats are placed at correct angle for easiest riding, as determined by actual tests.

"This car would cost motorists many hundreds of dollars more if it were made by a small production manufacturer made it, provided, of course, he put the same quality of workmanship and materials into it," said the local Studebaker manager today. "We are able to keep the price of the Standard-Six low only because of our new plants in South Bend and in Detroit. Quantity production is not the only reason. We are able to employ exceptionally economical methods because our plant and equipment are modern. Of our \$32,000,000 investment in plants and equipment, 70 percent is new since the war. That is the big reason why these new Studebakers offer a magnificent value for the motorist's money. We are mighty proud of them, let me tell you."

A man marries his first wife on the way she looks; the second on the way she cooks.

What will become of the white

Oklahoma State Fair Opens Saturday, September 20th.

A Complete Market

- AUTO SUPPLIES AND ACCESSORIES
AUTO TOP TRIMMING SUPPLIES
AWNINGS AND TENTS
BARBER SUPPLIES
BED AND SPRING MANUFACTURERS
BOOKS—SCHOOL SUPPLIES
BOOTS AND SHOES
BROOMS
CASKETS
CIGARS, TOBACCO, ETC.

COMFORT MANUFACTURERS

- COTTON FELT
CLOTHING—PANTS AND SHIRTS
CRACKERS, CAKES, ETC.
DRY GOODS, NOTIONS, ETC.
DRUGS AND SUNDRIES
FARM IMPLEMENTS, ETC.
FLOUR, ETC.
FURNITURE
FLOOR COVERINGS
GASOLINE, OILS, ETC.
ELECTRICAL SUPPLIES
GROCERIES
HARDWARE

Fall Market Week September 22 to 27

Merchants You are Invited to Attend "Fall Market Week"

An annual event—this year bigger and more complete—planned wholly to give you every opportunity to secure your fall merchandise from Oklahoma jobbers and enjoy a nice saving on delivery charges, besides giving you the best merchandise that it is possible to secure.

Oklahoma City Market is a Complete Market

Fall stocks await your coming. Each item is backed by the manufacturer, besides it has our personal indorsement. Oklahoma City is a big progressive market—complete in every detail—therefore you owe it to yourself and your trade to investigate and inspect our merchandise—compare our values. Then there is the big State Fair—which will afford entertainment a plenty.

Reduced Railroad Fares on All Railroads—Be Sure to Come

Buy a round trip ticket—it will be refunded on the basis of your collective purchases—register upon arrival, either at your jobber or at the Chamber of Commerce. Bring your family and make it a week of business and pleasure.

"WHOLESALE ONLY"

Oklahoma City Jobbers and Manufacturers Club

of Oklahoma City, Okla.

A Complete Market

- HARNESS, SADDLES, ETC.
LEATHER, SHOE FINDINGS, ETC.
MATTRESSES
MILLINERY AND ACCESSORIES
NOTIONS
OFFICE FURNITURE
OVERALLS
PACKERS.
PAINTS, GLASS, ETC.

PANTS

- PIPE—STREAM SUPPLIES
PLUMBING—HEATING, ETC.
PAPER
PRESS AGENTS
RADIO
READY-TO-WEAR
RUBBER FOOTWEAR
SHIRTS
SPORTING GOODS
STATIONERS, WHOLESALE
STOVES, RANGES, ETC.
TANKS, ROAD MACHINERY, ETC.
WOODENWARE

Railroad Fares Refunded on Basis of Your Purchases, In Accordance With Local Fare Refund Bureau

Looking to the future

The Lubbock Auto Company is trying hard to estimate the growth of Lubbock and the South Plains in the near future by the erection now of one of the Plains' largest automobile "homes."

Enlarged facilities for bettering service is the prime motive of the expenditure. The new home will give us an opportunity to serve you in a manner that accords with the policy of the Ford Motor Company. We ask that you watch the development in the building of our new home on 9th St. and Avenue I.

Lubbock Auto Co.

— Authorized Agents

Ford

Fordson

Lincoln

Start Your Dollars To Building You a Home On The Plains

Investigate Ralls, Texas—An Ideal
Place for a Home with all Conveniences



P. B. Ralls will Sell You Lots on Long Easy Terms, NOTHING DOWN, if you
Build House On Lots

Absoloutely Clear Title

Can now be made to all lots and lands formerly owned by Jno. R. Ralls.

P. B. Ralls, Executor

JNO. R. RALLS' ESTATE

SALVATION ARMY ANNUAL APPEAL FOR \$3,750 WILL BE MADE SEPT. 25, 26, 27; JOE HESS IS SUPERVISING THE CAMPAIGN

In explaining the purposes of the Annual Appeal to be made by the Lubbock station of the Salvation Army, County Chairman Joe Hess stated that the army is doing a great deal of valuable reclamation work here and is doing a character of charity work that is not attempted by any other organization. He stated that the appeal, which is to be made September 25, 26th and 27th, is for only \$2750, and that by each person in the county contributing even a small amount to the fund, the work of the Salvation Army here would be liberally financed and would enable the army officers to continue their good work better prepared to meet the many emergency cases to which their attention is called daily.



JOE HESS
Chairman Salvation Army Appeal
Lubbock, Texas.

another member of the Salvation Army Board who is doing everything possible toward creating interest in the annual appeal, and in an address before the members of the local Kiwanis Club Friday he called attention to the great work the army is doing right here in Lubbock and told his hearers that a majority of cases given attention of the army officers are not known to anyone but them due to the fact that they are a conscientious corps of workers who shield and protect the unfortunate, but who do not spare a single opportunity to speak words of encouragement and advice, ever pointing to the "straight and narrow" path as being the one along which those seeking refuge from the ill's misfortune should go.

Other prominent men have taken up the work of the Salvation Army and are helping to carry it forward by helping to raise necessary finances for the support of the army officers who are doing the hard work of the organization. If you are skeptical, speak with some of the men, such as Messrs. Campbell and Hess, who have made a thorough study of the work of the Salvation Army has done and is engaged in let them explain the purposes of the Annual Appeal, in which \$2750 is asked from the many people of Lubbock county to be used in giving aid and comfort to the most needy of the unfortunate citizens of this county.

The following summary of the work that has been done by the Salvation Army in Lubbock since the latter part of 1921 may prove the efficiency of the officers and the worth of their service to this section:

War Cris taken and disposed of 21452. Men and women that have been saved in the meetings 205.

Relief Given.
Clothing given away to the needy 589 garments, 85 pair of shoes,

twenty one quarts of milk given. Men and women helped to get employment 336. Men and women given transportation from Lubbock, 21. Hours Spent in Visitation. One thousand six hundred and thirty nine, and sharing their burdens of life and trials to help make life worth while.

Open air meetings held in the streets, four hundred and eighty-five. Soldiers and recruits attended meetings 2369. Out siders attended these meetings 52727. Jail meetings are held in the Jail and also War Cris given to the inmates.

Colorado Cyclone. We were the first on the job to help the needy at that time they were given in money \$225.00. Five hundred garments was given and forty pair of shoes. The Salvation Army was there on the job for two weeks to serve in what ever way we could.

SWIFT & COMPANY ACTIVE IN THIS TERRITORY

The local branch house of Swift & Company, which is located in a well arranged brick building on South Avenue H, is doing much toward the development of the Lubbock trade territory and the traveling salesmen for this house are a part of that great army of travelers who are ever alert to any opportunity to speak favorably of Lubbock and whose combined efforts are having a wholesome effect upon business here.

The branch house of Swift & Company was moved into its present quarters on the 10th of this month, where a large stock of all the company's products are kept from where they are distributed throughout the South Plains territory.

O. E. Sewell, is local manager for the company, and is assisted in advancing the interests of the company by Geo. C. Sorineer and Robert E. Williams, traveling salesmen.

D. H. Lohoefer is city salesman for the company and it is through

BUILDING PERMITS FOR SEPTEMBER OVER \$65,000

The building permits of the city of Lubbock for the month of September as recorded at the office of the city secretary is something over \$65,000 up until the present date. Permits were issued to the following:

S. H. Jones, frame building, \$2,250; Mrs. Irene Waller, frame build-

ing, \$1,750; J. A. Hodges, for brick building for use as garage, \$22,000; E. C. Montgomery, brick veneer, \$3,500; W. T. Hooper, frame building for \$5,000; M. A. Price, box building, \$200; Chas. Whitacre, frame building, \$5,000; Jno. Wright frame building, \$3,800; M. H. Spaulding, \$70; J. A. Hodges, tin building, \$70; Dr. M. C. Overton, two frame buildings, \$7,000.

These are the permits that have been recorded at the office of the city secretary, and show the great amount of development that has been taking place in Lubbock for the past few weeks. For the coming months it is predicted that Lubbock will have a much greater building program to take care of the large amount of increase that will be in Lubbock.

The original food of the gods must have been strawberry shortcake.

AMERICANS FEARFUL OF DISEASE RATHER THAN OF THE BULLETS

WASHINGTON, Sept. 20—The fear of disease rather than any danger from the invaders who are threatening Shanghai probably is the uppermost thought in the minds of the Americans who live in the foreign settlement of the beleaguered Chinese city, despite the fact that the settlement is between the battle line and Shanghai.

Refugees are reported to be swarming across to the foreign settlement from the native city which is known for the unsanitary conditions which prevail there. It is squalid with little hygiene protection and all types of disease are common. It is feared that the refugees who are crowding the foreign settlement will bring the scourge of disease from their filthy city with them.

The foreign settlement which lies

across a moat from the native city is a city unto itself with modern improvements, sanitary regulations, and all the accompaniments of civilization. Americans there include missionaries, educators, business men, professional men, and many women and children. All the foreigners in the settlement have banded themselves together in a citizens volunteer corps and are now reported patrolling the streets.

NORFOLK, Va., Sept. 20—Jack Edward Griffith handsome and aged 29, Thursday married Mrs. Elizabeth Fray, 72, of Washington, a woman 43 years his senior.

The marriage took place at the parsonage of the Baptist Church at Portsmouth because the Norfolk court refused to grant the couple a license due to the difference in ages.

The easiest way to keep up with all the new books is to read Dumas in the first place.

SHOES THAT COMPLETE SMART FALL COSTUMES

WHEN style, quality and moderate prices are combined in footwear, the appeal and response are indeed universal. FOR such a rare combination this store has no rivals in this section. THAT'S why men and women from all over the SOUTH PLAINS are constant patrons of this store—that's why we can maintain such an elaborate showing of the favored new styles, and that's why our patrons so enthusiastically recommend this store to their friends.

We Feature Many New Arrivals for this week's Selling!

PROMINENT among the new models featured for this week's selling are new Patents, Satins, in Brown and Black; Golden Brown Calf and Kid, and Black Suede. ALL the new lasts and patterns are represented here. MODESTLY priced at \$5.00, \$5.50, \$6.00 up to \$12.50



Men and Young Men Like Our Shoes

WE make no secret of the reason—combining a full measure of Style and Quality that we can back to the limit, at prices men like to pay, is the "system" we use. STEP in and find out for yourself how well it works. LOTS of snappy fall styles in both low and high shoes ready.—BLACKS and TANS.



SELECTING shoes and hosiery to match is easy at this store. VARIED shades, varied weaves, varied weight, varied qualities, as presented in our FALL stocks, make the selection of hosiery a simple matter. WONDERFUL values at \$1.00, \$1.25, \$1.50, \$1.65, up to \$3.50.



CORRECT fitting of children's shoes is a duty we never neglect. HERE you will find the most complete line of children's footwear ever shown on the South Plains.



Priced at \$1 up to \$4

WE carry the Largest Stock of Footwear in West Texas

See Windows

Yager Shoe Co.

Send Us Your Mail Orders

The Vogue Emporium PRESENTS ORIGINAL MODES IN Paris-Inspired Frocks

Exquisite indeed is the enticing array of new style graces as conceived by master milliners of Paris; intriguing in their originality are the beautiful fall models just placed on display in our salons.

Youth, beauty and happiness are symbolized in every lovely creation, Cloche, Polk, Potillion and other new shapes in Velvets, Bengalines and Hatters Plush with feather, metal cloth and fringe trimming. All in newest colors and combinations.

Milady will be delighted with the newest new in the sash effect.

BALCONY LEADER BUILDING

THE A. B. CONLEY JR. STORE, LUBBOCK, ESTABLISHED IN TEXAS IN EIGHTEEN NINETY-SIX.

*The Store of
Quality and
Service*



*We Give
S. & H.
Green Stamps*

FALL PRESENTATION!



Coats Fashioned by Susan Smart

So many are the modes this season that more than ever it behooves one to choose with discretion. The safe way is to select only those coats whose style authenticity is securely established.

One of the new coats from Susan Swarts which we are now showing, will insure exactly the individuality, and correctness in style, which you seek.



Society Grand Clothes

IT'S THE CUT OF YOUR CLOTHES THAT COUNTS WHAT'S NEW IN CLOTHES FOR FALL.

The easy-fitting suit is more acceptable than ever this fall. There are changes, of course, from last fall. Trousers are larger and a trifle wider. The low, soft lapel is now universal. The soft front coat, too, is more generally worn.

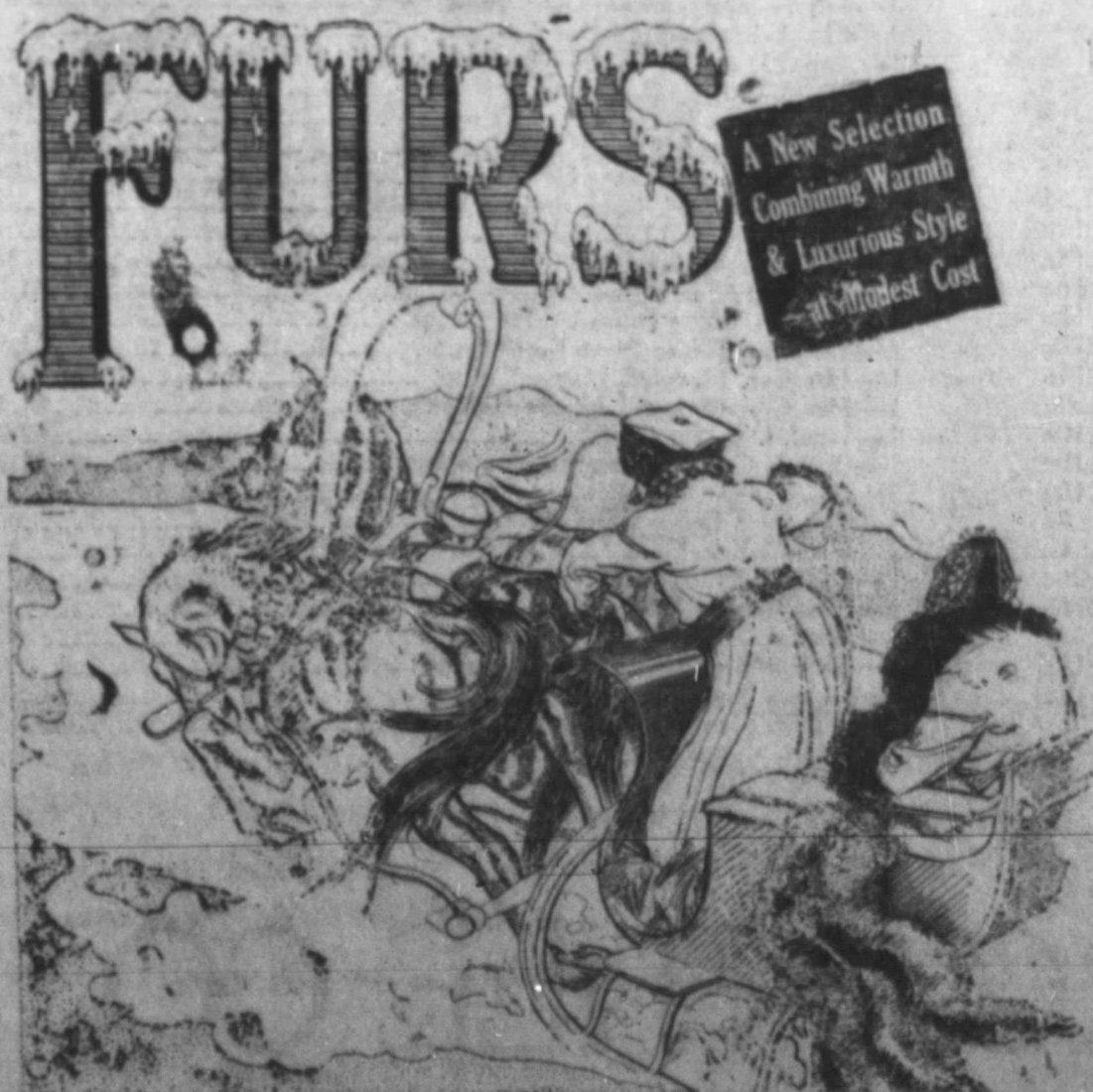
You will find this season's style correctly carried out in all Society Brand Clothes. They are properly cut—The question for you is only which model looks best. You will be equally well dressed whichever you prefer.

—Society Brand Clothes \$45.00 and up.
—Others as low as \$22.50.

Dresses Fashioned by Peggy Paige New York

You'll share our pleasure in the styles for Fall, when you see the smart new frocks we have on display.

Modes of infinite charm, interpreted with the characteristic touch of Peggy Paige. Come and see them, it will afford us pleasure to show you.



Be Sure and See Our Line of Furs

Tremendous demands for furs have caused us to stock extra heavy in this department. Here you will find furs of

- Hudson Bay Sable Chokers of handsome color and quality.
- Dyed Fox Scarfs in biege, platinum, nude and peach.
- Grey Squirrel Chokers, beautiful and soft.
- Brown Fox Scarfs of beautiful quality in carefully selected pelts.
- Brown Fox Scarfs of large silky skins in rich shadings and perfect skins.

THE Edwin Clapp SHOE

Why have men wore Edwin Clapp Shoes for generations? You will find the answer in the designs, the workmanship and the materials shown in the new models for fall.

The New Fall Footwear for Women.

The newest styles and patterns from Cousins, and Travore our most popular dresser of Women's High Class Shoes.

The A. B. CONLEY, JR., STORE
YOUR STORE

RED TAG SALE

W. J. Garrett's Store—one of Lubbock's leading merchants. Their slogan is: "The Store for Everybody."

A TESTIMONY OF THE FERTILITY OF THE SOIL ON THE PLAINS AND THE POSSIBILITIES OF THIS SECTION

The boosting of the fertile Plains land is not all left to the people of the Plains, and those who live here from year to year. This country has some of her very best boosters who live far away in the big cities of the North and East. An example of this is given in the following article which appeared in the Amarillo Globe regarding the views of a Chicago man:

"I have 8,000 acres of land in the Panhandle I got in a trade forty-nine years ago, that I figure cost me 17 cents an acre.

"I have a standing offer of \$4,000 cash for a section of land near Wildorado. It is the same 17-cent land. But I will refuse the offer.

"Amarillo's railroad facilities places this particular region of the country nearer to Liverpool markets via Galveston than the Chicago markets are to Liverpool pool.

"I am so optimistic about the Panhandle I am afraid to talk, as people may question my sanity or veracity.

"I do not see how it is possible to keep these lands, constructed as they are chemically, from producing as much as the most sanguine booster may expect from them."

Statement made by W. H. Gray, of Chicago, who is in Amarillo.

All the way from Chicago on down the Santa Fe to Amarillo and over the entire Panhandle, W. H. Gray, of Chicago, is singing the praise of Panhandle lands and Panhandle people. And let it be known that this man Gray believes every word he says.

Mr. Gray's story of his connection with the Panhandle dating back forty-nine years sounds like fiction.

Mr. Gray was a visitor to the Globe office yesterday. "I just came in to say 'howdy' to your newspaper and wish you well," said the Chicago man. "I come down here a couple of times a year ago to look around and breathe your health-giving air. I have a little ranch of 28,000 acres near Wildorado, in Floyd, Hale and Lubbock counties."

Compares Soil.

"If I had one thousandth as much sense forty-nine years ago as I have today, I would now have a million acres."

Mr. Gray compares Panhandle soil with the richest soil in Illinois, and he backs up his claims with an analysis.

"Near the center of Illinois my wife came into possession of 1,000 acres of land several years ago," continued Mr. Gray. "I took specimens of Panhandle soil and specimens from the Illinois farm, and had both soils analyzed. The two soils are virtually identical with one another. The Illinois land sells from \$325 to \$715 an acre. The land my wife inherited sold for \$125 an acre 70 years ago."

Mr. Gray says that the growth of the Panhandle in the future will be far greater than it has been in the past, for the reason that people are beginning to find out the wonderful possibilities of the land through intensive farming.

Great Growth Seen.

"The population of the Panhandle country will be doubled, or trebled in the next twenty-five years," the Chicago optimist said. "There will be increased comforts from year to year; there will be more and better homes, and folks will require 40 per cent more of everything in the way of foods, crops, etc., but there will not be six feet more land in which to produce it. Farmers will produce from these lands what is required."

Back in Cincinnati, Ohio, 49 years ago, a man approached Mr. Gray one day and asked him to buy railroad lands in Texas.

"I made a trade for 8,000 acres in the Panhandle, and not until 25 years later did I set eyes or foot on the sight-unseen lands," said Mr. Gray. "I concluded to come down here and see what I had. On the second visit, I met Col. Will A. Miller. He took Mr. Gray and myself out to the L. S. Ranch. In less than two hours after inspecting the land I had bought 20,000 acres, paying from \$2.25 to \$3.25 an acre. I still think the land is worth \$3.25, but don't get the idea the land is for sale. It is free and unencumbered."

Back in Illinois Mr. Gray preaches Panhandle land to farmers who are living on farms that cost them upwards of \$500 or more an acre.

Is 77 Years Young.

"I have produced 60 bushels of wheat an acre on my Panhandle lands, 80 and 90 bushels of kafir corn and 6 tons of sugar cane on an acre of the ground," he said, "and I tell those Illinois high brow farmers about it too."

Mr. Gray related an incident that occurred at Plainview a year ago

while he was making one of his pilgrimages through the Panhandle. "A man on the street wanted to know what made me so optimistic about the future of the Panhandle and its people," he said.

"At that moment a group of twenty or twenty-five children passed by on the street. I did not know whether they were school children or were returning from a party. I answered the Plainview man and pointed to the children—

"There's my answer. There is not a single child in that party who does not have hopes and ambitions of some day having homes and being prosperous and happy as you men are today."

"I am 77 years old; I can read and write without the use of glasses; I drive an automobile anywhere in Chicago; I can ride horseback and mount a frisky horse from the ground. If I had my life to live over, I would come to the Panhandle and take advantage of the wonderful possibilities that are still within the grasp of everyone yet today."

Considering the builder as he works and his wholesome influence upon permanence of our city and realizing that his activities have more more than anything else to do with the greatness of our community, the Avalanche calls attention to the men who have stood head and shoulders above the citizenship in constructive building.

J. W. Neves, well known local contractor, and who is just finishing it, has been in taking company's home where 14th street crosses Avenue 7, and the Speech-Lewis building adjoining it, has been in Lubbock a number of years and has worked energetically to the end that Lubbock might become known as the most beautiful city of the southwest, and while his goal has not been yet reached in this connection, he has built so many modern homes and business buildings here that the program is well started and to see that Lubbock has profited much by his good works.

Mr. Neves has been active in his work and has given much of his time in helping with other development features of this city.

J. W. NEVES IS A RECOGNIZED BUILDER

RALEIGH MARTIN IS PIONEER GROCER OF LUBBOCK

Over fourteen years ago, Raleigh Martin established in Lubbock what is known as Martin & Wolcott Grocery. Mr. Martin is a pioneer merchant of Lubbock, and is widely known for his successful business career. The firm was first known as Martin & Holland; three or four years after its inception Mr. Wolcott who is now the junior partner took over the interest of Mr. Holland, and since that time to the present day the firm is known as Martin & Wolcott.

Martin & Wolcott Grocery is one of Lubbock's leading grocery stores, handling a complete line of only the best in groceries. In conjunction with his grocery business, Mr. Martin roasts fresh daily the well known Martin's best coffee. This coffee is used by many leading cafes in Lubbock and elsewhere.

Mr. Martin gives much of his time to church and club work, being an ardent worker in both. He also backs the many public enterprises of the day. H. W. Wolcott formerly of Midland, Texas, and the Junior member of the firm has proven a success in the grocery business, and is well known throughout the city.

We have sold the lease on our present building. We have just a short time to clear our stock out. If you will just read about the enormous reductions we are offering on our

Entire shelf hardware stock, auto parts, stoves harness, leather goods, etc.

you will be among the first to hurry to our store. The Red Tag Sale will open Monday morning, bright and early.

LISTEN TO THESE PRICES SHOUT

OIL STOVES—The entire stock of such merchandise as above enumerated goes at **WHOLESALE PRICES!** An example: The Kerogas Oil Stove, **OIL HEATERS**, large and small, laundry stoves, heating stoves. **Harness, Collars, Shoes.**

EVERY ARTICLE BEARING THE RED TAG IS WHOLESALE COST!—We promise you bargains in Shoes—such as you have never seen before. Bring the family to our store the first thing and get your share of the shoe offering.

EVERY IMPLEMENTS TO GO AT SACRIFICE—Wholesale cost! Included in this mammoth clearing goes the Avery line of Implements which we must move at once. Our stock includes: Harrows, (Disc, Drag and Tandem Disc) Two and Three Bob cat disc plows—Cultivators, Listers, etc.

OUR GROCERY STOCK can be purchased at Below prices until Market Conditions Change:

1—No. 1 1-2 Delmonte Sliced Peaches, per can	15c	1—Mother's Aluminum Oats	28c
1—No. 1 1-2 Delmonte Apricots, per can	15c	1—Large White Swan Oats	23c
1—No. 2 1-2 Delmonte Apricots, per can	25c	1—Small White Swan Oats	10c
1—No. 2 1-2 Sunkist Apricots, per can	25c	1—Can Old Dutch Cleanser	8c
1—No. 2 1-2 Libby Apricots, per can	23c	1—Can Light House Cleanser	4c
1—No. 2 1-2 Colton Apricots, per can	18c	1—Can Babbitt's Lye	11c
1—No. 2 1-2 Delmonte Peaches	25c	1—Cann Hooker Lye	9c
1—No. 2 1-2 Delmonte Halves Peaches, per can	27c	7—Packages Borax Washing Powder	25c
1—No. 2 1-2 White Swan Halves Peaches, per can	27c	7—Packages Star Naphtha Powder	25c
1—No. 2 1-2 White Swan Halves Peaches, per can	25c	23—Bars P & G Soap	\$1.00
1—No. 1 Flat White Swan or Delmonte Grated Pineapple	13c	23—Bars Walthke's Soap	\$1.00
1—No. 1 Flat White Swan or Delmonte Sliced Pineapple	15c	1—Armour's Castile Toilet Soap	7c
1—No. 2 tall White Swan or Delmonte Sliced Pineapple	23c	1—3lb Can Crisco	65c
1—No. 2 tall White Swan or Delmonte Crushed Pineapple	23c	1—6lb Crisco	\$1.25
1—No. 2 1-2 Colton Pears per can	25c	1—9lb Crisco	\$1.85
1—Gallon Peaches per can	55c	1—4lb White Ribbon Compound Lard	67c
1—Gallon Apricots, per can	60c	1—8lb White Ribbon Lard	\$1.32
1—Gallon Blackberries per can	60c	1—Can 25 oz. K. C. Baking Powder	20c
1—Gallon Apples, per can	55c	1—50 oz. Can K. C. Baking Powder	40c
1—Gallon Red-pitted Cherries per can	\$1.15	1—80 oz. Can K. C. Baking Powder	60c
1—Gallon Plums, per can	55c	1—1lb Calumet Baking Powder	28c
1—No. 2 Lawton Blackberries	15c	1—5lb Calumet Baking Powder	88c
1—10lb box Dried Apricots	\$1.65	1—Pkg. Macaroni, Spaghetti or Vermacelli	7c
1—No. 2 Farmer Boy, sweet Corn	11c	1—10c Size, any kind, Spices	6c
1—No. 2 Concho Sweet Corn	11c	1—1lbcan Star Brand Coffee	38c
1—No. 2 White Swan sweet Corn	16c	1—3lb can Star Brand Coffee	\$1.06
1—No. 2 Primrose sweet Corn	16c	1—1lbcan White Swan Coffee	54c
1—No. 2 1-2 Standard Tomatoes	16c	1—3lb can White Swan Coffee	\$1.55
1—No. 2 Standard Tomatoes	11c	1—1lb can Maxwell House Coffee	47c
1—No. 1 Standard Tomatoes	9c	1—3lb can Maxwell House Coffee	\$1.33
1—No. 2 Van Camp Pork & Beans	10c	1—gal. O' Cedar Oil	\$2.00
1—No. 2 White Swan Pork & Beans	10c	1—Gallon Comb Honey, new stock	\$1.85
1—No. 2 Armour Pork & Beans	10c	1—Half-Gallon Comb Honey new stock	95c
1—No. 1 Armour Pork & Beans	8c	1—Gal. Blue Label Karo Syrup	65c
1—No. 1 Van Camps Pork & Beans	8c	1—Half-Gallon Blue Label Karo Syrup	35c
1—No. 2 1-2 Delmonte Spinach	20c	1—Gallon White Karo	73c
1—No. 2 Delmonte Spinach	16c	1—Half Gallon White Karo	40c
1—No. 2 Tall Delmonte Salmon	25c	1—Gallon Green Velva Syrup	97c
1—No. 2 Pink Salmon	14c	1—Gallon Blue Br'er Rabbit Syrup	97c
1—Package Post Brand	12c	1—Gallon Royal Syrup	70c
1—Kellogg Bran	12c	1—Gallon Pan Cake Syrup	65c

STAR MERCANTILE CO.

THE SERV DRAW

Since 1918, the offered ple of its skilled eons and ents from The sa J. T. H and J. Five take care sanitarium now a for nura with are twen the insti Dr. J. dent of with Dr. dent and Dr. Kr geon of past six eye, nose at has fession h years, an sanitarium Dr. M. tified w Lubbock during wh his profes deal to of Lubbo additions tion of the busin site of the finest was deveh ion practic in this co lowing her Dr. J. P alist in the insti proving a The san steadily de now forty its operat sicians, nu large sanli Six thou patients ha sanitarium a majority ed the san to take es tistical etc. A specia and laborer under the tent techn service to be found size. No rapid growth of since was order to t

Rix's Removal Sale! Starts Monday September 22nd

From Sept. 22nd until moving time, we are going to offer the biggest bargains in house furnishing goods you have ever had an opportunity to buy. There will be genuine reductions on practically everything in our store. It is going to be an immense undertaking to move our stock of goods and we have put prices on our merchandise that should sell practically every piece of it before moving day. We can move the money easier than we can the goods. If you are in the market for anything for your home, this will be your chance to save some money.

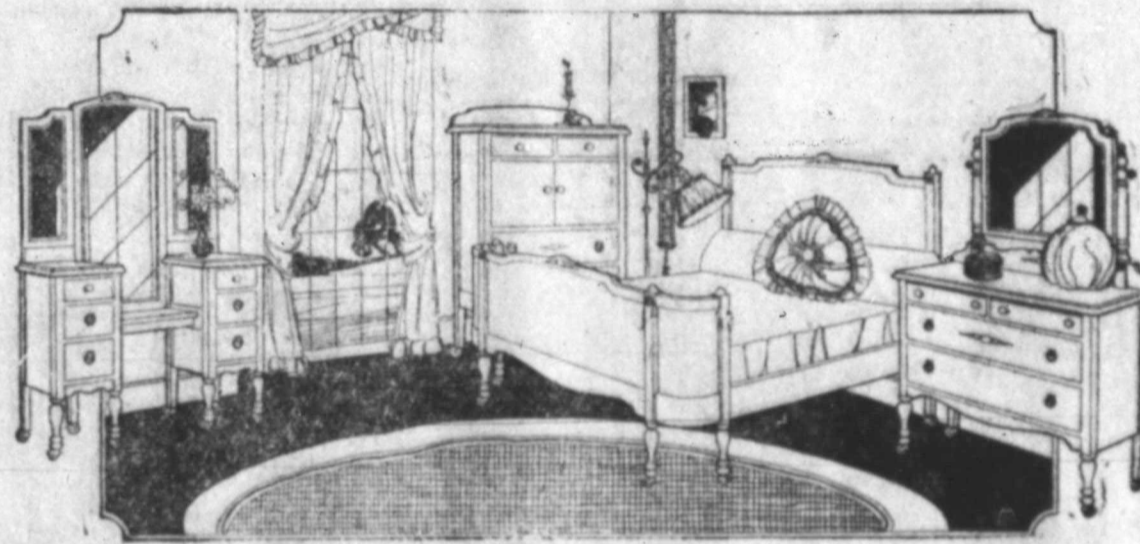
WE DELIVER TO YOUR HOME NO MATTER WHERE YOU LIVE!

This makes it just as easy for our out of town customers to take advantage of this sale as it is for those living right in Lubbock. We have customers scattered all over the Plains and we want them to get their share of these bargains. If you do not have an opportunity to come to Lubbock before Fair time, be sure to visit our store then. This will be the last week of the sale. There will be some special bargains offered at that time. Watch our show windows every day.

9x12 Congoleum Rugs — \$11.95

A GOLD, MOTH PROOF OVER-STUFFED SUITE, SETTEE AND TWO CHAIRS

\$300 Value for\$224.50

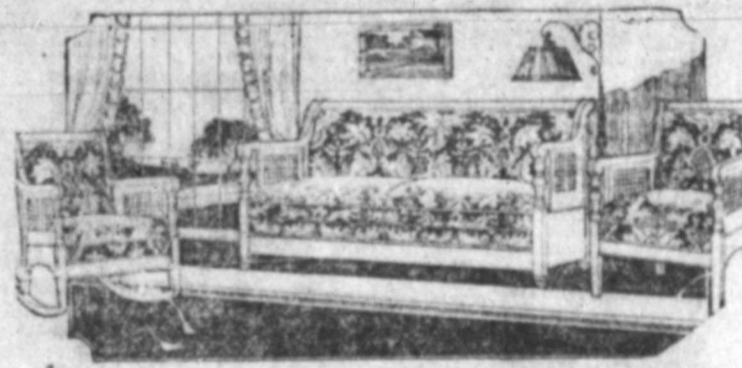


EIGHT PIECE GENUINE WALNUT DINING ROOM SUITE

Table, Buffet and six chairs. This is one of the finest suites we have in stock \$285 value for\$174.50

Here's a Wonderful Bargain in a Bed Room Suite. This is enameled in decorated ivory and consists of: Vanity Dresser, Chiffonette, Bow end Bed, Bench and Rocker

—\$220. value for \$145.00

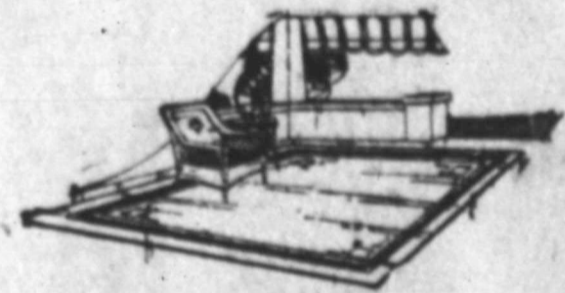


SOME WONDERFUL VALUES IN LIVING ROOM SUITES

A \$200 Kroehler bed davenport suite, 3 pieces, mahogany, upholstered in blue velour, two extra cushions for \$139.50

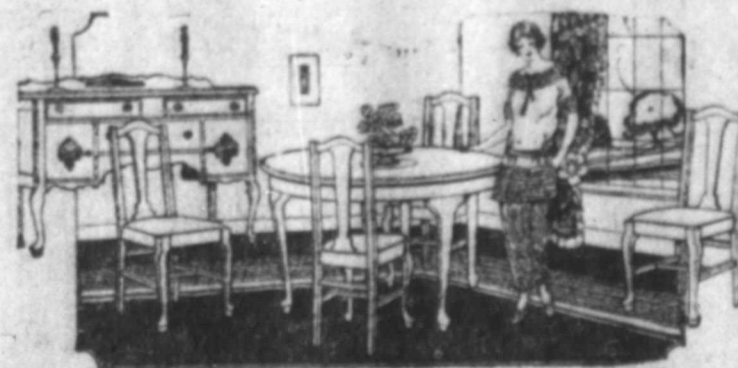
Here are Four Fiber Suits that you can buy for nearly Half Regular Price

- 3 pcs. Settee and two rockers, ivory, upholstered in excellent grade of tapestry, regular price \$175, Sale Price\$97.50
- 5 pcs. Settee, two rockers, ottoman and lamp, in blue and gold, tapestry upholstered, regular price \$232.50, Sale price\$135.50
- 4 pcs. Settee, two rockers and ottoman, putty color, upholstered in tapestry regular \$190.00 value for\$99.50
- 3 pcs. Settee and two rockers, putty color, decorated in green upholstered in cretonne, \$192.50 value for\$99.50
- A lot of Fiber davenport and library tables at half price.
- Oval Ivory table, \$40 value for\$20.00
- Ivory Library Table \$40 value for\$20.00
- Round fiber table, ivory, \$30.00 value for\$15.00
- Davenport fiber table in ivory \$40 value for\$20.00



BIG REDUCTION ON RUGS

- 9 x 12 Seamless Axminsters for \$26.95
- 9 x 12 Gold Seal Congoleum for \$11.95
- 9 x 12 Grass rugs for\$6.95
- 20 per cent discount on all other rugs.

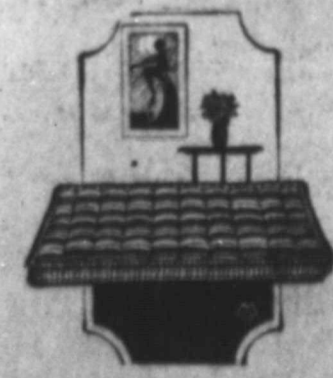


A HUB CANE SUITE, MAHOGANY, UPHOLSTERED IN TAUPE VELOUR

\$220 Value for\$149.50



Big Reduction on Oak Dressers of all kinds
 \$22.50 Princess, imitation oak \$14.95
 \$30.00 Princess Solid Oak \$21.95.
 \$38.50 Princess quartered Oak \$26.95.



Dreamland and Sani-down, guaranteed for 20 years\$39.50
 Sealy Mattress ..\$29.50

EXTRA VALUE
 45lb cotton mattress for \$8.45

RIX

FURNITURE AND UNDERTAKING CO.

"The House of Satisfaction"

Big Springs Lamesa Lubbock

Lubbock Morning Avalanche

VOL. 2, NO. 281.

LUBBOCK, LUBBOCK COUNTY, TEXAS, SUNDAY, SEPT. 21, 1924.

FULL LEASED WIRE UNITED NEWS

LUBBOCK STATE BANK GREATLY ENLARGED

**WORK NOW UNDER CONSTRUCTION
AT COST OF OVER \$60,000 WITH
MANY NEW FEATURES INSTALLED**

The beginning of industry on the immediate vicinity of Lubbock is not too far in the past to be remembered by some of our comparatively young businessmen, as following in the wake of the half-blazed trail of the cattle business in this section the first institutions to be organized and to become integral parts of the community and which were maintained for the common welfare were the banks, which have rendered great service to all kinds of industry.

The early banking business of Lubbock was not marked with the ease and comfort of its followers that is enjoyed today, and to weather the years of plenty and of little, strong men had to stand at the head of these institutions, being conservative when tendencies of their fellows were to be speculative, and more conservative when periods of financial depression wrought their influences upon business here.

The history of the Lubbock State Bank includes portions of history of other institutions. On March 14, 1900, Chas. E. Turner, according to records now owned by the bank, sold the lot at the corner of Main and Avenue I where the bank now stands to Allen Turner for a cash consideration of fifty dollars. Those were days of sure enough honest to goodness boom in Lubbock and after holding the lot until May 1st that year, Mr. Turner made another banner real estate deal of the season by selling the lot to J. A. Wilson for \$55, realizing the huge profit of five dollars on the deal.

Boom days continued here as prospects for Lubbock grew brighter with the arrival almost weekly of prairie schooners, laden with pioneers who would help in the development of the plains section, and on May 27, 1901, after owning the lot one year and a few days, Mr. Wilson proved himself a real sure enough real estate dealer by selling the lot at the neat profit of five dollars. Sure those were boom days. A five dollar bill was a whole lot of money in those days, according to old timers. The lot was bought by L. A. Knight and J. H. Slaton, of Plainview, and became the site of a building in which an independent bank was established and operated by Col. Hamilton, a conservative businessman who aided in the early development of the plains.

The business of the independent banker was bought by a group of prominent local citizens, who organized the Bank of Lubbock on March 4, 1902. The group of men interested in this bank was composed of R. M. Clayton, Geo. C. Wolfarth, W. D. Crump, J. B. Caldwell, I. L. Hunt, Geo. L. Beatty, H. D. Reel, Jack Alley, J. B. Mobley and E. Y. Lee. R. M. Clayton was president of the bank with I. L. Hunt, cashier.

This bank was immediately nationalized and given the name of The First National Bank. In January 1903 Geo. C. Wolfarth, succeeded Mr. Clayton as president of the bank. Another change in officers was made on October 4, 1904 when L. T. Lester became president of the bank with O. L. Slaton, vice-president and W. S. Posey, cashier.

Mr. Slaton had not been president of the bank long when in November 1913 he and W. S. Posey sold their interest in it to L. T. Lester and organized the Lub-

bock State Bank with a capital stock of seventy-five thousand dollars.

In February 1915 the Lubbock State Bank absorbed the First National Bank by consolidation and increased the capital stock to one hundred thousand dollars. The institution continued business under the name of the Lubbock State Bank with O. L. Slaton, president, W. K. Dickinson, vice-president, and Walter S. Posey, cashier.

On July 1st, 1924, at a meeting of the board of directors of the bank the capital stock was increased to two hundred thousand dollars. The building in which the bank has been housed for several years was completed in 1911 at a cost of \$50,000 and is one of the most modern businesshouses to be built here during that time. Construction work of remodeling and rearranging the building is being done by Ramsey Brothers of El Paso at a cost of more than thirty five thousand dollars.

Italian Marble partitions with steel fixtures and marble floors, splendidly arranged, with white plastered walls, will make the interior of this building more beautiful than any to be found in this section when it has been completed with the new steel lined vault, which is equipped with a twenty ton modern time-clock door and which has two compartments, one for the customers lock-boxes and one for the bank's money. Entrance to the vault which is made through a small hallway after passing through the main door of the vault. Record filing shelves and stock rooms are provided in the ample basement spaces which are equipped with tables upon which ledgers may be placed while being worked over, and in fact every facility for making more efficient and better work within the walls of the institution have been provided from the president's office to the furnace room.

With this modern building in which to conduct the business and with the confidence the officers of that bank have built up through their years of faithful service to the people of this section, coupled with its financial strength, the Lubbock State Bank rightfully holds the place of being one of the big business institutions of Lubbock and the plains and its continued growth and development is assured.

O. L. Slaton is now president of the bank with W. S. Posey, F. R. Friend and W. K. Dickinson, vice presidents. All of these men have been in Lubbock a number of years and coupled with their understanding of the banking business is their knowledge of conditions and possibilities here which enables them to render better service to their patrons.

J. M. Denman is cashier of the bank with Ralph Bedford, Herbert Lowery and A. F. Stevens, assistant cashiers. These are all young men, most of whom have been in the bank's service several years and the efficiency with which they carry on their work is another feature of the bank's service to patrons that is valuable to patrons.

The board of directors at this time is composed of W. K. Dickinson, J. D. Lindsey, J. T. Hutchinson, Roscoe Wilson, O. L. Slaton, J. S. Johnson, W. S. Posey and F. R. Friend.

"Spring fabrics" interest the women folk, but old dad will merely shed his vest as usual.

SINCE THE EARLY DAYS IN LUBBOCK THE WESTERN WINDMILL COMPANY HAS BEEN A LEADING BUSINESS: IS STILL GROWING

The Western Windmill company is a pioneer institution of Lubbock, its first introduction to Lubbock having been made in 1902 when a retail hardware business was established by Stringfellow and Hume, which business was bought by the Western Windmill company in 1905, and the present manager of the company S. C. Wilson, took charge of the store.

There was much to be done in the development of this territory at that time and Mr. Wilson joined hands with the other pioneers of Lubbock in doing everything possible for Lubbock's betterment and since his early experiences in doing civic work here has proved a consistent and able Lubbock booster, and has figured conspicuously in every project put over for the betterment of Lubbock.

ally across Main street from the Santa Fe passenger depot.

Mr. Wilson remained at the head of the firm and Gus Niblack, an efficient bookkeeper and assistant to the manager, who has been in the employ of the company for ten years, together with Bill Neves, who is now travelling salesman for the company and who has been in its employ for the past three years, are still on the job helping in every way possible to advance the interest of the company in the same loyal manner that has characterized their work.

The Western Windmill company has distribution of Eclipse Windmills and a general line of pipe-fittings, water supply material, plumbing supplies and gin and mill supplies in this territory and are splendidly arranged for accommodation of this business in their large building which has main floor, and basement storage together with a large amount of lot space where such materials as can be placed on the outside are stored.

The many years the Western

Windmill company has been operating in Lubbock it has been an integral part of the community life, and its management has been a staunch supporter of Lubbock schools and other institutions which have a part in making our people happier and better citizens.

Mr. Wilson is president of the Kiwanis Club, a place which demands much of his time and attention, is a member of the board of trustees of the Lubbock Independent School District, is an active worker in the Chamber of Commerce and in many other ways demands much of his time and attention to the things that are designed to make Lubbock a better place in which to live.

The Western Windmill company justly holds an enviable position for the good it has wrought in this territory, and it is encouraging to know that institutions which mean so much to the common good should prosper as has been the case with this valuable firm.

WACO PEOPLE MAY ESTABLISH HOME IN LUBBOCK

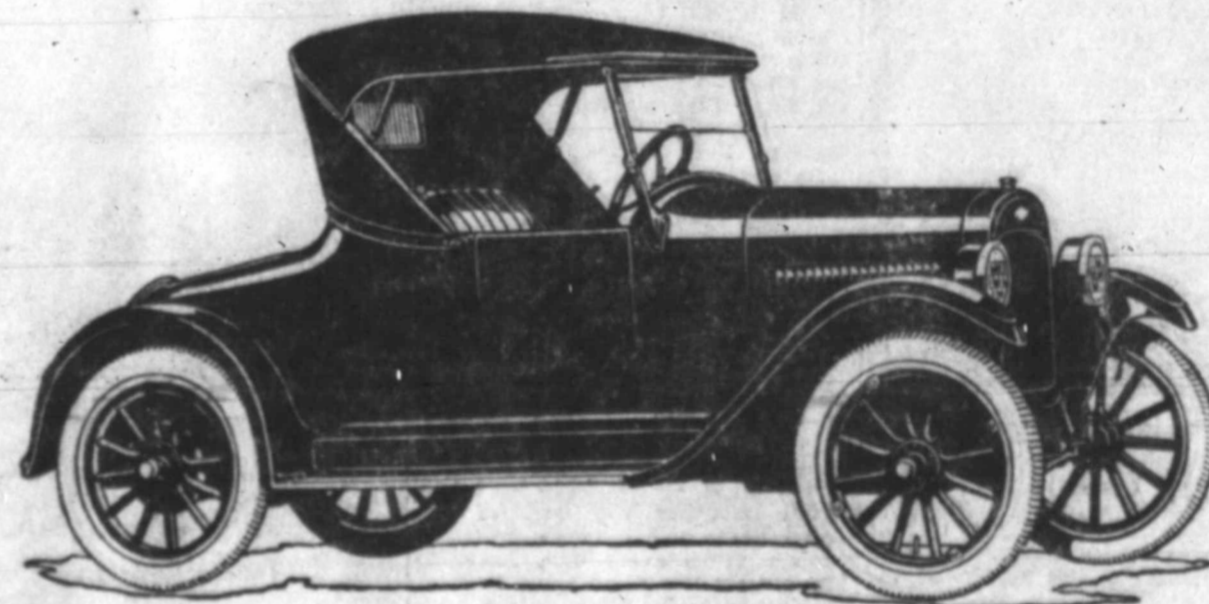
C. L. Pardue and wife, of Waco, arrived in Lubbock Saturday and remain here several days visiting Louie P. Moore, Clerk of the 72nd Judicial District Court.

This splendid family is making an inspection of this territory with the view of locating some where on the plains and friends of the district clerk who understand his ability at selling the plains and Lubbock, predict the Waco couple will make their home here in the near future.

That air race to the North pole under no conditions could produce a hot finish.

Autos are hard to dodge, but not as hard as political issues.

CHEVROLET



83 Quality Features

Read this list of 83 Chevrolet quality features carefully! Check it against that of any other car near Chevrolet's remarkably low price. Such equipment is necessary for a complete and satisfactory motor car. Yet with all these quality features Chevrolet averages the lowest cost per mile of any car built, purchase price and maintenance considered.

- | | | | |
|---|---|---|--|
| 1—Valve in Head Motor. | 23—Headlamp Dimmers. | 41—Four Frame Cross Members. | 64—Tire Carrier. |
| 2—Oil Pump for Efficient Lubrication. | 24—Dash Lamp. | 42—Drop-Forged Front Axle. | 65—First Quality Tires. |
| 3—Oil Level Indicator. | 25—Tail Light on Battery Circuit. | 43—Ample Clearance Below the front axle. | 66—Speedometer. |
| 4—Oil Gauge on Instrument Board. | 26—Klaxon Electric Horn. | 44—Irreversible Steering Mechanism. | OPEN MODELS— |
| 5—Step-cut Piston Rings. | 27—Horn Button in Center of Steering Wheel. | 45—Large Steering Spindle Bolt. | 67—Side Curtains Open With the doors. |
| 6—Compensation Carburetor. | 28—3-Speed Selective Sliding Gear Transmission. | 46—Tapered Steering Arm. | 68—Triple-Baked Enamel Finish. |
| 7—Hot Air Stove in Connection with Carburetor Intake. | 29—Hand Gear Shift Lever. | 47—Spring Cushioned Steering Connecting Rod. | 69—Large Glass Window in Rear Curtain. |
| 8—Valve Adjustment at Top of Push Rods. | 30—Standard Clutch and Brake Pedals. | 48—New Departure Ball Bearings in Front Wheels. | 70—Bureau Curtain Fasteners. |
| 9—Exhaust Manifold Off Center of Motor Block. | 31—Accelerator and Accelerator Foot Rest. | 49—Artillery Type Wheels. | 71—Curved Bottom Windshield. |
| 10—Full Protective Under Pan. | 32—Spiral Bevel Cut Ring Gear and Pinion. | 50—Vacuum Fuel Feed. | 72—Rubber Weather Strip on Cowl. |
| 11—Ventilating Louvers in Hood. | 33—New Departure Ball Bearing on Pinion Hub. | 51—Gasoline Tank Located at Rear. | 73—Four Doors. |
| 12—Cone Clutch. | 34—New Departure Thrust Bearings. | 52—103-Inch Wheelbase. | CLOSED MODELS— |
| 13—Centrifugal Water Pump. | 35—Live Rear Axle Shafts Mounted on New Departure Ball and Hyatt Roller Bearings. | 53—Alumite Lubricating System. | 74—Body by Fisher. |
| 14—Harrison Honeycomb Radiator. | 36—11-Inch Brake Drums. | 54—Full Stream Lines. | 75—Fine Finish. |
| 15—Rubberized Radiator Cap. | 37—Positive Brake Linkage. | 55—Low Seats. | 76—Plate Glass Windows. |
| 16—"V" Fan Belt. | 38—Turnbuckle Brake Adjustment Board. | 56—Crowned Paneled Fenders. | 77—Termosted Window Regulators. |
| 17—Distributor Ignition. | 39—Efficient Hand Brake. | 57—Covered Running Boards. | 78—Door Locks. |
| 18—Remy Electric Starter. | 40—Deep 4 1/2 inch Frame. | 58—Positive Door Catches. | 79—Sun Visor. |
| 19—Remy Generator. | | 59—Double Adjustable Windshield. | 80—Windshield Cleaner. |
| 20—Ammeter on Instrument Board. | | 60—Demountable Rims. | 81—Velour Upholstery and Dome Light. |
| 21—Storage Battery. | | 61—Extra Rim. | 82—Robe Rail. |
| 22—Drum Type Headlights. | | | 83—Straight Side Cord Tires. |

Kuykendall Chevrolet Company

De Luxe Touring . . . \$750
Superior Roadster . . . \$590
Superior Touring . . . \$605
Utility Coupe . . . \$785

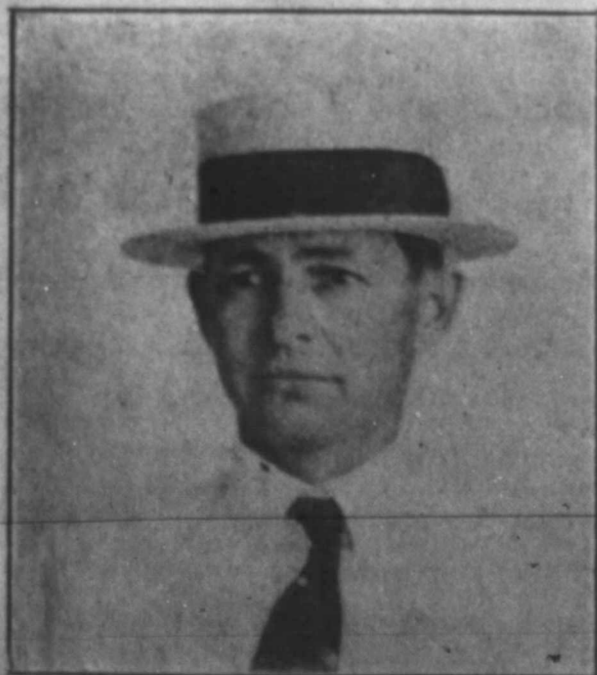
Prices Delivered Lubbock



For Economical Transportation

4-Passenger Coupe . . . \$875
Superior Sedan . . . \$945
Express Truck . . . \$635

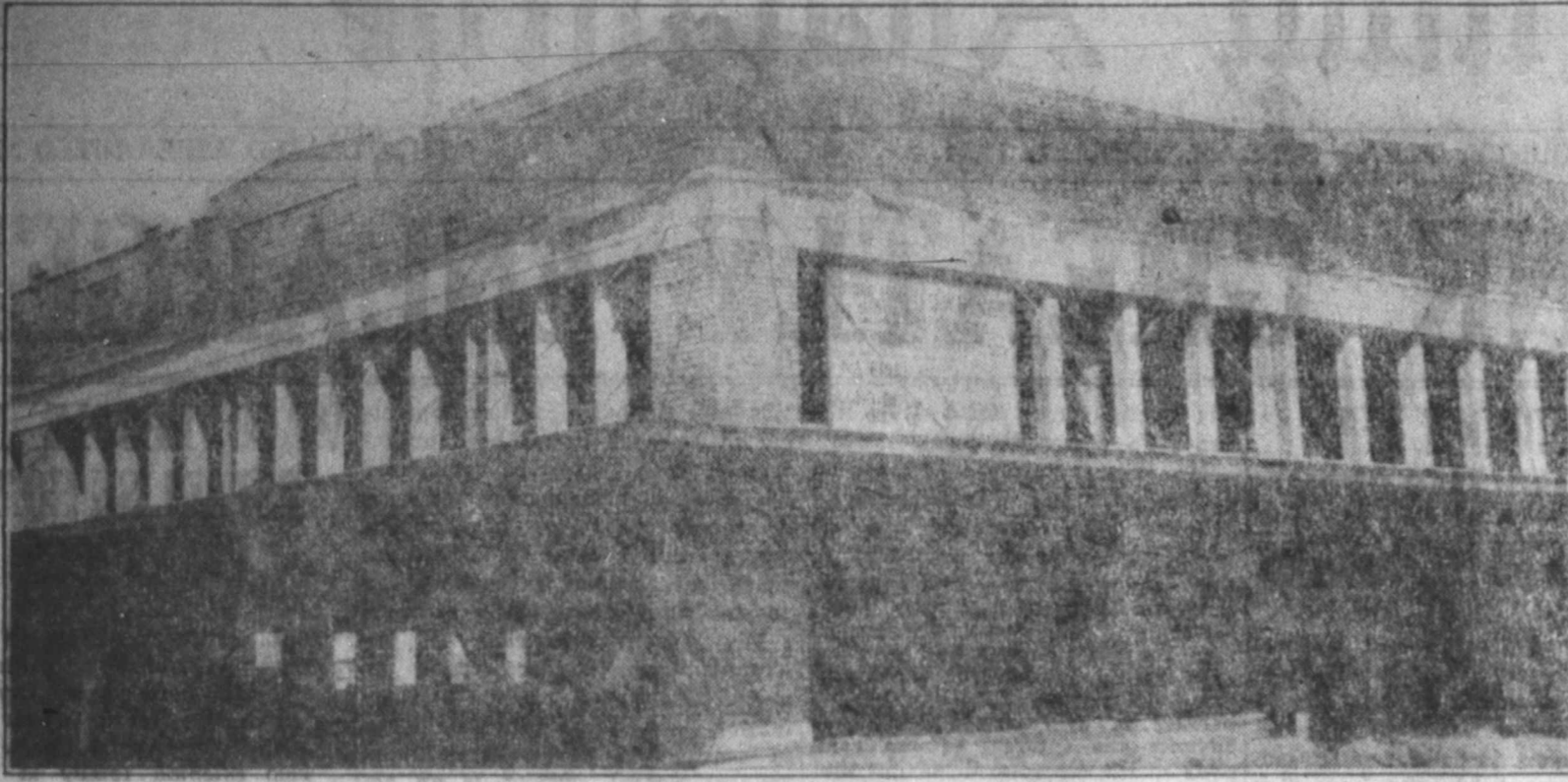
Prices Delivered Lubbock



R. H. (Butterflake) Martin

One of the outstanding business men of Lubbock is R. H. Martin, manager, owner and founder of Martin's Bakery, renowned throughout the South Plains by reason of the quality of Butterflake bread—one of its products, and a hobby of Martin.

"WHERE THIRTEENTH STREET CROSSES AVENUE J"



The new home of the Rex Furniture & Undertaking Co. Construction work was being rushed last week when the above photo was taken by the Avalanche Staff Photographer. It is the intention of the contractor, J. W. Neves, to have this building completed by October 1st.

LUBBOCK AUTO CO. ONE OF THE BIG INDUSTRIES OF LUBBOCK, PAYROLL BOON TO OTHER BUSINESSES HERE

Designed as it is to herald to its readers to industrial development of the plains country, this account of the development of the Lubbock Auto Company, a fast growing local institution, deserves liberal space in this issue.

The Company is now owned by the manager, George Benson, and Sam C. Arnett, president of the Citizens National Bank, the latter having several months ago bought one-half interest in the business that was held by Joe Dick Slaughter.

The business of the Lubbock Auto Company, which is the authorized Ford Sales Agency for this city, has been conducted along the most progressive lines and despite the fact that every individual on the company's payroll is capable of helping in the various departments of the business the management has succeeded also in combining in its employees the efficiency of expert departmental workers, and today every feature of that business from the machine shop to the manager's desk is looked after by a department superintendent whose entire attention is given to the problems of the work coming up within this department.

George Benson, manager of the business, is assisted in this task by Harry Morris, who has been with the company several years and whose wide acquaintance throughout this section enables him to help to carry the business of the company into a wide trade territory. Together with his duties of looking after the business that is transacted at the office each day, Messrs. Benson and Morris make a good team in working together on the outside with their salesmen and their combined efforts have resulted in the business of that company being placed entirely on an efficiency basis.

Miss Ruby Lee Brooks, the only woman employe of the company, has charge of the bookkeeping department, and in this work has to look after practically every phase of the business. "General Manager" would be an appropriate title for Miss Brooks, and to see the amount of work she does about this office one would be convinced that she lives up to that title. Manager Benson said in commenting on her work.

Despite the fact that modern steel parts bins and other equipment has been installed in the company's building to adequately take care of the large stocks on hand at all times, the numerous sales and orders from the machine shop keep a constant drain upon this stock at all times, but with C. E. Wheelock, another member of the firm who has been reared in Lubbock, on the job the part bin are kept supplied at all times and no order can be made for anything that is built on a Ford but that can be filled in little time. The efficiency with which this department is cared for by Mr. Wheelock has made it a pleasure for the many Ford owners to call there for whatever they need.

E. P. Williamson, sales manager of the company, has established a national reputation, in that he was runner-up in a nationwide sales contest conducted by the Ford Motor Company last winter. Williamson had made more sales than any other Ford salesman in the United States on the fifteenth of the month when the first announcement was made of the contest, and retained his lead until near the close of the contest when he fell back to second place by only a few cars. Considering the fact that this section is not so developed as other sections of the country where Ford salesmen were on the job and looking upon it as a handicap, friends of the local salesman were prone to believe that with all things equal he would have gained first place and the recognition that would have accompanied the winnings that of

being the best Ford "Peddler" in the whole United States.

Williamson has stayed on the job through the rush months of the fall season and through less active days of the summer months, and is still battling a "good average" with prospects for another spurt in sales during the approaching fall months.

L. R. Gamble, salesman of Lincoln cars for the company, is well known throughout this trade territory, and while he is valuable in assisting with other features of the business, he is doing good work in promoting sales of Ford's biggest cars. The company contemplates keeping one of these fine and expensive cars on display when their building now under construction has been completed.

John H. Arnett, Ford Salesman, is to be found on "the job" at all times and his efforts are resulting in giving "wider circulation" to the Ford reputation for durability and convenience.

A. D. Caldwell is also a member of Sales Manager Williamson's force and much of the good sales record the company is making is due to his efforts.

Bill Duncan is another of the company's expert department superintendents and has charge of the Battery department in which work he devotes his entire time. This department has a large patronage, the growth of which is due only to the materials and stock it offers the buyers, but to the genuine service that Duncan strives to give under all circumstances.

J. Y. York who has charge of Fordson service is familiar with all features of the sturdy tractor and is a valuable aid to all users of these tractors.

Laddie Rankin, Fordson and implement salesman, has been reared in Lubbock, and together with his knowledge of the Fordson and the farm implements offered for sale to be used with it, he has a wide acquaintance throughout the territory served by the company.

B. W. Stubbiefield, highly trained and experienced mechanic, is foreman of the company's shop where repair service is given on a number of cars each day. He has a corps of efficient mechanics in this department, that despite a handicap of not having sufficient space in which to carry on their work as well as they will when they occupy the building that is now under construction for the company, they give service on all models for Fords and prompt service is given in every case. Mr. Stubbiefield's corps of mechanics are made up of Joe Wyche, H. L. Thaxton, Ferris Moore, Harris Britton, J. J. Owens and A. C. Fortenberry.

Fortenberry has been out of the shop a great deal of the time superintending work and looking after machinery on the Fordson Farm which is owned by Mr. Benson. That he has done this work well however is shown in the fact that they have cultivated 270 acres of cotton, which promises a good yield, at an expense of \$1389 up to Saturday, September 13th, when data for this article was given the writer. Fordsons have done all the work on this farm, being equipped with modern plows. This is one of the largest cotton crops to be made in this section where a hoof has not touched the ground since cultivation started early in the spring when disc plows were used to flat-break the land.

Manager Benson stated that when the building that is now under construction at the corner of Ave. J and 9th Street by contractor D. N. Leaverton, which is 104 by 125 feet and which is being built at a cost of forty thousand dollars, they hope to employ an additional number of men who will be lined up with the old timers of the forces to help carry on the fast increasing business without delay in any department.

Five thousand dollars worth of

new equipment will be installed, including additional steel bins, shop equipment, steel lockers for the mechanics, an individual shop switchboard, modern ice water fountains, wash rack for the mechanics, and in fact everything that is to be found in the modern garage.

Room for two or three times more space for the machine shop than now occupied, will be provided in the new building, where Manager Benson said they hoped to give better service to Ford Owners and where special quarters for Lincoln service will also be provided.

An idea of the future possibilities of this company can be seen through the fact that on last June 1st, three years ago they entered their present location, since which time they have sold eighteen hundred Ford Cars, trucks and tractors.

The length of a Ford is eight and one third feet, and while the tractor is a few inches shorter, the truck is sufficiently longer to make the Ford length a good average, which, figuring ten feet space between the vehicles, they would form a parade line six miles long, and yet the manager hopes to make this line look short as compared with the number that will have been closed at the close of another three year's business.

Their goal for 1924 is to sell one thousand Fords, including trucks and tractors, and that they will easily pass this goal is shown in the fact that they have already sold six hundred cars since January 1st, and have received orders for 380 cars to be delivered this fall.

The monthly pay roll of the company is \$2750, with an overhead expense every day, including the pay roll and which is spent right here in Lubbock, is one hundred and fifty dollars.

Ten employes of the company own their own homes in Lubbock, and are encouraged in home ownership by the management of the company, who hopes to do something more for Lubbock than to maintain a business institution here.

While cars are easy to get at this time, Mr. Benson stated that with the 380 advance orders for fall delivery on file in the office, they may experience some difficulty in delivering cars, this fall immediately after orders are received.

THE SOUTH PLAINS LAUNDRY SERVES BIG SECTION

The South Plains Laundry has been serving the people of Lubbock and the South Plains for a number of years, and today it is serving more people than at any time during its past history.

The business is conducted under the efficient management of Wesley Von Rosenberg, who is assisted in the office by Miss Cuna Wilkinson, who has been with the company for the past year and a half and is familiar with the business of the firm and is a valuable aid in the effort that are being made to expand the business and enlarge the territory served by the laundry.

Sub stations for the South Plains Laundry are established at Littlefield, Ralls, Brownfield, Abernathy, Levelland, Ropesville and other towns on the South Plains, and a large fleet of motor delivery cars are used to take care of the big patronage that is enjoyed locally. Twenty people are employed to carry on the business of the South Plains Laundry, which has a large investment involved in its building, expensive modern laundry machinery and equipment which distinguishes it for being one of the best equipped laundries in the country.

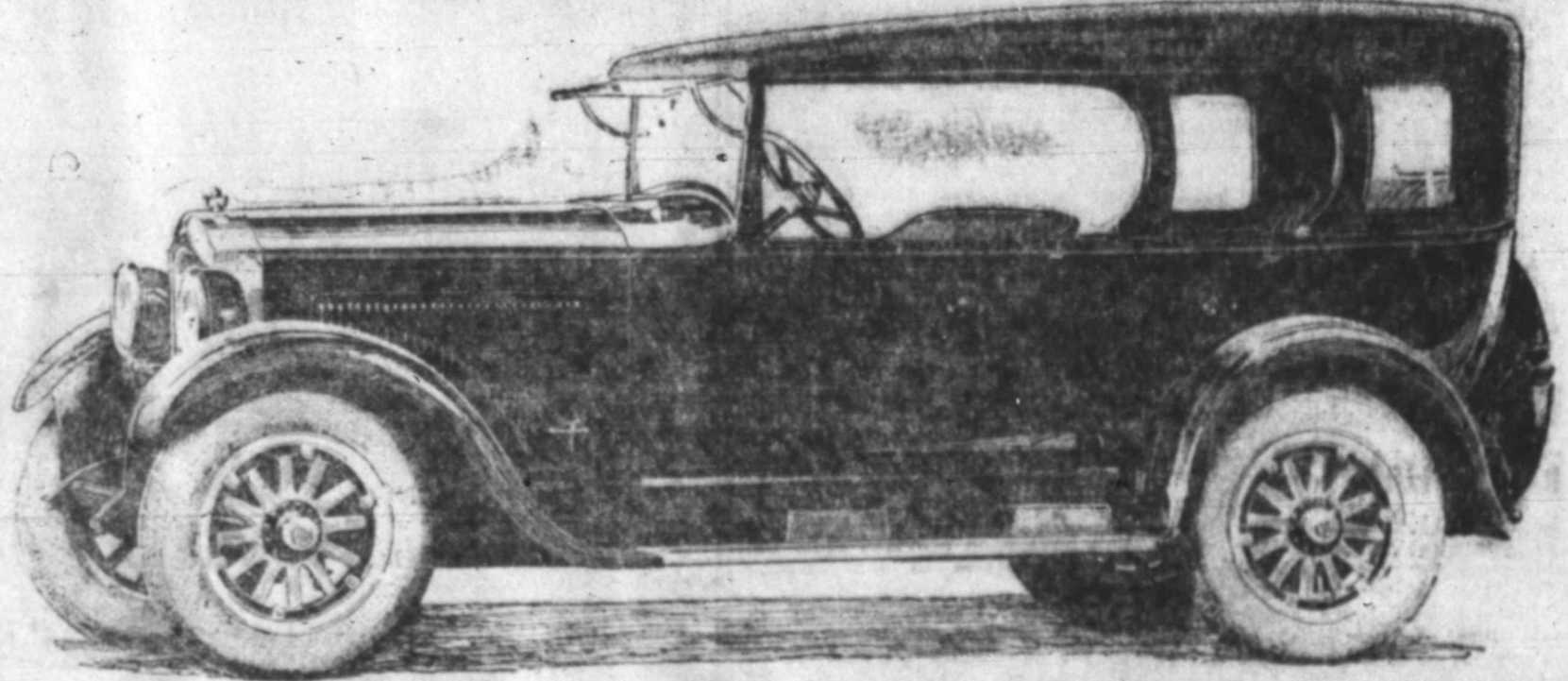
Such institutions as the South Plains Laundry, serving many people living away from here, are doing a great work in establishing Lubbock's reputation as a trade center and a place where business of all kinds is given that personal attention that is so much appreciated by patrons.

Italy is subsidizing steamship lines to encourage development of a greater merchant marine.

Joseph Wedgwood, the potter, was the grandfather of Charles Darwin, the scientist.

NEWTON PLUMBING COMPANY SERVES MANY PATRONS

The Newton Plumbing Company, of which Roche Newton is owner and manager, is serving a big territory, and the good service offered its patrons is largely responsible for the fact that this company is well and favorably known in all towns on the plains, where they receive many large contracts, which has increased



Have you seen this new car? -It is a closed-open car!

VALUE POINTS— New Special Six:

- The New Duplex-Phaeton Body—it solves the closed-open car problem.
- Genuine Balloon Tires—20 x 6.20 inches.
- New Satin-Lacquer Finish.
- Spanish chrome tanned leather upholstery.
- New idea in ease of operation and control.
- Vibrationless Engine: forced-circulation oil system with new idea in oil supply.
- Four-Wheel Hydraulic Brakes optional—totally unlike any other system on American cars.
- Automatic braking pressure.



STANDARD SIX 102 in. W. B. 50 H. P.	SPECIAL SIX 102 in. W. B. 50 H. P.	BIG SIX 107 in. W. B. 55 H. P.
5-Pass. Duplex-Phaeton \$1145	5-Pass. Duplex-Phaeton \$1495	7-Pass. Duplex-Phaeton \$1875
3-Pass. Duplex-Roadster 1125	3-Pass. Duplex-Roadster 1450	5-Pass. Coupe..... 2650
3-Pass. Coupe-Roadster 1395	4-Pass. Victoria..... 2050	7-Pass. Sedan..... 2785
5-Pass. Coupe..... 1495	5-Pass. Sedan..... 2150	7-Pass. Berlin..... 2860
5-Pass. Sedan..... 1595	5-Pass. Berlin..... 2225	
3-Pass. Berlin..... 1650		

Studebaker Hydraulic 4-Wheel Brakes, Optional Equipment. On all Standard Six models, with 4 disc wheels and spare rim, \$60.00 extra. On all Special Six and Big Six models, with 5 disc wheels, \$75.00 extra. (All prices f. o. b. U. S. factories, and subject to change without notice.)

CULLUM BROTHERS Distributors

THIS IS A STUDEBAKER YEAR

The volume of business to such an extent that while Mr. Newton and one helper was able to handle the work for a time, he now has three regular helpers, and employs other skilled plumbers through the busy seasons. Mr. Newton has active charge of his business and his straightforward manner of handling business has won for him many friends throughout the Lubbock trade territory. Newton plumbing was installed in many of the biggest business houses of Lubbock.

MEADOW IS TO HAVE NEW GARAGE AND FILLING STATION

MEADOW, Sept. 19.—H. S. Lusk of Dickens started construction on a building 40x42 Monday morning just north of the Masonic building and as soon as it is completed he will open up a garage and filling station. This will give Meadow another business and as the country surrounding Meadow is growing very rapidly there is no doubt but that Mr. Lusk will enjoy a nice business. We extend to him and family a glad welcome to become citizens of our town.

1923 WHEAT CROP COST FARMER A NET LOSS OF 25 CENTS PER BUSH

The fallacy of the Republican claim that the tariff on wheat imposed by the Fordney-McCumber act "saved the American wheat farmer" is bared by figures on production costs and selling prices for 1923 in a bulletin issued by the U. S. department of Agriculture.

The Department's bulletin shows that wheat on 7,832 farms covered in the survey cost to raise on the average \$1.24 per bushel, and had an average sales value to the grower of 99 cents per bushel, a loss of 25 cents on every bushel of wheat grown. The survey shows an average gross cost of raising the

wheat of \$22.82 per acre. The credit for straw allowed was \$1.30 per acre, leaving an average net cost of \$21.52 per acre, or \$1.21 per bushel, the average yield being 17 bushels per acre. The same survey shows that oats cost 52 cents per bushel to raise, and had an average sales value of 49 cents per bushel, a loss of three cents per bushel. High prices for what he must buy, due to the high tariff duties, and low prices for his wheat, largely occasioned by the tariff bill's shutting off of export markets, are the chief

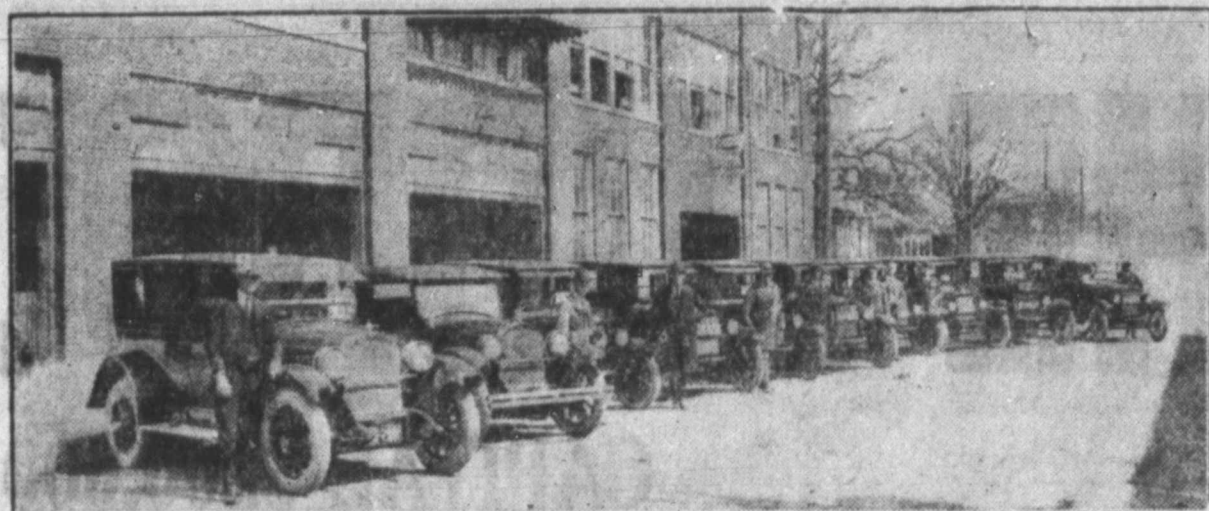
causes of the farmers' ruin. High freight rates are another large factor. With such appalling losses to the growers, it is not surprising that 1 per cent of the farmers in the chief agricultural states are insolvent, and that 342 banks in the states west of the Mississippi river failed during the first six months of 1924. Trouble with a political job is your feelings get hurt when you lose it and have to go to work.

Try---
T. S. JORDAN GROCERY
(Successors to the Joe C. Webster Grocery)

I am a new man in Lubbock and want to make the acquaintance of you people. Come to my store or phone me your grocery orders. A trial is all that I ask. I assure you of good groceries—courteous treatment and prompt service.

T. S. JORDAN GROCERY
Let's Get Acquainted
Phone 19 Lubbock

GETTING READY TO START TO LUBBOCK



A rush on Automobile Buying Brings Such Scenes. The prosperity of the South Plains is further emphasized by the sale of hundreds of automobiles annually with practically all makes represented. The above scene was taken in Dallas last year when the Lub-Tex Motor Company of Lubbock could not wait on factory delivery and drove caravans of cars like the above thru the country to Lubbock to supply the demand.

ONE OF THE LARGEST STOCKS OF FINE JEWELRY EVER CARRIED IN LUBBOCK TO BE SHOWN AT ANDERSON BROS. STORE

Anderson Brothers Jewelry is one of the fast growing institutions of Lubbock, and since its establishment in a well arranged store room in the Citizens National Bank building on October 10th the volume of business which has been enjoyed by the company was much greater than was ever anticipated by the managers.

J. C. Anderson is general manager of the business while Clay is an experienced watch maker, and is assisted in taking care of this feature of the business by M. G. Long.

Dr. M. F. Swart is manager of the optical department of Anderson Brothers Jewelry Store and work will begin Monday on the building of a balcony in the rear of their store, where the Optical department will be placed. This will give added room to the jewelry business, and shipments of modern and beautiful furniture for this store have already been made and will be received here soon.

It was stated by the manager of the business Friday that one of the largest jewelry stocks ever shown in Lubbock will be placed in that store this fall, when late purchases have all been received. These large purchases were made to meet the anticipated demands for Anderson Brothers believe

business will be better this fall than at any time in the history of Lubbock and their confidence is given expression in the goods being bought for that store.

Anderson Brothers have followed a very aggressive sales policy, and deserve much credit for the development of a large and exclusive trade here. They have advertised their merchandise to all the people of the south plains, as a result of which their store is the shopping center of perhaps a much larger territory than is being served by any store of this kind on the plains.

The future development of Lubbock will mean much in the future development of this fast growing store and its continued development will also mean much to Lubbock, as Anderson Brothers are loyal to the civic clubs and organizations having to do with the development program and offer liberal support to them.

J. C. Anderson is member of the Texas Retail Jewelers Association, and also of the National Retail Jewelers Association, the annual convention of which he attended last month at Chicago, where the latest ideas in this business were presented by world-famous merchants in this line.

THE CITIZENS NATIONAL BANK HAS MADE RAPID DEVELOPMENT SINCE 1906 WHEN IT WAS ORGANIZED BY GEO. C. WOLFFARTH

On the sixth day of May, 1906 the Citizens National Bank, which is now housed in a modern three story brick building at the corner of Broadway and I, was organized by George C. Wolffarth and W. A. Cariale, both of whom were active in the early development of Lubbock and who have had a great deal to do with industrial developments here.

The Wolffarth interest in the bank was bought by France Baker, now vice-president of that institution, on April 2, 1920, since which time he has been active in the management of that institution.

After the bank was organized in 1906 with capital stock of \$50,000 it was operated in a frame building at the location of the present building until 1911 when the present home was erected at an initial expenditure of forty-five thousand dollars. The capital stock is now \$100,000.

France Baker, well known throughout this section of the plains for his business ability, is the largest stockholder in the bank, and is devoting his entire time and attention to looking after its interests.

ing business when he took a "job" in the First National Bank at Lockney in 1910, where he worked four months without pay in order to become sufficiently efficient to hold a job in the bank which paid a small salary. After his apprenticeship had been served and after he had begun to draw a salary for his work, he bought one share of the bank's stock on credit, which he paid for in installments by having the even amounts deducted from his pay check. The early savings made in this manner enabled him to make even larger purchases of stock as the years passed, and in 1914 he bought the entire amount stock held by the cashier, and was elected to this place by the board of directors. All employees of the bank were discharged at that time and Mr. Baker, assisted by his wife as an assistant cashier, took care of all features of the business, which made continual growth and which served the people of that community as well as a bank could, and in 1917 Mr. Baker bought the stock that was held by the president of the bank and thereby gained possession of a controlling stock. Having apparently gained as much

ground in the business as was offered in Lockney, Mr. Baker became interested in new fields of endeavor and upon investigation convinced himself that Lubbock offered greater opportunities for him than any other possible location, which led to his purchase of the Wolffarth stock in the bank. During his banking experience in Floyd county Mr. Baker learned the value of farm ownership, and bought a 640 acre tract near Lockney, where five hundred acres are planted in wheat every year and estate the crop has been a paying proposition since his first taking over the land.

Sam C. Arnett, president of the

Citizens National Bank, is one of the men who has helped materially in the development of Lubbock and the plains country, having come to the plains in 1904 since which time he has been associated with W. L. Ellwood in the ranching business. He first became interested in the bank in 1920 as the stockholder and vice-president, and was elected president of the bank at a meeting of the board of directors two months ago.

F. A. Norman, vice president and cashier of the bank, has been in that business more than sixteen years, ten years of which he was employed at Rock Island, Texas, following which he was associated with the City National Bank at Taylor, and then went to Eagle Lake, Texas, where he spent six years in the banking business which place he left to come to Lubbock and become associated with the Citizens National. Mr. Norman is a progressive young businessman who will do much in the development of that bank and for Lubbock, and men of his type are heartily welcomed here.

W. L. Ellwood, owner of the estate ranches, one of which is composed of four hundred and forty sections of fine grass land, has been identified with the bank as stockholder and a member of the board of directors for several years, and is one of the largest stockholders in the bank. During his banking experience in Floyd county Mr. Baker learned the value of farm ownership, and bought a 640 acre tract near Lockney, where five hundred acres are planted in wheat every year and estate the crop has been a paying proposition since his first taking over the land.

Assistant Cashiers Paul Hardwick and E. S. Stewart have been in Lubbock more than two years working in the Citizens Bank and for its best interests, and they have much to do with the large patronage enjoyed by the institution due to their wide acquaintance and large number of friends here. Guy L. Thow, another assistant cashier, has not been in Lubbock but a few months, but he is a valuable member of the working force.

Misses Myrtle Lemons, Ruth Hooper and Georgia Jackson have charge of the bookkeeping and stenographic work for the bank. The following compose the board of directors: W. O. Stevens, chairman; Sam C. Arnett, W. L. Ellwood, France Baker, F. A. Norman, Joe Boyd, Geo. R. Bean, Joe Dairymple, Wm. D. Green, E. L. Klett, and Claude Harbit.

BAKER OPERATES A FAST GROWING BUSINESS

The Baker Furniture company is the outgrowth of the W. E. Robinson Furniture company, while the Robinson Furniture company was organized in Lubbock in 1911.

The late E. C. Simmons started work with the Robinson Furniture company in 1915 which place he worked until 1920 when he became interested in the business, and later incorporated the business under the name Simmons Furniture & Undertaking company. The stock holders joining were Mr. J. T. Brown and M. T. McCrummen. This and M. T. McCrummen. This company bought all the stock of the Robinson Furniture company.

At the death of E. C. Simmons on Aug. 2, 1923, C. A. Gibson took over the management of the company, and in November that year Nerton Baker bought Mrs. Simmons' stock in the company. Last April he bought the remain-

ing stock from other holders, and after he had charge of the business a few weeks the name of the firm was changed to the Baker Furniture company. L. D. Simmons, in the meantime, having bought out the undertaking business of the company, succeeding his brother.

Mr. Baker stated that from the first to the 15th of this month, they had sold and delivered in Lubbock \$14,567 worth of furniture, and that they are expecting this month to make the total sales reach the thirty thousand dollar mark.

Furniture for the big store is bought in straight carload lots, which effects quite a savings on every shipment. A carload of mattresses and a car of Sellers Kitchen cabinets has just been received.

KFDM WILL RENDER SPECIAL PROGRAM OCTOBER FIRST

On October 1, 1924, at 8 p. m., the Magnolia Petroleum Company at Beaumont, Texas, will radio-cast its first program, over its new 60 watt station, KFDM (Kall for Dependable Magnolene).

The Dallas Fair officials last year invited the Refinery Band to play during the fair. The organization was immediately acclaimed one of the best that had ever played at the fair. The Dallas News and Journal at once invited the band to radio-cast over its station WFAA. The invitation was accepted and a few minutes after the concert was start-

ed, thousands of telegrams poured in from over the United States and Canada, complimenting Dr. Cloud, the director, and the band members on the wonderful music they were making. Then came by mail more than six thousand communications commending the band. Among the number were some from very prominent musicians.

The Magnolia Band consists of thirty-five pieces. Every member of the band is a regular employee of the Magnolia Refinery at Beaumont, Texas.

A very interesting feature of the program will be the rendition of "Magnolia Triumphal March," just composed by Dr. Cloud, composer of "Magnolia Blossom," which made such a hit last year at the Dallas Fair.

LOCAL MASSEUR ENJOYS LARGE PATRONAGE

Kate Castleman, masseur, whose office is in the Security State Bank has practiced her profession here a number of years and is recognized as one of the leading medicineless healers of this section of the state.

She waits upon a large number of south plains people, her business being well established due to her long service to the people of this territory.

The Greatest of All Hudson Achievements

This Hudson Coach makes history. It is the first closed car ever to sell at exactly open car cost. And Hudson alone can build it. As the Largest producer of six-cylinder cars in the world, Hudson exclusively holds the advantages to create this car and this price.

FULL SIZE BALLOON TIRES

And now full-size balloon tires are standard equipment. Do not confuse with "semi-balloon" types. Hudson's are genuine full-sized balloon tires 36 x 6.20 inches. Compare the difference.

Hudson has not simply "added balloon tires." Both running and steering gear have been specially designed to compensate for the radical difference balloon tires bring.

The result is the easiest steering, most comfortable and steadiest riding Hudson ever built. And braking efficiency is almost doubled.

More than ever "Closed Car Comforts at Open Car

Cost" is the uppermost buying issue. The Coach dominates that position.

In less than three years is revolutionized buying with closed car comforts for all.

IT IS THE CAR FOR EVERYONE

Note how fast it is displacing open cars. Never will their old time popularity return. And the rate of open car depreciation grows swifter as knowledge of this condition spreads. Consider what a used open car will bring a year from today.

As the wanted type, the Coach maintains the highest resale value against the waning desirability of the open car.

So Why Buy an Open Car?

Tech View

DON'T BUY TILL YOU'VE SEEN IT!

—on 19th street, directly across street from Tech college grounds.

—sold in 2 1/2, 5 and 10 acre blocks, priced in two and one-half-acre blocks about the same as one city lot.

Terms: One fourth cash, balance very easy.

John W. Jarrott

Phone 696—Room 211 Leader Building

The Easiest Steering and Riding HUDSON ever built \$1,500 Freight and Tax Extra

Jones Motor Company

Phone 89

812 Main

Lubbock

The ESSEX COACH With Vibrationless Motor \$1,000 Freight and Tax Extra



W. S. POSEY, Vice President

1908

THE LUBBOCK STATE BANK

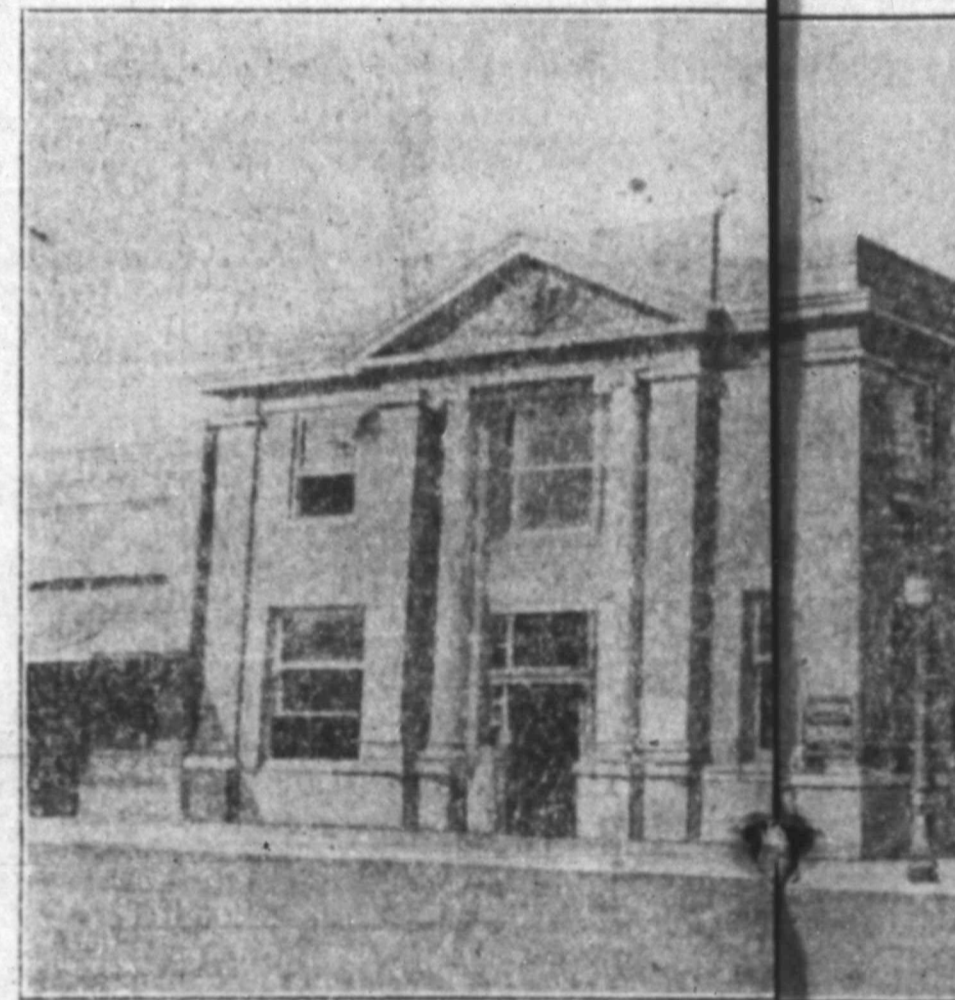
CAPITAL \$200,000.00 - SU

A BANK is indeed a haven where the rich and poor alike gather to pour their friend and councillor---the banker. The Bank the foundation for all things, showing a conservative but friendly course. Its officers should be experienced in finance

This bank like the great oak from a little acorn, of persistent effort and sound business principles has grown. A banking nance like the limbs cast their shadow of protection over those who seek its shelter. Since its inception back in the early days on the plains; when Lubbock was a frontier town. Housed in its magnificent banking house; backed by some of the largest banking institutions in the United States, it offers the public Service, in fact, and permanent

Our Magnificent New Home

IN view of the extraordinary growth of Lubbock and of the business of our bank we found our former banking rooms far inadequate. This we hope in a measure has been remedied by an expenditure of something over \$60,000 in a complete remodeling of our banking house. New fixtures have been installed, and a big and modern banking room provided. ¶The banking room dimensions are 50 x 85 feet. It has seven tellers windows, one directors room and four offices. In addition to new uptodate steel caging, the base is of finest imported Tavernelle Italian Marble. The floor of the lobby is of large marble squares. Glass top check counters have been installed between the large columns and banking machinery and equipment of newest type. ¶A large vault---one of the strongest to be found, has been installed. The wall is of 28-inch solid reinforced concrete, a vault door and frame of hardest steel, of newest type. The door is circular in shape and has two combinations in addition to its time locks. It is perfectly balanced and can be moved by one man easily. The door and frame weigh 20 tons. ¶Directly below this vault, is another vault---the record vault also having a 28 inch wall. Also a stationery vault has been provided. The banking room will be well lighted by large windows and special lighting arrangement. It will be steam heated and provides every convenience. ¶We are proud of our new home---we hope that you will visit us on the date of our opening. We feel that we have left nothing undone that will help us to give better and more efficient and lasting service.



Our Saving Department

MOST everyone worth his salt is ambitious to be a success enough. No matter how eager a man is to succeed, he will not succeed unless he has the right foundation upon which to build. The true foundation upon which is built is opportunity presents itself, is as necessary as proper training. J. Hill, a great railroad man, once said "I can't see a question to success or failure in life." That question is you save or you drop out; you might think you can succeed but you are a failure. This is indeed true philosophy of life and should be pondered. The saving department of the Lubbock State Bank is the only sized saving banking department of Texas, to be found in the state. This from the regular bank; having a special window teller call per cent, compounded semi-annually. Starting accounts are not needed in the conducting of your business and you can do it while you sleep, resting secure in their service.

A Big Bank Made Big by Helping Others



J. M. DENMAN, Cashier

Seventeen Officers and Employees

ANY big business executive will tell you that sound banking connections are vital to the firm that aspires to leadership in the field. ¶The resources of the Lubbock State Bank are ample to meet every reasonable demand of its customers. The highly organized facilities and service are largely responsible for the growth and prosperity of many important business enterprises in Lubbock. ¶Beginning with only four, this bank has today, seventeen, highly efficient and trained officials and employees. This growth record is based on a better service, efficiency, and friendliness. We appreciate your patronage and ask that we may continue to serve you. ¶The working force of this bank is composed of the following: R. F. Cook, Auditor; D. M. Smith, Mail Teller; Miss Dorothy Levy, Mgr. Transit Dept.; Miss Stella Brown, Stenographer; Mr. Huber Burgess, Bookkeeper; Mr. Honea, Bookkeeper; Mrs. Mattie Mims, Bookkeeper; Miss Mattie Randolph, Bookkeeper; Mrs. A. J. Matthews, Bookkeeper. ¶The officials of this bank attribute much of its growth and success, to the courtesy and efficiency of its employees.



W. K. Dick, Vice Pres.

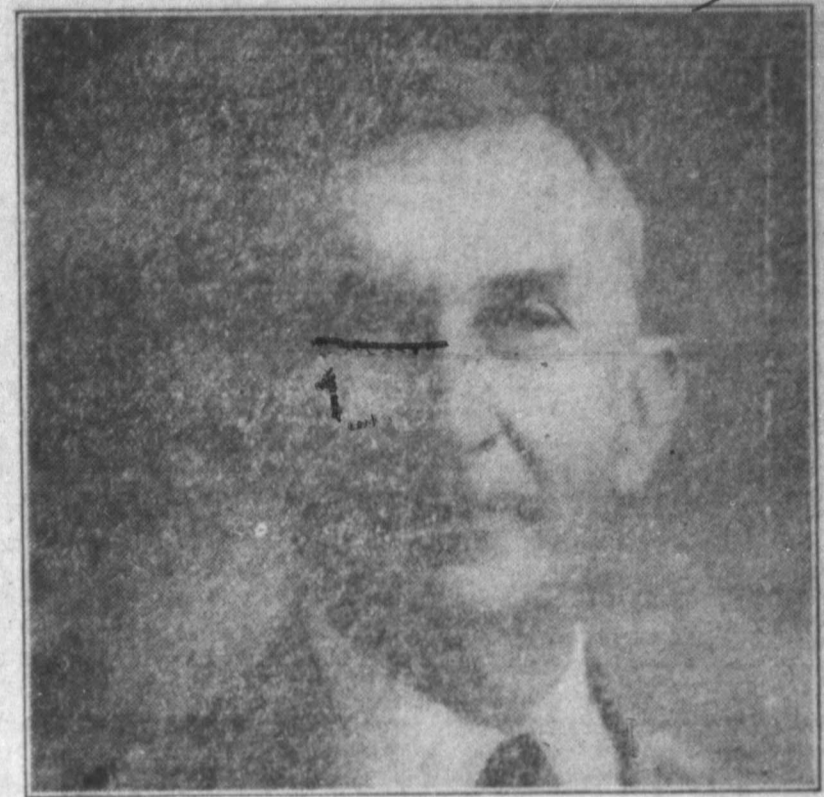
LUBBOCK STATE BANK

1924

10.00 - SURPLUS \$20,000.00

er to pour their financial troubles, fears and doubts into the attentive ear of their mutual
on for all, should be solid like the granite---standing the acid test of time---pursuing
perienced finance and ever ready to give sound business advice to those desiring it.

grown. A banking institution of the South Plains; it stands today like the great oak; its many services and unlimited fi-
when Lubbock a frontier town, it has steadily grown until today, keeping pace with a greater Lubbock and an ever-increasing demand, it stands without a peer.
ce, infact, sand permanency. A mecca which invites confidence and encourages saving.



O. L. SLATON, President



This Bank's Growth and History

THE Lubbock State Bank was established in 1908 with a capital stock of \$75,000, and for seven years did
business under that name. In the year of 1915, the First National consolidated with the Lubbock State
that being the true inception of the largest financial institution on the entire South Plains today. Upon
the consolidation of the First National with the Lubbock State, the books showed a combined deposit of \$482,-
200. The rapid but sound growth of this bank can only be shown by a reconnaissance of its deposits from year
to year. Beginning with less than one half million deposits, in December 1917, just two years later the de-
posits almost doubled with \$815,900; in December, 1922 upon examination of the books, we find another in-
crease of almost half a million, having \$1,261,300 on deposit, while at the close of business in the year 1923,
a deposit of \$1,539,800. In the final summing up the Lubbock State Bank with only four employes in 1908
today has 17 officers and employees; has about 5000 accounts on their individual depositors' ledger and with
an assured deposit at the close of 1924, of well over \$2,000,000. In addition to this the Capital Stock has been
recently increased from \$100,000 to \$200,000; making this bank without question the strongest financial in-
stitution on the South Plains, and a bank with unlimited resources. In conclusion, the Lubbock State Bank
has made every effort possible in order to keep abreast of the times and the ever-increasing demands of its
patrons. Like Lubbock has grown by leaps and bounds—finding overnight that its former banking rooms
were inadequate, it has increased them sufficiently it hopes for a season. It will ever be the effort of this
bank to render a better service—to be efficient and equal to any occasion. In short this bank is a friendly
bank and it is hoped that it inspires the confidence of its patrons.

Saving Department

is ambitious to a success of life. But ambition alone is not
er a man is need, he won't go very far unless he has the sav-
upon which is built is a saving account—capital when the
necessary as oper training and the opportunity itself. Jas.
e said "I can e question and find whether a man is destined
hat question an you save?. If you cannot, you might as well
an succeed bare a failure and the seed of success is not in
y of life and be pondered deeply. The savings depart-
is the only sized saving department, authorized by a state
to be found inock. This department is separate and apart
special windd teller caring for its business, and paying 4
ally. Starting account with us today—every dollar which
f your businould be drawing interest. Let them work for
are in their s

The Bank For Everybody

Watch For Date of Formal Opening

WE are going to hold a formal opening, the date of which can not be specifically named at this time.
Watch this paper for our formal opening which will be in the very near future. We wish to invite ev-
ery citizen of Lubbock and Surrounding counties to be our guest on that occasion. We wish to make
your acquaintance, in order that we may be in a better position to anticipate your needs and advise you
whenever desired. Don't forget the occasion— watch for the date, and make your plans to be present
We will be glad to entertain you. We invite you to share the pleasures of opening of our new and elabo-
rate banking rooms. Below are listed the officials of this bank—make their acquaintance; you will
find them ready to serve you: O. L. Slaton, President; W. S. Posey, Vice-President; F. R. Friend, Vice
President; W. K. Dickinson, Vice President; J. M. Denman, Cashier; Ralph Bedford, Assistant Cashier;
H. S. Lowery, Assistant Cashier; Frazier Stephens, Assistant Cashier.

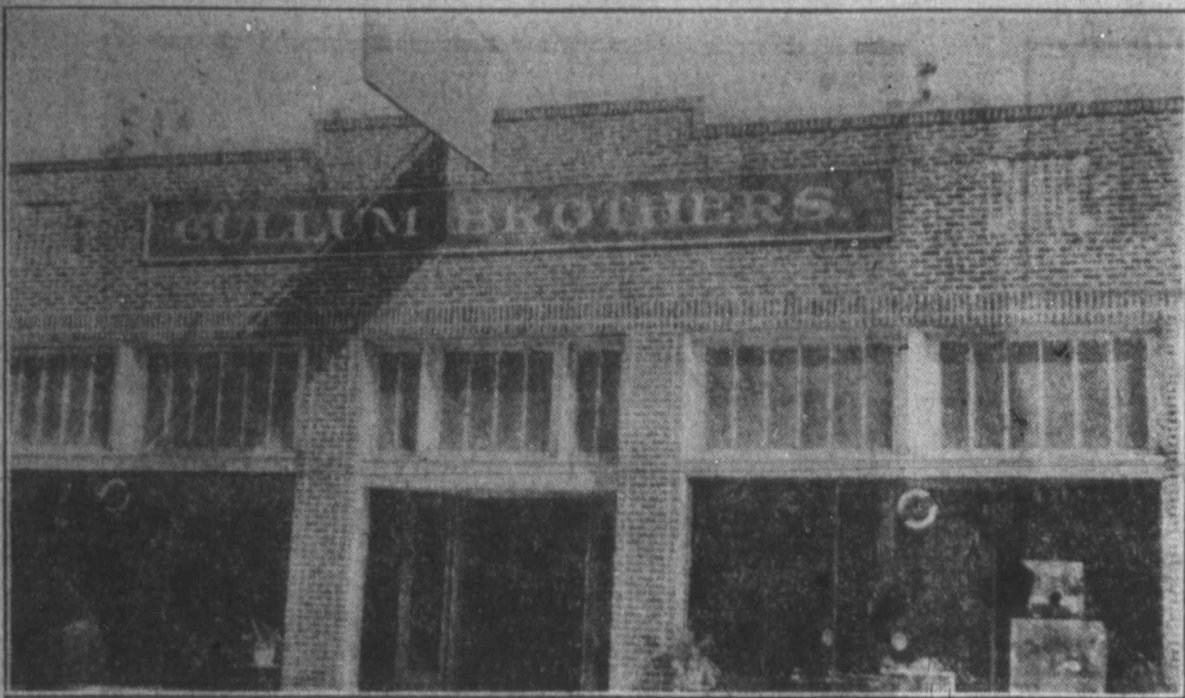


F. R. FRIEND, Vice President



W. K. Dickinson, Vice Pres.

THE HOME OF CULLUM BROS., LUBBOCK



CULLUM BROS. FOLLOWING FOOT- STEPS OF THEIR FATHER WHO SOLD STUDEBAKER WAGON 25 YEARS AGO FAMOUS RANCH GIVES WAY TO FARMING

Following the inclination of their father to represent Studebaker, Dyke and W. D. (Bill) Cullum, have established in Lubbock and have been busily engaged in its operation for the past two years, one of the big businesses of the city and one which promises to become even larger as the years come and go. Cullum Brothers are local and wholesale distributors of Studebaker automobiles and the progress they have made in this business is characteristic of the progress of the Plains country and dovetails with the development of the kindred industries here. Their business was established on September 25, 1922, when they received their first shipment of Studebaker automobiles here. Being handicapped for space but nevertheless understanding the possibilities of this territory, they worked diligently under serious handicaps for several months. Their sales room was established with the George W. Foster Auto Company on Broadway where barely enough room was had to store their cars and as there also, an inconvenient and bothersome shifting of positions of the models on display was an ever present hindrance to the advanced progress of the business. This handicap was overcome a bit when they moved to a larger building on east Main street, where they remained until June 30, 1923, when the commodious building shown here was completed and occupied, at 1110-1112 Main street.

From September 25th to December 1922, the company sold twelve Studebakers in Lubbock, and thereby made the start of a good sales record for that business. In 1923 they sold 147 cars in this immediate territory, and on Monday, September 15th, reported that a total of 92 cars have been sold this year. They have established agencies with Russell & Graves, at Matador, L. W. Frye, Jr., at Paducah; Sunshine Service Station at Spur and the E. & R. Service Station at Lamesa, all of which have made good sales and have added much to the popularity of Studebaker automobiles. Dyke Cullum is business manager of the firm and is assisted with the office work by Mrs. Bob Johnson, bookkeeper. W. D. (Bill) Cullum, is sales manager and is assisted in this important branch of the business by W. A. Carter and C. D. Kever, experienced Studebaker salesmen who have made thorough study of the car and know something of its every feature. L. P. Davis, service manager for Cullum Brothers, was formerly service manager for the Studebaker dealer at Fort Worth. He has combined with his experience in this work, made all courses in Studebaker service offered at the factory, and is familiar with every phase of the big cars. He is assisted in this work by Ray and T. C. Bradley, R. J. Peck and Chas. Sedberry, mechanics. R. S. Johnson has charge of the parts department, where the most complete stock of Studebaker parts west of Fort Worth is kept. The completion of their new building on Main street was the beginning of an era of development and growth for Cullum Brothers business. That building is one of the neatest appearing brick business houses in the city, and with the sales room kept in good condition and neatly painted at all times, added to which are the usual decorations to be found in a modern automobile sales and exhibit room, all of which is visible from the street through the liberal plate glass frontage, lends an appearance to the place that is in keeping with that of the Auto Sales Boom to be found in the much larger cities of the country. This building is 50 by 115 feet, with heating equipment given space in a modernly equipped basement. While the sales room and office occupies the front of the building, a large workshop is provided for in the rear, where more than thirty-five hundred dollars has been invested in shop equipment and special Studebaker tools. D. Cullum, Sr., father of Cullum Brothers, bent them to the Studebaker sales business by a few years as in 1899 he established a hardware and implement business at

Mineral Wells where for twenty five years he distributed Studebaker wagons, some of which are still in use in that section of the state. Despite the fact that he has retired from business, the former salesman of Studebaker wagons is still interested in Studebaker products, and was delighted with the models on display here when he visited his sons several months ago. Such progressiveness as has been exhibited by Cullum Brothers will win in any business, and while they have not been in business here but a few years, the future holds limitless possibilities for development of their fast growing Studebaker distribution business, and that they will seize upon every opportunity for its legitimate enlargement in the future is forecasted by their friends here.

FEDERAL HEAD GOES ABROAD.

From United States Advertising Co. M. L. Pulcher, President of the Federal Motor Truck Company, Detroit, Michigan, one of the pioneers of the motor truck industry, has just left for England and Continental Europe. The object of his visit is to introduce the new Federal-Knight to the large Federal Distributing Organization, which has made outstanding sales gains during the last few months, and to European truck users. "The time has come," said Mr. Pulcher, just before he left, "when the wheels of industry in Europe will begin to turn with the rapidity of pre-war days. "Sounder economic conditions have been established, as a result of the Dawes Plan. Germany now has a basis of currency that will bring her back into the market. Confidence will again exist and conditions that have been cleared up will be reopened and the paralyzing hand, that has gripped parts of Europe for so long, will be removed. "This change in the situation, while it presents a field of great opportunity to American business men, also places a tremendous responsibility upon the shoulders of every one who expects to take advantage of it. "Quality and honesty in manufacturing and selling are basic and cannot be separated. The man who buys an American product in Europe has a right to expect full value for his money. "Taking our own case, for example, Production in Europe will be greatly increased and one of the requirements to meet this will be more motor trucks. We expect to supply a large portion of this demand. Last month we exported more trucks than any other manufacturer of trucks in the world. If we had not given quality of the past and had not been honest in our dealings, this record would never have been possible. It's the only policy that pays and the only one that will earn the lasting friendship and bring the continued patronage of European customers." This statement coming from Mr. Pulcher is of more than passing interest. The Federal Motor Truck Company is the biggest exporter of trucks in the world and is represented in 50 foreign countries. A Federal-Knight show chassis will be exhibited at the Olympia Show and a more vigorous cultivation of the foreign market will be made. The new Federal-Knight has been received with great enthusiasm by users abroad. The Knight engine has been popular in Europe for many years and the long successful record of Federal trucks for dependability and performance has earned for them a reputation in foreign countries that is second to none. This new speedy truck will be in great demand. Owing to high operating costs, the economy of the Willys-Knight motor, its freedom from costly repair bills and the sturdiness and lightness of the Federal chassis will appeal to foreign users. The need for this particular truck exists and this one has been specially designed to meet all requirements.

LITTLEFIELD, Sept. 20.—The well known and famous old Yellow House Ranch is rapidly giving way to the cotton farmer.

J. P. White, the manager of the ranch, has continuously resided on the plains longer than any other man or woman. Recently the herd of mares, from which the cow ponies were bred, were sold and shipped. Mr. White first bought this herd at \$7.50 per head. After selling some \$15,000 worth of horses and raising all of the ponies needed on the ranch for many years, he disposed of the stock horses at about \$10.00 per head. The herd of some 200 roats that roamed over the cliffs and hills near the old ranch headquarters and furnished a large part of the meat for the ranch, and a great deal of very profitable mohair, were recently sold and shipped. Thousands of head of cattle—all grades, are being sold and shipped. Fat cows to market, steers to buyers, calves for feeders, bulls canners—all are going. Where formerly on these ranges were cattle everywhere, one now rides for miles without seeing an animal. The land has been sold to farmers and will be improved this fall and winter.

J. (Cap) Roberts, who has spent at least forty years with Littlefield and White; who was formerly foreman of their Four Lakes Ranch in New Mexico—then transferred to the Yellow House, has gone. He has retired to his own home in New Mexico. One of the few remaining old time cow men, he views with disdain the oncoming rush of the man with the hoe, and will spend his remaining days on his own little ranch as near a replica of the big ranch as possible. George M. Smith entered the employment of the L. F. D. Ranch in 1873, fifty-one years ago, as bookkeeper. During all these years he has been loyal and faithful, and is now known, loved and respected the country over. Mr. Smith is a bachelor, very unassuming and modest. In a short time he will permanently retire from active service, and will make his home at Roswell, New Mexico, among his friends of the "good old days." Mr. Smith will be sorely missed by his scores of friends at Lubbock, Littlefield and this part of Texas. Only one small bunch of antelope, about five, remain on the ranch. In just a few more months, they, too, will be driven back, or killed, for there is no longer any big range for them to go to, and they will not be tamed. What Mr. White will finally do with his herd of about thirty-five buffaloes is a problem. They still graze contentedly over the prairies, but when the prairies are turned into cotton farms, as they will be within the next year or two, the buffaloes must go. Only the zoo remains for him.

Ralls has 32 brick buildings, with others now under construction, in addition to other frame structures, all of which are occupied by enterprising business firms.

WHITE TRUCKS
The factory representative of the White Company will be at the Cadillac Garage till Thursday, Sept. 25.
JOE HILTON
Factory Branch
The White Co.
427 W. San Antonio
El Paso, Texas

Chrysler

GEO. F. MULKEY

Cadillac Garage

—DEALER—

CHRYSLER - MAXWELL
AUTOMOBILES

ALL THAT WE ASK OF ANYONE IS TO SEE AND
DRIVE THESE CARS BEFORE YOU BUY

PRICES ON 1925 MODELS

CHRYSLER		MAXWELL	
Touring	\$1,550	Touring	\$1,140
Phaeton	\$1,695	Sport Touring	\$1,210
Roadster	\$1,825	Roadster	\$1,030
Sedan	\$1,905	Club Coupe	\$1,170
Brougham	\$2,080	Club Sedan	\$1,255
Imperial	\$2,265	Sedan	\$1,490

... Maxwell

CULLUM BROS.

Requests a visit from every person on the Plains who is interested in the advancement of the automobile. We want you to ride in the new Studebaker.

CULLUM BROS.
Studebaker Distributors
Lubbock Texas

Rails... cated or... great S... surround... beautiful... dreds of... From... were shi... hundred... grown in... It is a... way and... changes... the last... to length... form, th... which is... length a... Seven... firms, w... evidences... individual... the life o... Five o... member... The fo... 7,200 ba... miles no... year two... southwest... capacity... ritory. E... is in... three lum... The sch... ritory are... School, ca... dollars ha... enrollment... 14 teach... The cit... Ralls cou... three thou... and invig... A large

RALLS, A THRIVING CITY NEAR THE CENTER OF CROSBY IN THE RICH COTTON AND WHEAT BELT

By W. B. WINTERS, Secretary of Chamber of Commerce, Ralls, Texas.

Ralls is a thriving young city located on the eastern border of the great South Plains of Texas, and is surrounded by thousands of acres of beautiful, level farm lands with hundreds of prosperous farm homes.

From Ralls, 9,200 bales of cotton were shipped last season besides the hundreds of cars of other products grown in the trade territory.

It is situated on the Santa Fe Railway and the company has made many changes in the track here within the last few months, adding 45 feet to length of depot, 60 feet to platform, three new switches, one of which is a passing track of standard length and heavy steel.

Seventy-five different business firms, whose prosperity is plainly evidenced by the character of their individual establishments, make up the life of the town.

Five churches with a combined membership of 700 are here.

The four large gins here ginned 7,200 bales last year and one gin 7 miles north ginned 2,200—and this year two new gins have been added southwest of Ralls, giving greater capacity for the caring for the territory.

Ralls has three grain elevators and three lumber yards.

The schools in the Ralls trade territory are excellent. The Ralls High School, costing one hundred thousand dollars has nineteen rooms and an enrollment of nearly 600 pupils with 14 teachers in charge.

The climatic conditions of the Ralls country and its altitude of three thousand feet make it healthful and invigorating.

A large portion of the rainfall is

during the growing season and is sufficient to assure an uniform production from year to year as most any part of the state. In fact, there are no crop failures in this country. The average growing season is seven months. Some who are not familiar with the climatic conditions in this section have acquired the erroneous impression that the winters are long and very cold. This is a mistake.

The average duration of the winter period in this vicinity is from December 15 to March 15th, covering a period of ninety days. Nor are the winters extremely cold. Being located on the extreme southern end of the plains there is no locality on the plains and few, if any off the plains, within Central or Western Texas that can boast of a more desirable winter season than Ralls. That the climate is healthful is born out in the fact that within the last five years, from 1918 to 1922 there were only two hundred and three deaths in Crosby county in spite of the fact that the fatal "flu" epidemics swept the country during this period.

Crosby county soil ranges from a dark chocolate to a sandy loam all of wonderful fertility, varying in depth of from two to four feet, and is perfectly adapted to the climatic conditions of this locality. On account of its flatness there is no loss either of soil or moisture. The soil is strong enough in its crop growing qualities that no fertilization is needed to insure ample production. It has been successfully farmed from year to year and its growing powers continue without fertilization of any sort. Taking this into consideration and the fact that such great variety

of crops can be successfully grown Ralls is the home of diversified farming.

Cotton is conceded to be the foremost money crop produced. Local conditions are in every way excellently adapted to the raising of this crop, especially in view of the fact that it is entirely exempt from the weevil. Neither boll weevil nor the pink boll worm has invaded Ralls territory. The average yield of cotton covering a period of ten years has been from one-fourth to three-fourths of a bale to the acre, however, instances are known where the actual production has amounted to more than a bale per acre.

Wheat is another good commercial crop that is largely grown in this locality. This section is well adapted to wheat of both spring and fall planting, and is wonderfully suited to modern wheat farming methods. The wheat grown here is of very high grade, testing on an average of sixty pounds to the bushel, and graded as number one.

Kafir corn and milo maize are recognized as the standard feed crops of this locality. These crops can be raised for the market at good profit. Hundreds of cars of this grain are shipped from the county each year. Many other crops are grown here but not so extensively.

UNUSUAL OPERATION IS WITNESSED FRIDAY

The writer of this witnessed a minor, but very interesting operation Friday afternoon at 1:30 o'clock when one of our local physicians removed the tonsils of District Judge Clark M. Mullican at the doctor's office.

We do not know whether the operation is simple, the doctor expert or the patient unusual, but we do know that in a very short while, by local anaesthetic, the tonsils were out while we all talked and laughed, including the patient himself.

At 4:30 o'clock in the afternoon Judge Mullican was driven to his home without having at any time exhibited the least inconvenience.

The reason of this story is not to boast too much of the skill of our highly trained physicians nor to seek release from jury service but this case was so unusual in every way as to cause us to wonder why anyone would suffer from rheumatism, stomach trouble, or any of the other ailments frequently caused by diseased and poisonous tonsils, when so minor an operation, if prop-

erly done, can be had. It was a revelation to the writer to witness this operation where the patient did not even gag.

The judge will preside in his court this morning in disposing of a short case, and declares he will be on the job Monday morning when the Will (Peg-Leg) Word case is called.

LOCAL MONUMENT COMPANY SERVES BIG TERRITORY

The South Plains Monument Company, which has businesses established at Lubbock, Plainview, and Clarendon, serves a large territory on the south plains as well as in all sections about the places its stores are located.

Murvin Collier is manager of the local business of the company, all of the company's business being owned by Collier Brothers, the other one of whom resides in Plainview.

Mr. Collier has taken an active part in the development of Lubbock, has contributed liberally to all enterprises destined to aid in making Lubbock a better place in which to live and is considered one of the leading young business men of the city.

The South Plains Monument company was established here several years ago and through such service as is not rendered by many such institutions, it has built up a reputation that has won for it many friends throughout the large Lubbock trade territory whose constant patronage tends to strengthen the institution and make it more valuable to all of this section.

The South Plains Monument company is located on east Main street and has truckage facilities which make shipping orders and receiving large shipments of unfinished stone convenient.

Building for future and looking favorably upon every opportunity for expansion today, the South Plains Monument is now and will in all probability be a leading business of Lubbock.

AUTO PLOWS ACROSS SIDEWALK AND INJURES THREE CHILDREN

HOUSTON, Sept. 20.—Three children ranging in age from 2 to 9 were hurt, one seriously, when an automobile driven by Harold Hutson, 17, negro, plowed into a sidewalk Thursday afternoon. The negro jumped from the car and ran away.

The children hurt are: Eugene Ivers, 9, badly cut mouth, bruised shoulder, and possible internal injuries; Robert Chamblee, 4, bruises and Martha Price, 2, hysterical from shock.



Photo by Staff

The Cadillac Garage, under the management of Joe Hilton, has become one of the best known on the Plains. Besides the Cadillac Agency which is held by Mr. Hilton, Geo. F. Mulkey, local Maxwell and Chrysler dealer, has display space and office in the Cadillac Garage.

What Is Service?

Most of the time the fellow that is always advertising Service it is simply another case of the empty barrel— We sell service—our business is to serve others. When you purchase a battery from us we guarantee service. We continue to serve you while using it. In other words we offer you real service and we back it up.

A Two Year Battery Guarantee ---

This firm stands squarely behind every guarantee it makes. We offer our patrons a two-year guarantee on one of the best storage batteries made. Only ordinary care and usage is required. Weather conditions this winter will not worry you if your car is equipped with one of these batteries. Let us put your car in shape for the winter—we will be glad to examine it and acquaint you with its electrical needs.

Equip Your Ford With a Delco ---

With the same ignition used on larger cars and also on cars winning races on the larger speedways for over five years. Put a DELCO on them. They will put power and dependability in every one. The cost of the change over is reasonable. You can't afford to do without one.

Everything Electrical for Your Car ---

Everything that is needed by the motorist in electrical repair work; we have a competent mechanical staff, who's varied experience enables us to undertake and complete satisfactory work of any kind, required on any type of automobile. In addition to our regular stock we have high grade automobile springs, also.

Lubbock Battery & Electric Co.

West Main Street

PHONE 262

LUBBOCK, TEXAS

The Cadillac

We will have on display in a short time the new model Cadillac Automobiles. We advise all who intend buying a good automobile this Fall to not fail to see the "Standard of the World" before they decide definitely.

Cadillac Garage

Balloon Tires

Know the joy of motoring! Equip your car with Balloon tires. Come to us we will help you secure the proper size—wheels and tires complete. One of the things you should do also is to watch what kind of balloon tire you buy. The Firestone, gum-dipped tire sold here is the best balloon tire on the market.

—Amalie Oils, Too. This garage specializes in selling the best of everything needed for your car. That is why we are advising our customers to use Amalie Oil.

Joe Hilton
Cadillac Garage

Gabriel Snubbers

Gabriel Snubbers are the original snubbers. They are preferred by most car manufacturers as shown by the number that come equipped with Gabriel Snubbers and by the number who arrange their cars for their installation. See us for them.

Cadillac Garage

CITIZENS NATIONAL BANK

Extends a most cordial welcome to the people of Lubbock County and the entire surrounding trade territory and adjoining counties, to attend our fair to be held in Lubbock on October First, Second Third and Fourth. You are especially invited and urged to make

The Citizens National Bank The Oldest Bank In Lubbock County

your headquarters during your visit to the Fair and to our city. Call on our officers and employers for any courtesies they may be able to extend to you, and they will deem it an honor as well as a privilege to welcome you. We want you to feel at home here, for this bank is a home bank.

OFFICERS:

W. O. Stevens, Chairm. Board
Sam C. Arnett, Pres.
W. L. Elwood, V-Pres.
France Baker, Active V-Pres.
F. A. Norman, V. P., Cashier
Paul Hardwick, Asst. Cashier.
E. S. Stewart, Asst. Cashier.
Guy L. Trow, Asst. Cashier.
Miss Ruth Homer, Bookkeeper
Miss Myrtle Lemon, Bookkeeper.
Miss Georgia Jackson, Bookkeeper.



DIRECTORS:

JOE BOYD
E. L. KLETT
GEO. R. BEAN
W. L. ELWOOD
F. A. NORMAN
WM. D. GREEN
W. O. STEVENS
FRANCE BAKER
SAM C. ARNETT
JOHN DALRYMPLE
CLAUDE B. HURLBUT

Historical Sketch

The Citizens National Bank of Lubbock, was founded in 1906, its original charter being dated on May 6th of that year, with a capital stock of \$50,000.00.

Mr. Geo. C. Wolfarth of Lubbock was the first president of the bank and served the bank efficiently in that capacity for many years. He, together with such men as J. Wesley Dalton, James W. Winn, A. W. Carlisle, Rolla C. Burns, R. B. Tudor, J. R. Burns, H. T. and O. F. Boyd, E. Y. Lee, P. R. Haney, Mrs. A. C. King, G. A. Rush, K. Carter, G. W. Carter, W. K. Dickerson, J. K. Caraway, W. D. Crump, G. T. Morrow Charles Butler and Jno C. Hart, all of whom were original stockholders and assisted in establishing the bank, thus became the pioneers in the banking business in the City of Lubbock and Lubbock county. For more than eighteen years The Citizens National Bank has fulfilled the vision of its founders in helpful constructive service to many people, and has grown from a capital stock of \$50,000.00 to a capitalization of \$100,000.00 and a good strong surplus account.

The present officers and directors point with pride to the foresight and progressiveness of the able founders of this bank, some of whom still live in our growing city and community and look back with pride to their achievement. To them, on this, the occasion of the greatest Fair ever witnessed in this part of Texas, where concrete proof and demonstration of wonderful growth and development of our country will be in evidence on every hand. We extend to them our gratitude and the honor due them.

Building

We point with pride to our modern and

commodious three-story brick building located on the corner of Broadway and Avenue I.

The old frame building and home of the bank still stands on one of the streets of our city as an old landmark. Our office rooms and banking room is receiving a new coat of paint and other added improvement which will add greatly to its charm and appearance when finished.

Equipment

We call attention of the public to our large commodious fire-proof vault which is equipped with a Quadruple Manganese Steel Screw Door Safe—one of the best money can buy. Also our large, fire-proof customers' vault for taking care of valuable papers. We urge our friends and customers to make free use of this service. New equipment is being added to keep abreast with the growth of the bank and the country.

Personnel and Policy

Realizing that the response to the needs of and service to any community proceeds from the spirit and progressiveness of the bank's personnel, we point to the officers, directors and stockholders of this bank with pride. From its beginning many of them have been the first and foremost citizens of the community, and still claim that distinction. We call attention to these men because they are, in fact, the bank itself. Their financial standing, honor and integrity, and progressiveness gives assurance of the continued growth of the bank. These men are too well known to require and introduction to the banking public in this limited space.

Mr. W. O. Stevens, chairman of our Board

and formerly president of the bank is a good business man and banker and a booster for Lubbock and this bank.

Mr. Sam C. Arnett, a vice-president and director of the bank since 1920, was unanimously elected president of the bank at a stockholders' meeting held in July of this year. His financial standing, honesty and integrity, coupled with his wide acquaintance with the people and the country fully equips him for this responsible position, and our directors feel fortunate in having him as head of the bank.

Mr. France Baker, who has been actively in charge of the bank for the past four years is an able banker and business man, and possesses the happy faculty of giving every customer, actual or prospective, a hearing. His motto is all the service possible to the greatest number of people.

Mr. F. A. Norman, our new Vice-President and Cashier is a man who enjoys a wide acquaintance over the state. He has had over 16 years of wide and varied banking experience and is an expert on detail and organization work. He comes highly recommended as a man as well as a banker. Come in and get acquainted with him.

Our Assistant Cashiers and Tellers, Messrs. Paul Hardwick, E. S. Stewart and Guy L. Trow, and our bookkeepers, Misses Ruth Homer, Myrtle Lemon and Georgia Jackson are courteous, efficient and accommodating.

The policy of this bank is a constructive one—safe enough to fully realize its duty and responsibility to the depositors and stockholders, yet liberal enough to be of the greatest possible service to the farmers, merchants and business men of our city and community. Having been a vital factor in the growth and development of the country for almost a fifth of a century, we shall endeavor to enlarge that service henceforth

THE CITIZENS NATIONAL BANK

Capital and Surplus \$125,000 - Total Resources over \$800,000. - Member Federal Reserve System - Lubbock, Texas.

Lubbock Morning Avalanche

VOL. 2, NO. 281.

LUBBOCK, LUBBOCK COUNTY, TEXAS, SUNDAY, SEPT. 21, 1924.

FULL LEASED WIRE UNITED NEWS

TWO FINE, NEW HOMES BUILT FOR LOCAL FIRMS

HEMPHILL-PRICE STORE ONE OF SIXTEEN IN TEXAS—HAD ITS BEGINNING OVER 47 YEARS AGO

Forty seven years ago, J. D. Baker, a young man from Alabama rode horseback into Granbury, Hood county, Texas, with \$200 in his pocket, some definite ideas in his mind as to how a retail mercantile business should be conducted and a desire to grow up with a fast developing country. Today—though Mr. Baker has long since passed to his eternal reward—the chain of stores he started number sixteen, have a combined capital of \$2,500,000 and do an annual retail and wholesale business of over \$8 million dollars. Early in his business career Mr. Baker had certain settled business principles which he not only practiced explicitly himself, but also installed into those associated with him, to such an extent that they give him credit to a marked degree for contributing very largely to their own success. Mr. Baker believed that there were other things a store must have besides merchandise, though of course he always saw to it that his stores had plenty of this, if it desired to become a great mercantile establishment. Briefly he set forth the principles of successful merchandising in the following rules of good business:

1. Be straight forward in your dealings with the public. Few persons can tell a poor piece of merchandise from a good one while looking at it over the counter. But when they get it home—of put it to the test of use—the most discriminating can ascertain its real value. If by chance your own judgment has been bad, and you have sold an inferior article, make it good cheerfully. Satisfied customers come back. Dissatisfied go elsewhere.
2. Foresee your wants and buy in as large quantities as possible. Quantity purchases come at a saving in original cost—in freight—in other overhead expenses. Pass this saving on to your customers. Only by a reasonable profit can you expect a steadily increasing business.
3. Have one price—a fair price—for your merchandise. Do not lose the respect of your customers by getting the reputation of having one price for the so called "close buyer" and another for the person who thinks you mean what you say when you tell him what a given article is worth. All people don't tell what they pay for everything they get, but some people do. If you've sold an article at a half dozen different prices to as many persons, you have a chance of losing some of these customers. Make it possible for a family to send in a mail order, or send in by a friend or neighbor for a bill of goods and know that the price charged will be the same as if they

(Continued on page 2)

S. A. WELLS IS STRICTLY A HEMPILL-PRICE PRODUCT

Since His School Days He Has Been Associated With One Concern.

S. A. Wells, Sec-Treas. and in Mr. Prices absence Acting Manager of the Hemphill-Price Co., has the distinction of having spent his entire business life associated with one company.

While a school boy in Weatherford he became attached to Mr. W. M. Hemphill, who was manager of the Shoe Department of Baker Poston & Company and persuaded him to allow him to learn something of the shoe business at odd times after school and on Saturdays. He has been associated with Mr. Hemphill ever since.

Soon afterwards Mr. Hemphill moved to San Angelo and Mr. Wells, just out of school followed taking a position in the shoe department of the new store. Later he became manager of this department, and a member of the firm which position he held until the spring of 1917 when War was declared.

After completing the course in the First Officers Training Camp, Mr. Wells was sent to France in the fall of the same year, serving overseas with the Famous Rainbow Division during the entire period of the war, attaining the rank of Captain before the end of hostilities.

Returning to this country in the spring of 1909 he came back to his old firm. At the time a wholesale business was being opened in Fort Worth and he went there in the capacity of Credit Man. When this business was discontinued a year later, he returned to San Angelo and took over the management of a bankrupt store, Baker-Hemphill Company had bought and was also operating at that place.

When a new store was opened in Lubbock, Mr. Wells came here in the capacity of assistant manager and has been a factor in assisting in the rapid growth of the Hemphill-Price Co.

WALLACE THEATRE OPENS AGAIN

The Wallace Theatre of Ropesville made its initial opening at Ropesville for the season Saturday with the showing of Tom Mix in Albion.

The show will be on Saturday only until October 18th after which they will run regularly three times a week as announced. Next Saturday C. J. Jones in Snowdrift will be shown. An early evening matinee will be a feature in order that the kiddies coming to town with their parents may enjoy the show. This will start at three o'clock.



Jed A. Rix, Secretary of the Rix Furniture & Undertaking Co., the Plains' largest Furniture Concern. A leader in everything that is for the upbuilding of Lubbock and West Texas.

M. L. PRICE CAUGHT VISION OF WEST EARLY

Like most successful men in the business life of this section M. L. Price Vice-President and general manager of the Hemphill-Price Co., while a young man caught the vision of the possibilities of West Texas and came to this vast undeveloped country with a determination to succeed.

Born in Georgetown in 1885 he received his education from the schools in this locality, which at that time were considered among the best. On starting out into the world, he came to Mineral Wells, Texas and began work in a Dry Goods store, which by co-incidence was owned by Mr. Fain, an uncle of B. A. Fain, who now operates Hemphill Fain Co., another store of the same connection as Hemphill Fain Co. His ability and application soon placed him in the management of this establishment which position he held until 1901 when he was married and again turned eyes westward taking his new bride to San Angelo where he associated himself with L. Schwartz & Co., the largest firm then in West Texas. Real development in San Angelo had just begun and San Angelo was the trading centre for a vast area south and west served only by wagon trains.

In 1909 when the Baker-Hemphill Company was organized, taking over the old L. Schwartz business, Mr. Price became a member of the new firm and has been a very important factor in assisting in its expansion and development.

For several years his activities were confined to managing the Clothing Department until the growing Wholesale department began to require more attention, and he also took over its management. In addition to this work during this period he was in charge of all the credits of the store.

When a new business was opened in Lubbock Mr. Price was selected to head the Hemphill-Price organization and he came here in the fall of 1922. The growth of this the youngest member of the connection in the two years it has been a business reflects to his credit.

COTTON IS COMING IN FASTER EVERY DAY

The cotton is coming in faster every day and it will soon be coming in faster and the yards will soon be filled. Up until Saturday at noon the local yard had handled eighty-nine bales. However, the cotton is coming in faster at the other cotton yards than it is at the Lubbock cotton yard.

According to the cotton weighers at the cotton yard the cotton has been coming in with a greater increase every day.

About 45 per cent of America's imports and exports are carried in American ships.

About all the world has accomplished so far is to bring disorder out of chaos.

Musicians were shot in Chicago, but not for being a musician.

BEGINNING BUSINESS IN BIG SPRING IN 1901 ON A VERY SMALL SCALE; THE RIX COMPANY IS ONE OF BIGGEST RETAILERS

The establishment of the first House of Rix was made in Big Spring in 1904 by H. L. Rix, brother of Jed A. Rix, manager of the local store, and since that time the development of the company's business has been steady until today the Rix Furniture and Undertaking Company is one of the biggest retail furniture distributing houses in West Texas.

H. L. Rix, who was the first member of the family to enter the furniture business, opened his store with about one carload of furniture, but with an aggressive sales policy, such as has been characterized of the store since that time, he succeeded in keeping the small stock moving, enlarging it as fast as business conditions would permit, until after he had operated the business one year its possibilities attracted his father, B. C. Rix, who joined with him in the business. The name of the firm was first H. L. Rix, Furniture, and with the addition to the firm of B. C. Rix the firm name was changed to H. L. Rix & Company, under which name the business was operated until 1910 when on January 1st Jed A. Rix, joined with his father and brother in the business and the business was incorporated with a capital stock of

twenty thousand dollars, and was styled Rix Furniture & Undertaking Company.

The business of the company continued to grow under the influence of the additional help placed in the store and the greater working capital which made it possible to carry a more complete and better stock of merchandise, and in 1916 another one of the Rix boys, W. W. Rix who for fifteen years was an active officer in the First National Bank of Big Spring, joined his brothers and father in the business and the capital stock was increased to thirty-five thousand dollars, making still further expansion of the business possible.

Miss Ruth Rix, sister of Rix brothers, became identified with the business and aided materially in helping to add to the popularity of the store. She proved efficient in office and sales work and her efforts wrought much good for the company.

The construction of a \$25,000 brick home for the Rix store at Big Spring was another achievement that was made in 1920, and with its 13,500 square feet of floor space this building played a conspicuous part in offering pos-

sibilities for the enlargement of the stock and a subsequent expansion of the company's business there.

Two years after this time, after the Big Spring house had become one of the most popular retail businesses of that city and had proven the value of an aggressive policy in the furniture business, Jed A. Rix came to Lubbock and established a second store for the company.

This store was located in the Russell building on Main Street.

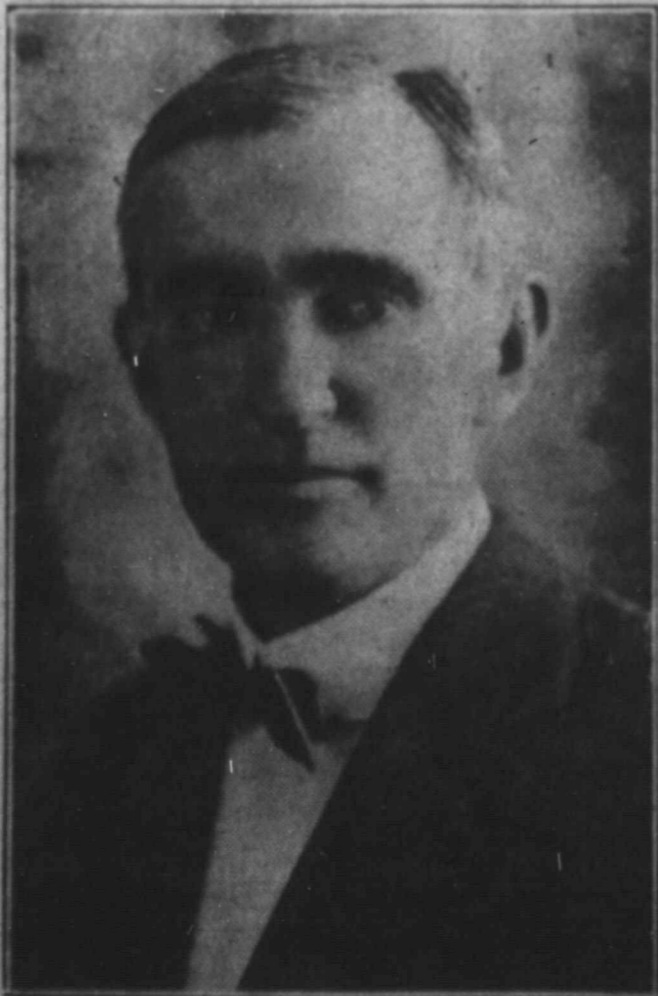
Another instance of the advantages of confidence in one's field of endeavor was plainly demonstrated here, when despite the fact that their store had been established in Lubbock only two years, the Rix management went into contract to rent a spacious brick building at the corner of Broadway and Avenue J which was immediately constructed for the accommodation of their business and was entered under most favorable circumstances.

Meantime, that same year the capital stock of the company was increased to one hundred and fifty thousand dollars, which was an effective stimulant to the development of businesses at both Big Spring and Lubbock.

In 1922, seeing the possibilities of the Lamesa section and believing that field offered opportunities for a retail furniture business, the Rix Company established a business there that has prospered as have the other institutions of that city.

A fire in the early part of the

(Continued on page 6)



W. W. Rix, of the Rix Furniture & Undertaking Company, a resident of Big Spring and the financial manager of this growing concern. For years a manager of the J & W Fisher Mercantile establishment of Big Spring, later associated with the First National Bank of this city, his training and experience amply qualifies him for the important post which he holds in the affairs of the Rix Company.



H. H. Griffith, of the Rix Furniture & Undertaking Company, of Lubbock and one of the many reasons why the Rix concern has secured and maintained its leadership on the Plains. Harold is "right hand man" to J. A. Rix, manager of the Lubbock Store. A pleasant man to meet a good fellow to be with, and a fine citizen of Lubbock.

Rix's Removal Sale

Princess Dresser

Hardwood Oak Finish
16x28 Mirror

Sale Price—

\$14.95

Rix's

LUBBOCK

Read Our Page Ad in this Paper.

Head of Hemphill-Price Store Began Business in 1882

President of Lubbock's Big Retail Store Came West in 1882.

HEADS THREE BIG STORES.
His First Mercantile Experience Was F. Mayer & Sons at Fort McKavett.

William M. Hemphill, president of Hemphill-Price Company, of Lubbock, President of Hemphill-Fain Co., of Brownwood; President of Baker-Hemphill Co., of San Angelo, and a director in a dozen other mercantile establishments that grew out of the little store J. D. Baker started back in Granbury, Hood County, Texas, in 1876, dropped into the mercantile business from a cow pony, out here in the Western country, where he has made an unusual success in the wholesale and retail business.

Mr. Hemphill was born in Bastrop County Oct. 18, 1865. He attended Add-Ran College at Thrope Springs and here made the acquaintance of many men who are now playing an important part in the upbuilding of West Texas. This school, one of the most historic in the state, has since become Texas Christian University of Ft. Worth.

Upon leaving school in 1882 he came West and went to work for one of the famous cow outfits of this section, his boss, his headquarters at the head of the Llano. By judicious saving he acquired enough money to buy a few cows of his own. He ran these on the side and finally developed this herd until it numbered about 250 head.

Started to work for Mayer & Sons He went to work for F. Mayer & Sons in 1886. This firm had extensive ranch interests and also operated a small store. Mr. Hemphill divided his time between the two branches of the business. This house was the trading headquarters of the ranches for miles around.

As a clerk in this store, Mr. Hemphill made the acquaintance of many ranch people of West Texas and with the coming of the automobile with its shortening of distances, has had the pleasure of seeing many of them in his own store at San Angelo.

On Sept. 11, 1887, he married Miss Addie Caruthers. The next year he moved to Weatherford, J. D. Baker and G. C. Poston had just come to Weatherford and started the Baker-Poston Dry Goods business there when Mr. Hemphill moved to that city. He went to work for this firm.

For twenty years Mr. Hemphill stayed with the Weatherford store. He had sold his little herd of 250 cattle, range delivery for \$3,000 and later became a partner in the Weatherford store. A few years later he had become partner in the Poston Dry Goods Co., established at Mineral Wells and in other stores as the chain grew.

Left for San Angelo in 1908. On Christmas Eve, 1908, Mr. Hemphill came to San Angelo and took over the stock of H. Swartz and Co. The store was known as Baker-Hemphill Co. For twenty years Mr. Hemphill had been looking toward San Angelo.

From a store of \$45,000 capital in 1909 doing about \$100,000

worth of business, the concern has grown now to one with a capital and surplus of \$240,000 and doing a gross business of over three quarters of a million dollars a year.

Of late years Mr. Hemphill has been watching the development of this great Plains Country. He made several trips to this section and some five years ago selected Lubbock as a location for a new store. He was not able to find a suitable location at that time, but, returning to San Angelo determined to later carry out this plan. It was not until two years ago that these plans were completed and his dream of a store in this fast developing section became a fact with the organization of Hemphill-Price Co., of this city. Mr. Hemphill's idea of the possibilities of this section has been born out by the rapid development which has gone forward in this section during the last few years.

TWO FINE NEW HOME FOR LOCAL FIRMS
(Continued from page 1)

were in the store pricing every item. Public confidence is the greatest asset any business house can have.

4. Buy merchandise from only reputable houses, business firms like yourself who will stand back of their wares. Have on your shelves trade-marked merchandise whose quality is known to the public and whose integrity has been established.

5. Make courtesy a feature of your store. People only come where they are invited and well received after they get there. Make your customers feel that your place of business is their store. Nothing should prevent the discharging of a disinterested employee.

6. Co-operate with your fellow merchants in building a city your business can only prosper as your city and trade territory prospers. Get behind each forward movement and like bread upon the waters, it will return again.

7. No big business can be a one-man business. If you would become great surround yourself with capable men and women. Sell them an interest in the business. If they can't buy it outright, sell them stock on credit. Make it their business to see that your business is conducted properly.

8. Tell your trade what you have to sell. A store that cannot speak for itself cannot expect others to speak for it.

It was little wonder that a business established upon such principles should prosper. Mr. Baker did prosper. He put into effect his own doctrine and lived up to it. The Granbury store soon became the principal trading center of a great section. G. C. Poston, then a student of Granbury College, got a job at the little store. When his school days were over he stayed on with the business. Mr. Baker went to Dallas in a few years and went into the wholesale boot and shoe business. As a jobber he traveled over Texas and after a few years he came to the conclusion that Weatherford, then a Western city, was going to be a coming town of that section. He sold the store which he had left Mr. Poston in charge of at Granbury and renting a 25-foot build-

ing at Weatherford and with Mr. Poston established the Baker-Poston Dry Goods Company of Weatherford.

Hemphill Gets a Job.
Later Mr. Baker sold his shoe business and moved to Weatherford. But he had learned the value of a wholesale department and as soon as he came to Weatherford he established a wholesale department in the little store. Just at this time, in the fall of 1888, a shoe store had failed in Weatherford and Mr. Baker knowing the value of this stock and having had experience in wholesaling shoes, bought the goods at the bankrupt sale.

W. M. Hemphill, who was running a small herd of cattle on the Llano River in West Texas, came to Weatherford for the winter. He found out about the recently purchased stock and called upon Mr. Baker, and Mr. Poston, told them he had some experience in the retail business, while a "cowboy" at Fort McKavett, and succeeded in getting the job as manager of the shoe store. After a successful sale, the store was closed out, the remainder of the stock either sold to nearby stores or absorbed in the Baker-Poston stock, Mr. Hemphill continued with the Baker-Poston Company.

Wholesale Business Grows.
As the new firm had expected the wholesale business grew steadily. The firm became well established in the East. The \$7500 capital which had been put into the business at the start, was increased with the earnings of the business. All of it but a bare living went back into the business. The advantage of being able to buy staple goods in large quantities direct from the manufacturers, selling a part of these purchases to other merchants and then putting the rest into their retail store and thereby being able to sell the goods at

much cheaper prices was a great benefit to the retail store. It was one of the principal features in the success of the business.

As the business grew, Mr. Baker surrounded himself with additional employees. To each of these men as he determined their worth he sold stock in the business. Tom Hanna and J. T. Moore were two young men about the age of Mr. Poston and Mr. Hemphill who came with the firm. For ten years they all worked together. Finally in 1898 enough capital had been accumulated to start another store. Henryetta was selected for the site for the new concern and Mr. Hanna was sent there to manage it, all the four men of the Baker-Poston Company taking stock in the new enterprise.

Mineral Wells Store Started.
In 1903 another store was started at Mineral Wells, known as the Poston Dry Goods Company, with W. C. Poston, a brother of G. C. Poston, having charge. This was strictly a retail store and has always remained so, but buying its merchandise of course, through the Baker-Poston Company. About this time, Mr. Hanna established a store at Quanah and moved there to manage it.

A few years later the Baker-Hanna-Baker Company, a strictly wholesale house, was established in Oklahoma City. Tom Hanna of the Quanah store going there to take charge of the business. This store had a capital of \$200,000 at its organization. Now its capital is \$550,000 and its surplus over \$200,000. Mr. Hanna is still actively

engaged in the direction of the business.

The next store to be started was the Baker-Hemphill Company of San Angelo, in 1909. Here Mr. Hemphill realized his desire to come back to the country he had made for when he left school back in 1882 and struck out for himself on a cow pony.

Amarillo Store in 1912.
In 1912 the Moore-Poston Company took over a stock of goods in Amarillo and Mr. Moore left Weatherford and pushed the activities of this now fast growing chain up on the panhandle of Texas. Upon its organization in 1912 the capital of this store was \$22,000. Now its capital and surplus are in excess of \$100,000. This store, like the majority of the others of the chain, has both wholesale and retail departments.

Other stores have branched out from time to time. Hemphill-Fain Company was organized and took over the store of Sam Brin at Brownwood, and Ben Fain of the Baker-Hemphill Company, went to Brownwood to take charge of the business. This store started with a capital stock of \$45,000 and now has a capital and surplus of \$105,000. It is only retail, buying its stock through the Baker-Hemphill wholesale departments.

Two years ago the Baker-Hemphill Company purchased the stock and fixtures of the Grand Leader Company of San Angelo at a bankrupt sale. After selling the stock these, the splendid fixtures of this store were moved to Lubbock and the Hemphill-Price Company began doing business at the "Hub of the Plains" M. L. Price formerly manager of the wholesale department of Baker-Hemphill Co. and Spencer Wells, former head of the shoe department and James D. Everhart and Louis Price of the local store

were taken to the Lubbock store to start the new business.

PLAN TO PROTECT SETTLEMENTS AT BASE OF SHASTA

By United News.

McCLLOUD, California, Sept. 19.—Preparations to protect settlements at the base of Mount Shasta from another flow of morantal mud and water are being made here as a result of the damming of Mud Canyon by a landslide on the southeast side of the mountain.

The landslide which sluffed off eight miles of wall along Mud Canyon on the eight thousand foot level, dammed up the only outlet of the flows that have sent torrents of mud and water into the lowlands for the past several weeks.

It is believed here that by Sunday the force of the slime, made up of water, mud and volcanic ash, will have accumulated sufficient force to break through the dam and pour down into the lowlands with increased violence.

Huge boulders and great pieces of ice which have tumbled down the mountain sides during the glacial

flows are confined in mud canyon and may be sent crashing into the valley if the new dam breaks.

When the cave-in occurred Thursday, great clouds of volcanic ash and dust were sent thousands of feet into the air obscuring for a time the peak of the mountain. This led many residents of the lowlands to believe the now extinct volcanic crater had started an eruption.

The rumblings of the landslide and the cloud of dust were seen and heard for 25 miles. Many residents started to flee when the phenomena took place, but their fears were quelled when a real account of what happened was learned.

A report that Mount Lassen had broken into eruption Thursday night was discounted by advices from that district Friday.

HOUSTON WOMAN FEARS THAT THE CAT WILL NOT COME BACK

HOUSTON, Sept. 19.—Cats may come back but Mrs. W. E. Carroll is dubious about the volunteer return of her three prize winning cats valued at \$150. Thieves recently broke into the Au Chat Noir Kennels owned by Mrs. Carroll stealing the three cats, two males and one female, all kittens.

So far the cats haven't come back and the police are working on the case.

About a billion feet of lumber went out of the Columbia River in ships during 1923.

We refuse to get excited because the senate has just put a tax of 35 per cent on gifts of more than \$5,000,000.

The high hat is coming back, but a comforting thought is that it may not stay long.

Polo players may be crazy people, but they don't play chess.

Progress is the Law of Life

THE LEVIATHAN, the biggest steamship afloat, rammed her nose into the mud off Staten Island in a heavy fog and wedged herself so tightly that she couldn't back off with her own power. Twenty tugs were summoned and hitched their lines to her and pulled and snorted without effect for seven hours.

Then something happened. Slowly the giantess of the sea was lifted out of the yeasty mud by an invisible force and soon was floating, strong and free, upon the rolling waves. What happened? A simple explanation. The rising tide! Service and efficiency are the mysterious forces that work quietly but irresistibly according to immutable law, compelling institutions to move onward, because progress is the law of life.



E. L. ROBERTSON, Owner

THE CITY DRUG the South Plains largest store was established by E. L. Robertson in 1917. Since its inception it has made rapid strides in its constant and persistent effort to supply Lubbock with an up-to-the-minute drug store, and a complete stock of the freshest and purest drugs and drug sundries.

The City Drug Store is Lubbock's Rexall Store; handling a complete stock of Rexall remedies and products. Having four registered pharmacists in its employ; accuracy is assured every patron in the filling of their prescriptions. Due to the enormous amount of drugs used every prescription filled is of freshest purest drugs. This fact alone may mean the saving of a life. In short the City Drug Store is a progressive institution and believes that nothing short of the best is good enough for its patrons. In the future as in the past our motto will remain.

Accuracy---Dependability---Service

City Drug Store

THE STORE BUILT BY SERVICE

On Broadway Phone 601-2 Lubbock, Texas



Electric Life Set

GENERATE YOUR OWN ELECTRIC LIGHT FOR A FEW CENTS A DAY

Here is what millions of homes have been looking for—an inexpensive, easily installed and that makes its own electricity and costs a few cents a day to burn. Our marvel Electric Lighting Outfit comes complete with all necessary parts for installing one electric light. It is the easiest thing on earth to install a Marvel lighting system, the directions are so plain that even a handy boy can easily set up his battery and hook up the light in less than an hour. All you need is a hammer and screw driver. No license or special knowledge of electricity is required. We have surprised the world with this unbelievable \$2 lighting system. Don't think because the price is \$2 the Marvel Outfit cannot be any good. The Marvel is low in price because it is simple in construction, there is nothing cheap about it but the price, it is the first time a complete electric lighting outfit was ever offered at this ridiculously low price. No longer need you bother with dirty, troublesome kero-sene lamps and lanterns, when you can get clean, bright, inexpensive electric light with our Marvel outfit, by simply pushing a switch. No matter where you are located this outfit can be installed. It is not affected by heat or cold. Thousands of homes all over the United States have already installed this lighting system and are enjoying the conveniences afforded them from its electric light.

10c CHEMICAL RENEWS BATTERY

With ordinary every-day burning recharging the battery is only necessary every week or so. With common blue stone powder (which you can obtain from any drug store) and your lighting battery is soon fully recharged ready for another week's service. No electricity or motors of any kind is required, only one-half pound of blue stone powder (10c). The Marvel outfit is strongly constructed and is made to last for years and is guaranteed to give bright, inexpensive electric light at the touch of the switch. The complete outfit consists of 200 feet double coated copper wire, 1 box staples, reflector, wall snap switch, completely wired drop light fixture (with 8 feet silk covered wire), Edison Mazda globe (Edison base), battery cell container, ending plate and illustrated instructions. Complete for only \$2.00 Parcel Post prepaid. Agents—Send \$2 for outfit with wholesale terms.

LEWIS ELECTRIC CO., Not Inc., 1636 So. Lawndale Ave., Chicago.

Send \$2. Send me Marvel Electric Outfit postpaid. My \$2 to be returned if I am dissatisfied.

THE TWENTY-FIFTH MILE POST REACHED, A QUARTER CENTURY SERVICE RENDERED

By WELTON WINN, (Agricultural Editor.)

We had occasion to visit the office of the circulating manager for some information Tuesday and after receiving the desired information (in fact the entire force of the Avalanche go to this chair to settle any political or other differences that naturally come up in a large office that the Avalanche) and was about to leave the circulating manager asked if we knew that the Avalanche had rounded out its 25th year with last week's issue, and was now on its 26th year. We replied that we did not think it had existed that long, he said it sure had, and that naturally the readers would expect to hear from the agricultural section of the paper along that line as to our view of the usefulness of the paper.

Feeling our inability to do justice to such an important subject, we went and cranked our typewriter and filled it with the best paper to be had and wrote the above heading.

But before we proceeded any further we thought of the difficulty our informant had had with the dog population of the city, which had given his boys who make early deliveries of the morning paper and we thought that this trouble might have produced some abnormal condition of his mind. We are sure that he would not knowingly misstate any thing under any circumstances, but the abnormal tendencies he has manifested lately, led us to believe that it is barely possible that he might be under some abnormal condition mentally when he told us the Avalanche had entered its 26th year.

On more careful inquiry we find that the Avalanche has only existed for 24 years it was launched May 5th, 1900. We are glad to get this information, and will now proceed to say what we had intended to say about the paper and its founder and its management during all these 24 years.

In our long observation we want to say that there are very few papers that have continued in one place and under one management as the Avalanche.

It was started out under the management of Mr. J. J. Dillard of this city, who is still an active citizen and real estate man and his efforts in the newspaper business is very commendable. Mr. Dillard is recognized as a writer of no mean ability, and his early efforts to give to Lubbock and Lubbock county a live newspaper is appreciated by all who know

of his first efforts in the newspaper business. He was at the head of the paper for the first 7 years of its existence, we are told; then it became the property of Mr. Jas. L. Dow, its present Editor and owner.

We have known the paper since 1909 when we first saw the plains. It was sent to us by a friend for sometime after we were here in 1909. Since January 1917 we have been a continuous subscriber to the paper and have always considered it one of the best county papers.

We find that we are not alone in our opinion of the paper and its usefulness, as a city and county builder, but we sent it to some friends one 600 miles in east Texas and one on the western coast in California. They each said it was the best county paper they had ever seen, and each wanted to get on the permanent list.

Since our acquaintance with the paper it has continuously advocated the selling of the large holdings of land to home seekers so that the plains would come into its own, that is, so that it could be settled by home owners, and become the persons and desirable place it has to live in. The editor has been criticized many times since we have known the paper for advocating the many things that we thought necessary to secure the progress of the plains that has come, even in less time than the most sanguine expected. It has been well and truly said: "Progress towards truth is made by difference of opinion, but the bitterness lies in the controversy."

Tolerance, is a great virtue, but some people think if you differ with them you are their enemy. This is a great mistake and we should all learn that the fact that some one differs with us is our enemy or that he is absolutely wrong.

Now, when we look back and see the wonderful progress that this town and county and also the country round about us have made, we should gladly give credit to the man who started the paper, and the one who has made it the success it now enjoys. It does not boast of its great accumulation of wealth, but we think it can well feel proud of the service it has been able to render to the town and country. It has so earnestly tried to serve, and our acquaintance with the gentlemen who have done this work warrants us in saying that we think this is the thing they each esteem of the highest value. Now, there is a custom to celebrate certain dates some of these are annual affairs and in matrimonial life, where it takes well on the parties and stay married 25

years, they celebrate what is called or used to be called, their silver wedding. We think it would be a good plan to have a silver jubilee next May and celebrate the 25th anniversary of the existence of the Avalanche. We think its usefulness during these 25 years it will have served, will entitle it to a great picnic at the new city park, where we can have some good talks from those who helped to lay the foundations of this splendid city and county. It would, without doubt, be a very interesting occasion and all should join readily in making this a great day. Then, if the paper should live to see its 50th anniversary, we can meet again or whoever should live to see that date have another great or jubilee. There will be many who will live to see this golden jubilee, and we are sure the paper will survive that time and we will say that we hope that the founder and the present owner of the paper will both see that time.

Considering the importance such a day, we carried out such a program on our ranch in Colerain county on our 50th birthday. This was one of the most enjoyable days of our life and we have some neighbors in this county that can bear testimony to the good spirit that permeated that occasion. We think it a splendid idea to take a day off some time and retrospect our past and that was a joyful day not to be forgotten, and now with several months to arrange for such a meeting for the Avalanche editor and force and the founder of the paper, we think such a day could be well spent and enjoyed by all, especially all who appreciate the good work the paper has done.

True, mistakes might have been made, but the paper has tried to render the greatest good to the greatest number, and now with all the new features it has recently added, the daily paper, as soon as before most towns of the size of Lubbock, could reasonably expect such paper, we think all could freely join in one day's jubilee and social friendship with a force that has contributed so much faithful effort for the advancement of Lubbock and its people.

Now, we dislike to take advantage of any one, but in giving this, our opinion of this paper, we have done it without the knowledge or consent of any of the parties mentioned. If they will excuse our mention and join us in a big picnic celebration we feel sure all will enjoy the day and all will have a better feeling for each other.

This was the result of our jubilee and picnic.

He is Coming Back

A. M. Gregory of Navarro county paid a visit to his friend J. A. Cates at Ropesville recently. He came for the purpose of making a personal visit only, but curtailed his visit to return home and pack up his belongings and move here.

He will buy land and with the assistance of his sons he expects to plant a large crop next year.

HEMPHILL-PRICE CO. BELIEVES IN NEWS-PAPER ADVERTISING.

The Hemphill-Price Company believes in advertising. Since its establishment here in 1922 it has never missed advertising in every issue of the Weekly Avalanche, and has not missed over three issues of the Daily and Sunday Avalanche.

"Newspaper advertising at two-thirds of a cent an inch per hundred copies, is the cheapest, most effective and the best advertising any merchant can invest in. You can't always check upon advertising but every once in a while we put something in the paper that makes us know that our ads are read."

Recently we advertised 650ingham dresses for 59 cents each. We didn't have a single dress in the house by 1:00 o'clock the next day and we are getting orders for those dresses yet. Every time a woman picks up a copy of the paper containing that ad—and she hasn't taken advantage of it, she phones in or writes to us if we have any of those dresses left. Just one ad went in the paper—but it was a full page."

FT. WORTH PANTHERS HAVE PRIZE WINNING MASCOT

PORT WORTH, Sept. 19.—Besides wearing the crown of the Texas loop, the Fort Worth Panthers have the satisfaction of possessing a near champion mascot.

Barry Helampus, German police dog of the Cats, carried off a flock of prizes at the bench show at Aviation Garden recently. Barry, however, lost out in the all-around judging due to a blackened spot on one of his molars, occasioned probably by too vigorous chewing on "packingtown bones."

ROPEVILLE TO HAVE ANOTHER 20-ROOM HOTEL

It has been confirmed that G. T. Mitchell, local contractor, has the contract for building a twenty-room frame hotel building in Ropesville for parties who own property here and expect to locate here.

The editor did not learn the names of the persons having this work done or where they reside but he compliments them on their selection of a live town for their investment.

Most of the money in this world is made by those with faith in human progress.

A diplomatist is a man who can make an appetite resemble altruism.

A DISTINCTIVE ACHIEVEMENT



The Southland Life Insurance Company has back of its success a keen insight into the insurance needs of the people of the South.

The Southland Life Insurance Service has been built on the fundamental foundation that it must increase the security and contentment of its policy-holders.

That the Southland Life Insurance Company has succeeded is evidenced by its steadily increasing growth throughout the South and Southwest.



Neal H. Wright

Representing the Southland Life Insurance Co. Office in Citizens Nat'l Bank Bldg. Lubbock

PETERS & HAYNES, Architects
Leader Building

A NEW HOME IN A NEW LOCATION, BETTER EQUIPPED TO SERVE YOU

We are mighty proud of our new store with all the fresh new things throughout. We are sure you will like it also. In equipment and arrangement it is second to none in this section, for many additions have been made—many new features added that we have not had before. All this has been done in a spirit of planning so we can better be able to serve you.

Into this new plant we will move those other features which have earned for us a reputation highly desirable, and one that you demand—something that cannot be moved with teams and wagons, yet something we guard most jealously—our policy of fair dealing, one of selling only reliable merchandise at the lowest possible price and of rendering the fullest measure of service in every transaction.

Visit This New Store At Your First Opportunity And See For Yourself Just How Nice It Is

Some Of The New Features

SHOW WINDOWS—

65 feet of show window space, correct in height and depth and arranged in a most pleasing broken arcade. At night ample lights will flood this display section.

TOILET GOODS SECTION—

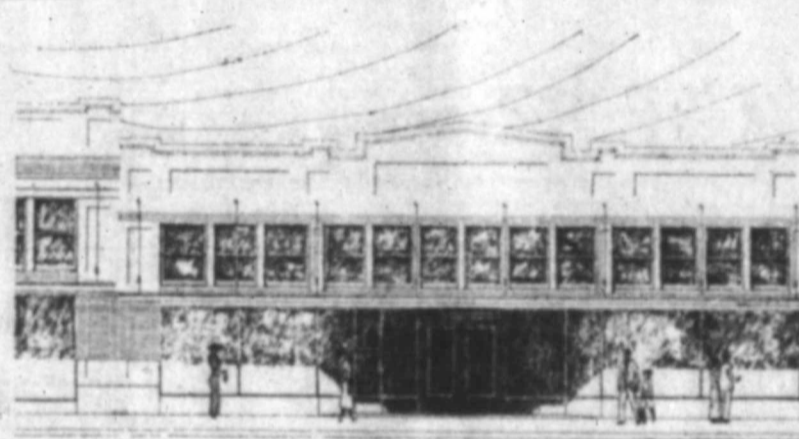
A new section with new fixtures has been arranged at the very front of the dry goods side to care for our rapidly-increasing toilet goods business. Articles in these lines will be displayed in the new wall cases and rounding floor cases.

SHELVED SECTIONS—

Throughout the entire building all shelves, tables and partitions are entirely new, all finished in a uniform color. Ample provisions have been made for wide aisles throughout to relieve congestion and make shopping most pleasant even on the busiest days.

MEN'S DEPARTMENT—

A new section at the front for collars and ties has been provided. This in addition to rounding floor cases in front. Also a new modern hat case of latest type has been added as well as three new unit sections for our large overcoat stocks. This department will be the most attractive men's department in the city.



Some Of The New Features

A NEW SHOE SECTION—

A most pleasing arrangement has been made of the shoe section. In this department stocks will not be visible at all, being arranged in recessed sections to the sides and the rear with nicely finished panels. Ample seating capacity will be found in this department.

THE READY-TO-WEAR SECTION—

This department will have an added space of some two hundred square feet of floor space. In arrangement care has been taken to provide ample fitting rooms; there are three in number; a corset room, fully equipped; a high grade room, separated from the main department, where Milady can choose the most elaborate wardrobe in entire privacy. Also in this department is a ladies' rest room, fully equipped.

OFFICE ARRANGEMENT—

All offices will be in the front of the building, over the show windows, reached by an easy stair-way from the Men's Department. Wrapping stand, main offices and executive offices will be adjacent to each other on this balcony. A built-in vault is also provided as is ample space for delivery hold and mail packages.

LIGHTING—

This will be the best lighted building in Lubbock, both by day and night. The entire front above the show window lines is glass. On the side, windows are everywhere; at the rear, the same. Artificial light is supplied by twelve large fixtures on the main floor and under and above the balcony by smaller fixtures, closely spaced to give ample light at every spot desired.

We Regard This New Location Which Is 1212 Avenue J (Just South of Broadway) A Very Convenient One For Our Customers

First: We will be one and one-half blocks nearer the main residential section of Lubbock. Access will be easy from either Broadway or 13th streets, both of which will be paved in the near future. Parking spaces will be First: We will be one and one-half blocks nearer the main residential section of Lubbock. Access will be easy from either Broadway or 13th streets, both of which will be paved in the near future. Parking spaces will be

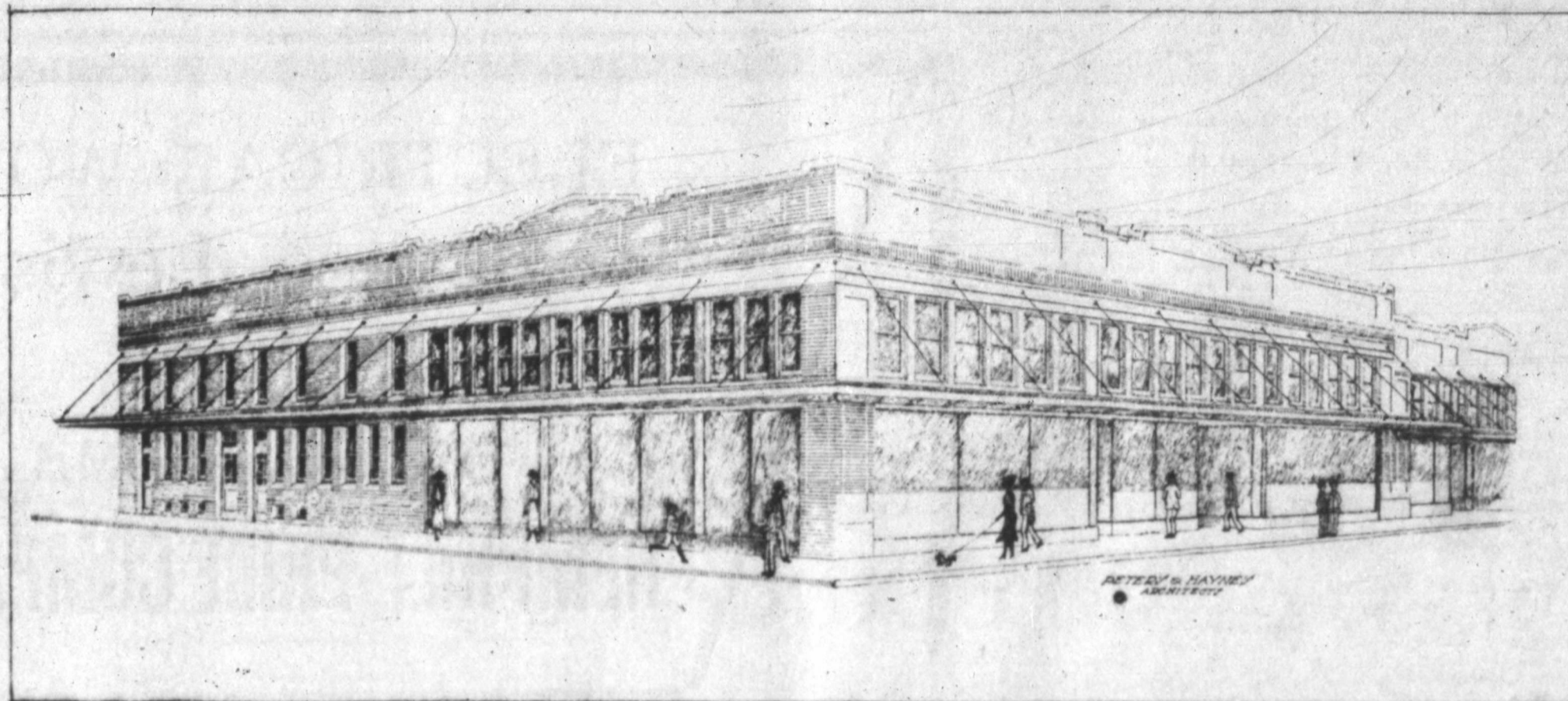
We Invite All Our Friends To Visit Us in this New Location after October 1st.

Come and see this new store whether you have a purchase to make or not. We will enjoy showing you around. Also you will want to see the liberal assortment of new fall goods that will be unpacked for the first time in the new building. We have prepared well to supply your every requirement this fall as the ample stocks you will find will testify.

"IN THE NEW SHOPPING CENTER OF LUBBOCK"

Hemphill-Price Co.

"WHERE 13TH STREET CROSSES AVENUE J"



The New Home of the RIX Furniture & Undertaking Company. Lubbock, Texas

The Romance Of Progress

Seven years ago the Rix Furniture & Undertaking Company established a branch house in Lubbock.

The record business of the first year compelled us to seek larger quarters.

Following that move a period of five years have elapsed. The march of progress in Lubbock, the South Plains and all West Texas, kept moving on. A gradual, sound business growth with our section has been experienced thru all the quarter century we have served West Texans.

Now we announce the erection of our Lubbock Home—"Where 13th Street Crosses Avenue J"—the largest and most modernly equipped Furniture and Undertaking establishment on the Plains.

After October 1st, we will be "at Home" in our new location. Watch for interesting announcements of events commemorating our establishment—

"WHERE 13TH STREET CROSSES AVENUE J."

RIX
LUBBOCK

FURNITURE AND UNDERTAKING COMPANY

For A Quarter Century "The House of Satisfaction"

LAMESA

BIG SPRING

WALKER - SMITH WHOLESALE GROCERY ESTABLISHES HOUSE IN LUBBOCK; BIG NEW HOME IS NOW BEING OCCUPIED

The Walker-Smith Wholesale Grocery company's local branch house, of which R. Allen Hill is manager, is today an integral part of Lubbock whose resources are lending materially to the development of the city.

The house was established in the Jackson Bros. building here on May 15, and immediately after that time construction was started on a \$150,000 home for the company which it now occupies at the corner of 8th street and Avenue J. This building is one of the most modern wholesale grocery homes on the plains and its many special features offer advantages in handling the company's large stocks. The building is 79 by 119 feet, with a full size basement and a twelve foot deck circling the entire building above the first floor which adds much to its storage capacity. An electric elevator facilitates transferring goods from either of the three floors.

This building was occupied August 15th since which time the company has enjoyed splendid business here, and every department of the business can be well looked after now in addition to the advantages offered by virtue of its occupying this spacious building, a number of efficient trained employees are on the job working for the very best interest of the company at all times.

The same business methods pursued in all branch houses of the Walker-Smith company are followed in the management of the Lub-

bock store which promises to become a leading house of the big firm.

J. A. Walker, of Brownwood, is president of the Walker-Smith company, while C. Y. Early, of Brownwood, is vice-president and general manager. J. L. Smith, banker and property owner of Amarillo, is secretary-treasurer of the company. Mr. Smith has been identified with the business life of Amarillo for a number of years, having grown up in this section of the state. He is one of the most influential business men of Amarillo, and was instrumental in having the Walker-Smith company establish a house in Lubbock.

The Walker-Smith company has been doing business in Texas for a quarter of a century during that time it has grown to be one of the biggest wholesale grocery concerns in the southwest, and its influence is felt wherever a branch house of the company is located. They now have houses at Brownwood, where the general offices of the company are located and where all books of the mammoth institution are kept; Brady, Ballinger, San Angelo, Abilene, Sweetwater, Stamford, Galveston, Ranger, Dublin, and Lubbock. They have built their own wholesale homes in all these cities except Ballinger, Stamford and Dublin.

The Walker-Smith company house in Lubbock gives employment to a number of well paid men, their corps of travelling salesmen make regular trips over the large territory and while they deal in merchandise, they are good boosters for Lubbock and are doing much to advance this city as a trade center.

J. L. Heath travels over the New Mexico territory and a part of the Texas territory from Big Springs and Midland west, and is fast developing this section of the company's field.

W. B. Cross travels south from Lubbock, making regular visits to the retail stores at Brownfield, Tahoka, Lamesa, O'Donnel, Post City, Southland and Slaton. This is a splendid territory and his sales ability coupled with the popularity of the well known brands of goods handled by the Walker-Smith company, is winning much for the company at all these places mentioned.

R. Q. Cruthers travels for the company to Plainview, Lockney, Floydada, Crosbyton, Lorenzo, Ralls, and Idalou.

Emmett J. Darby, who for several years has been known to the retail grocery trade in Lubbock, having been in the business here, works the Littlefield, Sudan, Amherst, and Shallowater territory and the local suburban trade.

Manager Hill looks after the city sales in connection with his work at the office.

Mr. Hill is assisted in the office by R. W. McGrew, cashier and Miss Paulene Carnes, stenographer.

John C. Craig is shipping clerk and is assisted in this work by Claud C. Gray.

Hawley Griffin and D. C. Vaughan are employed to look after the warehouse stock, while Hugh Sandlin has charge of the delivery service.

In connection with their eleven wholesale grocery houses in Texas, the Walker-Smith company own and operate at Brownwood a large capacity candy factory and a pecan factory, where pecan meats, peanut butter and candies are made and packed under the "Pecan Valley Brand label" where quality is considered first. The advantage of the company's owning and operating these factories can be readily seen.

At Galveston they own and operate their coffee roasting plant where "Pecan Valley Brand" coffee and various other blends of coffee are roasted and shipped to all parts of Texas.

The Walker-Smith company house here is exclusive distributor of Sun-kist brand California canned fruits and Bakers Choice Brand of canned fruits in gallon tins, also "Woodford Brand" canned peas and corn and "New Perfection Brand" country Gentleman canned corn, "Lilly of the Valley" brand canned fruits and vegetables

"Light Crust" flour "Old Manse" line of jams, jellies and preserves, "Wizard" flour and other well known brands of goods.

Manager Hill stated Friday that since the opening of their house in Lubbock, the Walker-Smith company has enjoyed a very fine business and have been given much encouragement, which has had its favorable effect upon the officials' attitude toward Lubbock and this trade territory.

They invite the public in general to visit their new home and Mr. Hill declared they would be glad to show visitors through their large stock and the new building.

The Walker-Smith company's railroad trackage is on their own property and when shipments of goods in car lots have been "parked" on this trackage it is entirely in their hands and all annoyance of shifting of cars has been eliminated thereby.

Such institutions are doing a great work in developing trade relations with businessmen of adjacent cities and their wholesome influence on all lines of local business deserves hearty appreciation of everyone interested in building a greater Lubbock.

TWO FINE NEW HOMES FOR LOCAL FIRMS

(Continued from page 1)

year destroyed the frame building in which their business at Lamesa was located, and in its stead another structure, of brick was erected work on which has not yet been completed.

T. C. Brannon, who was formerly with the Rix Company at Big Spring and who is familiar with all phases of the furniture and undertaking business, is manager of the Lamesa store.

In addition to the buildings owned by the company at Big Spring and Lamesa, a spacious brick structure is now under construction here at the corner of 13th and Avenue J which will when completed, be one of the finest store homes in the city. This new home, which represents an investment of seventy thousand dollars is built upon a foundation and with walls constructed to take care of five or six stories should the company see fit to build it that much higher, between five and six thousand dollars having been invested in the additional features of the structure that would have been unnecessary for a building of the size it will first be when completed.

Double floors, with highly polished oak coverings, sixty windows to give ample light over the mezzanine floor, 195 feet of plate glass at the front and south side of the first floor, aden, well lighted basement where the workshop and all storage goods will be

placed, a well furnished chapel, morgue, two bedrooms for the convenience of the visitors to the undertaking department, and other accommodations found only in the city stores are provided in the new building.

Manager J. A. Rix pointed out that in many instances, people who visit the undertaker looking after deceased relatives or friends being prepared for burial there, are compelled to spend the entire night or more than a half of a night waiting at the store, and it is for their convenience that the bedrooms will be provided. In connection with these two rooms a

well furnished bathroom, with a three-piece equipment, will also be provided. This will give the company an opportunity to render a service to its patrons not offered in many cities of this size.

Upon being asked to explain how the company has been able to make such strides in development during the past several years, Jed Rix pointed out that no factor went into this program in such conspicuous manner as has the loyalty of the employees, who are given every opportunity for advancement along with the business and who are made to feel that the

best interests of the company are their best interest.

H. H. Griffith, undertaker and furniture man for the company, has become an integral part of the firm, having been in its service for the past eight years. He has some knowledge of every feature of the business, and is found on the job at all times. He is an able executive as well as salesman and workman, and on matters pertaining to the welfare of the local store his opinions are heard with interest by the manager.

Mr. Griffith's long service with the company has given him an opportunity to understand its pol-

icies so well that he is entrusted with the solution of many of the daily problems that confront the management, and his judgment is depended upon entirely in many instances.

A. C. Sanders, who for the past five years has been identified with the local store, is one of the well known undertakers of this country and his entire time is given to the work of this department of the company's business.

They say Jack Dempsey will be married and give others the chance to say his wife will then be champion.

Maccabees' Head In G. O. P. Drive



MISS BINA M. WEST.

Miss Bina M. West of Port Huron, Michigan, Supreme Commander of Ladies of the Maccabees of the World and founder of the Woman's Benefit Association will be an important figure in the national campaign this fall. She is a member of the executive committee of the Republican National Committee. Closely associated with Miss West in the organization of Republican women in the state of Michigan is Mrs. Orin T. Holt, of Muskegon, state vice chairman.

Mrs. Alvin T. Hert, vice chairman of the National Republican Committee, who has charge of the women's activities in this campaign, has issued an appeal to the Republican women of the country asking them to get every eligible Republican voter in their families to the polls registration day. In response to this appeal Miss West and Mrs. Holt are organizing the Republican women of the state of Michigan into clubs by towns and precincts. Through these clubs they hope to secure a complete canvass of the women of the state. "Approximately 25% of the women eligible to vote actually voted in 1920," said Mrs. Hert in a recent interview. "This means one out of every four. Women are out to round up 'civic slackers' and this means men as well as women."

The Structural Steel for the SPENCER - LEWIS BUILDING

sold by

THE BEN SIBBITT IRON & FOUNDRY COMPANY

Wichita, Kansas.

Iron and steel for building and construction work, Re-inforcing work

Fire Escapes, Iron Stairways, Sash weights and Job Foundry work. Majestic Coal Shutes, House Columns, Window Guards, Truss rods, Iron Railings, Wall Ties, Coal Hole Rings, Folding Gates, Ornamental Iron, and Wire Work, etc.

ELECTRICAL WORK Spencer-Lewis Building THE NEW HOME HEMPHILL-PRICE COMPANY

Modern business realizes the cost of poor lighting equipment. There is no excuse for such expense in this day and time.

Hemphill-Price Company know the value of proper lighting equipment. They are one of the successful concerns of West Texas. There are many places of business where the electrician can be of help. Poor lighting discourages shopping, dulls the atmosphere and endangers eyesight.

In some of Lubbock's largest stores we have displayed our work; in some of Lubbock's best homes, too. If you are interested in bettering your lighting equipment call us and we will gladly go over the problem with you and you will not be obligated in any manner to us.

ELECTRICAL APPLIANCES

Practically every bit of the drudgery of housekeeping can be eliminated by the use of electrical appliances.

We feature the best lines—those that will deliver to you the most satisfactory service at the very least possible cost.

We are strictly in the electrical business and believe that we can serve you well in that line. Give us a trial.

NO JOB TOO BIG

NO JOB TOO SMALL

OWENS ELECTRIC COMPANY

FRED A. OWENS, Proprietor

New Address Between Broadway and Lubbock Main, on Avenue K.

OFFICERS:

- P. F. BROWN, President.
- Dr. J. C. WAGNER, Vice-President.
- O. L. SLATON, Treasurer.
- C. A. BURRUS, Secretary.
- W. E. BALLEW, Asst. Secretary.

DIRECTORS:

- C. E. MAEDGEN
- GEO. R. BEAN.
- FRANCE BAKER
- SAM T. DAVIS
- R. BARRIER.

HOME MUTUAL LIFE AND ACCIDENT INSURANCE ASSOCIATION of Lubbock, Texas

A Local Mutual Insurance Association writing anywhere within fifty miles of Lubbock. If interested in real life insurance at the lowest cost, see our authorized representatives or communicate with the Home office.

P. O. BOX 437 C. A. BURRUS, Secretary. Lubbock, Texas

NEW OWNERS LUBBOCK TAILORING CO. ENTER BUSINESS HERE UNDER FAVORABLE CIRCUMSTANCES, ASSURING SUCCESS

John Spikes, formerly of the Spikes Brothers Grocery, has bought the interest of Eric Posey in the Lubbock Tailoring Company, and is now associated with J. C. Sanders in that business who one year ago bought an interest in the business.

Mr. Sanders, who has been connected with the Lubbock Tailoring Company since it was bought by Eric Posey eleven years ago, is familiar with all departments of the business, having had charge of the business during the absence of Mr. Posey many times, his taking active management of the place makes little change in his regular work.

John Spikes will have charge of the books of the company and assist Mr. Sanders in the management. He is well liked by the people of Lubbock and his entrance into the business will tend to make it even more popular if such is at all possible.

The Lubbock Tailoring Company is located in a spacious brick building at 1110 Broadway, and more than eleven thousand dollars is invested in equipment and machinery, and at this time an 8-A Hoffman press is being installed that will enable them to take care of the fast growing business.

The progressiveness Mr. Posey has shown in the past has caused that business to keep pace with the development of Lubbock, and that the new owners and managers will continue an aggressive policy in its operation is assured.

In connection with the large patronage enjoyed by the tailor shop, a dye plant is operated and is a popular feature of the business. Modern equipment has been installed in the department where this work is done and a class of work not surpassed anywhere is turned out by the company's competent and experienced employees.

A hat works is also operated in connection with the tailor shop.

The Lubbock Tailoring Company represents the Storrs-Schaffer Company, makers of tailored clothes, and many outfits of clothes are ordered through the company.

Messrs. Spikes and Sanders may be depended upon to continue this business along such lines as to give

BIGGER AND BETTER FAIR

Lubbock, Texas, Sept. 12.—Rockets that glare and shells that burst, with everything else that goes to make up a spectacular fireworks display, aeroplane stunts that make the hair stand on end, a sham battle with all the thrills of the real thing, three foot ball games, two showings of the "Pageant of the Magic Fleece," bands to furnish music day and night, and a number of other attractions features and entertainments will be provided at the Panhandle South Plains Fair and Short Course in an effort to provide a dollar show for fifty cents.

In fact there will not be a dull minute from the time the fair gates open early on the morning of October 1st, until they close late Saturday night October 4th. More free amusement and entertainment being provided for this year's fair than ever before and in addition the exhibit department are going bigger and better than ever before.

Already more counties and communities have signed up than ever before in the history of the fair and the livestock division will be so far ahead of the usual showing that there can be no comparison. Breeders of fine cattle, hogs sheep from many sections of the state have already filed their entries. Individuals all over the Panhandle and South Plains have also made entries in the various divisions, and the Poultry show is attracting entries from not only Texas, but a number of adjoining states.

The Premium lists this year is before, and those who have not received a catalogue and premium list should write for one at once.

Remember the dates, October 1st, 2nd, 3rd, and 4th, and be there.

LORENZO ENJOYING A SUBSTANTIAL GROWTH

LORENZO, Sept. 20.—Perhaps, since Lorenzo was established some eleven years ago, has she enjoyed so great a building program as is in progress now, nor in all her history has so many new people, home seekers and investors visited within her bounds up to the present our progress has been slow, steady and substantial, but, now, as if a great opportunity had been overlooked, building is going forward with leaps and bounds and the people who are arriving in our midst are snapping up the bargains in farm and town property as fast as they can be found.

We don't think that it would be overdrawn to state that during the past four months our population has increased over 500, and yet there is a continuous stream of humanity flowing into our midst which continues unabated, and we feel that by the time spring has kissed the face of Mother Earth again, our population will be more than doubled. For people are not slow to realize what the future has in store for Lorenzo, with its vast trade territory and modern conveniences, coupled with a class of people that have no equal on God's footstool.

There is no doubt but that in the near future Lorenzo will be the equal of any town on the branch of the Santa Fe, and that there will be none superior to her, for at present our town is the fastest growing town in Crosby county and has so far outstripped others that they have little chance to catch up, and while yet she may not be able to equal their claimed population, she is moving forward with strides that makes it evident, unless there is a change that before many months unless there is a change, our town will be ranked among the top notchers.

To the people on the outside, we would say, come to Lorenzo. Do not take our word for any statement made herein, but investigate, and you will find that every claim that we have made, is true, and will be so convinced of what the future holds in store that you will

CAVERLY FAILS TO PROTECT SOCIETY

In dealing with criminals the protection of society is the first consideration. Punishment is not for vengeance. If a man commits murder he is not hanged to satisfy the feeling of the victim's relatives. He is not hanged to meet the demands of the principle of a life for a life. He is hanged because long experience has convinced society that the death of a murderer is the most effective deterrent against murder.

Where punishment for murder is swift, certain and severe, as in England, few murders are done. Where punishment for murder is slow, as in the United States, human life is held cheap.

In his decision saving the lives of the Chicago murderers Judge Caverly has failed in his duty to

protect society. The Judge says in this case life imprisonment is a severe punishment than death. That is mere sentimentalism. The defense made its desperate fight to save the young murderers from the gallows. It felt it had won a great victory in the sentence to life imprisonment. It had. The prospect of imprisonment has no great terror to the would-be murderer. If the worst comes to worst, he expects a pardon. The prospect of being put to death is different. Men shrink from such a fate. If murders in the United States were punished generally by death, the number would fall off amazingly.

Why, then, did Judge Caverly refuse society the protection which could have been granted under the Illinois law? Not because he believed the murderers were insane. He says they were not. But he contends the young men were "abnormal" on the ground that if they had been normal they would not have committed this crime. If the commission of a terrible crime is proof of abnormality then of course criminals are abnormal. In a sense perhaps they are. But not in the sense that is permissible by law to affect their punishment. However, the judge seems to intend his reference to abnormality to be merely a defense for his action at the bar of public opinion. He does not base his action on it.

His action is based on the youth of the criminals. They are young

men of 18 and 19. They are intelligent, well educated, with experience in the world, mature enough to be responsible for their conduct. Most crime is committed by young men from 18 to 24. If criminal acts are not to be punished unless they are perpetrated by men of middle age, then the whole theory of crime and punishment is wrong.

It should be repeated that responsible murders are subjected to the death penalty not as Judge Caverly seems to suppose, for "retribution and expiation," but to restrain other persons from committing murder. Society looks to the courts for protection. Under the development of technicalities and sentimentalism, the courts are failing in their duty. In many cases they are making a joke of the law. They are tender for the welfare of the criminals. They are not solicitous for the welfare of the state.

The Chicago judge has sent two wretched murderers to prison from which they expect a pardon in a few years. In doing this he has protected the criminals. He has failed to protect society.

France asks the United States to consider Russia. It has already been considered and found decidedly wanting.

The harvest moon will make many an alleged woman hater see things in an entirely different light.

Ben Melton Undergoes Operation

Mr. Ben Melton, who owns a farm on the Whaley and Jones tract near Ropesville, was rushed to the sanitarium at Lubbock last week where he underwent an operation for acute appendicitis.

Mr. Melton has been experiencing some trouble with his side but it was not considered serious until he was taken very ill and Dr. Hanna was called to his bedside.

The extreme seriousness of the case was at once determined and the patient was taken to Lubbock without delay and operated upon by Dr. Krueger without delay. It was found that a few hours delay would have probably proved fatal in as much as the appendix was already filled with puss and would have burst very soon.

Late reports from the hospital indicate that Mr. Melton is doing fine.

This is the second very serious case of this nature that has occurred in this vicinity in as many weeks. Only last week Miss Pauline Gilbert was operated on at the sanitarium for an appendix that had already burst. Miss Pauline is now well on the road to recovery.

Politics makes strange bedfellows, an dalso strange fellows, but many a dark horse has a bright future.

A little grease on the top of a pond killing mosquitoes, and yet the darn things seem to thrive on fat people.

READ THE CLASSIFIED ADS

PLUMBING AND HEATING FOR RIX BUILDING BY NEWTON



"Plumbing is the Nervous System of Your House"

—Make Sure It Works RIGHT This Winter!

It will if Roche Newton looks after it now. Depend on it, we will have the work done on time, and you will be gratified at the improved sanitation. Plumbing plays the same part in a building that the nerve system does in the human body. It is intimately connected with your daily life and the preservation of your health. Nothing is more annoying and dangerous than improperly installed plumbing.

Our heating and plumbing installation and repairing ASSURES HEALTH AND COMFORT TO EVERY MEMBER OF THE HOUSEHOLD.

Roche Newton Heating & Plumbing Co.

\$3,000,000 NEW TECH COLLEGE



WESTHAVEN ADDITION

COLLEGE AVENUE

ENTRANCE TO WESTHAVEN

MODERN BRICK BUILDINGS INDICATE THE SPIRIT OF LUBBOCK'S CITIZENSHIP

THE PUBLIC SCHOOLS ARE UNDER CELEBRATED EIGHT BRICK BUILDINGS

TREES, GRASS & FLOWERS MAKE LUBBOCK A HOMELINE

ADMINISTRATION BUILDING OF TECH COLLEGE UNDER CONSTRUCTION

LUBBOCK'S HOSPITAL FACILITIES ARE EXCEPTIONAL

A. College Hall, Administration Building, B. Alamo—College Auditorium, C. Chemistry, D. Physics, E. Engineering Groups, F. Textile Building, G. Central Heating Plant, H. Men's Halls, I. Men's Dining Hall, J. Gymnasium, K. Drill Grounds, L. Women's Hall, M. Women's Dining Hall, N. Presidents Residence, O. Library, P. Agriculture School, Q. Y. M. C. A. Building, etc. R. Athletic Fields, S. Barns.

MAKES WESTHAVEN YOUR ONE BEST INVESTMENT IN LUBBOCK

\$10 CASH---\$1.00 WEEKLY

LOTS \$25 TO \$125

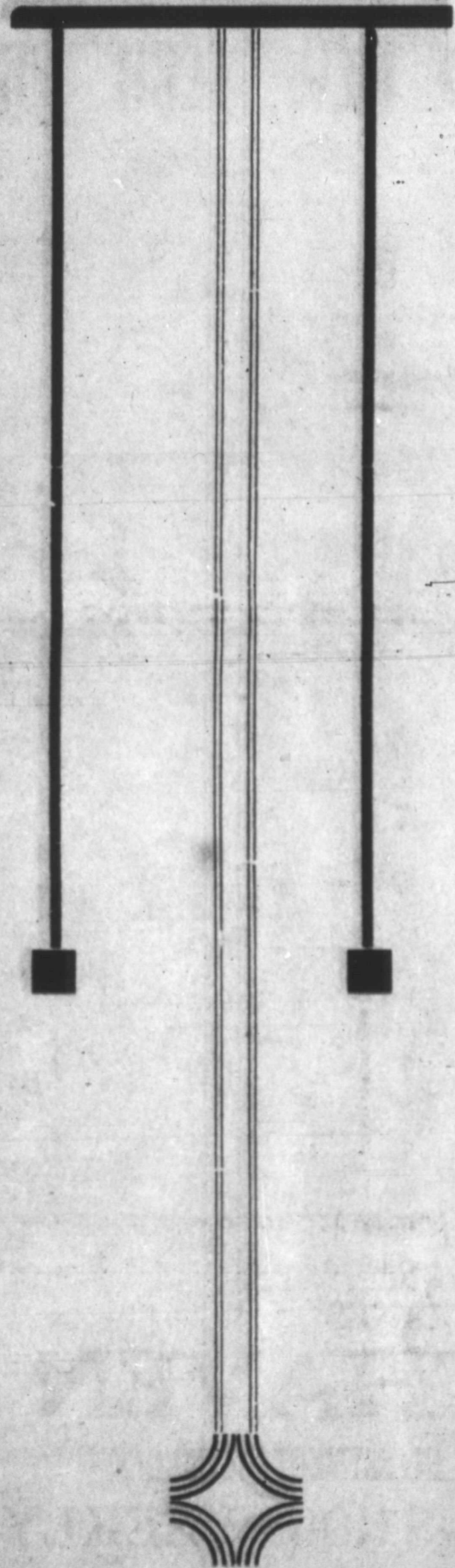
The new residential addition to Lubbock adjoining the Tech Site on the North, within easy reach of the public schools of the city and the Tech College, restricted against shack houses, objectionable foreign ownership, and trees will be planted in front of every lot, pure water at low cost, the only addition to Lubbock with an established park, and full protection against loss thru death or total disability; no taxes until 1926. All these features make it doubly attractive as a home or investment proposition. Act today.

The West Texas Company

Box 1312 205-206 Leader Building Lubbock, Texas

THE CONTRACTOR

J. W. NEVES



—THE NEW RIX STORE

—THE NEW HEMPHILL-PRICE STORE

For six years I have been building good homes, fine business structures and Church buildings on the South Plains. The most recent jobs just completed are the Rix Furniture & Undertaking Company building, and the Spencer-Lewis Building which will be the home of Hemphill-Price Company in Lubbock. These buildings, like others I have constructed, speak for the kind of work that I do.

In addition to the above business houses, I have constructed recently in Lubbock the building now occupied by the Baker Furniture Company, and the Minter-Gamel Company. I also built the First Christian Church building in Lubbock as well as some fine residences such as the M. B. Hilburn home, the W. M. Crawford home, the R. H. Martin home and the home of Martin S. Ruby, now nearing completion.

No job is too small; none are too small but that they should be done right. Good building is the cheapest building!

GENERAL
CONTRACTOR

OFFICE IN CITIZENS NATIONAL BANK BLDG.

IT DOES PAY TO BUILD GOOD

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Lubbock Morning Avalanche

VOL. 2, NO. 281.

LUBBOCK, LUBBOCK COUNTY, TEXAS, SUNDAY, SEPT. 21, 1924.

FULL LEASED WIRE UNITED NEWS

LUBBOCK SCHOOLS SHOW MARVELOUS GROWTH

SMALL PORTION OF LUBBOCK'S GIGANTIC EDUCATIONAL PLANT.

LARGE FACULTY IS EMPLOYED THIS YEAR

BY G. N. ATKINSON
Principal High School

The purpose of this article is to show in a brief space the progress of the schools of Lubbock, Texas. While the growth of Lubbock has been rapid and progressive, the schools, it is believed have kept pace with the general development of the city.

The first school in Lubbock was taught in 1891 by Miss Minnie Tubbs. At that time there was no school building in the town, and this school was taught in a store building, there being some fifteen or twenty pupils in attendance.

The next year lumber was hauled from Amarillo and a school building was erected in the south part of town. The first year in the new building an eight month school was taught by P. F. Brown, our present County Superintendent. As the town grew, additions were made to this building and it served the people of Lubbock until March, 1909, when it was destroyed by fire.

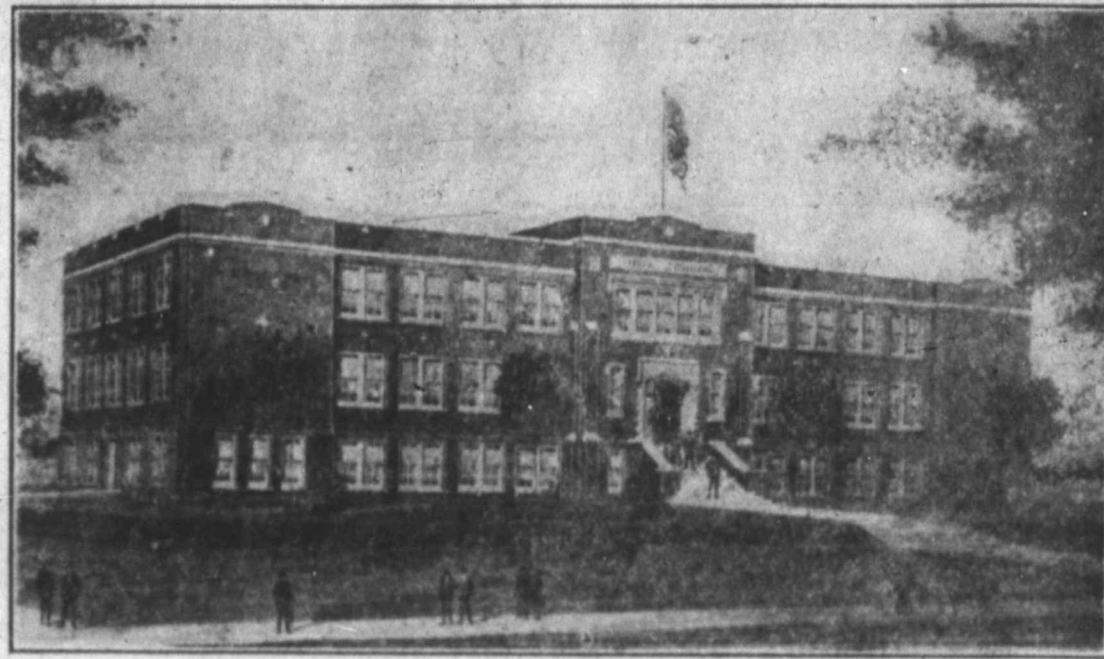
In 1906 the lamented E. R. Haynes came to Lubbock and took charge of the school for a period of four years. Prior to his coming several teachers had taught in Lubbock, among them being Judge Brown, Mr. Park, Mr. Albert Clark, Miss Laura Davis, Judge Benn, Mr. Davis, Mr. Holland, Mr. Crouch and Mr. and Mrs. W. S. Norton.

New Building in 1909. Early in 1909 the first brick school house in Lubbock was begun, but the citizens of Lubbock, seeing that the building could not be finished in time for the opening of school in September of that year, built the old White building by popular subscription. In April, 1911, a bond issue of \$10,000 was voted to pay the subscribers who had donated to the erection of the building. This building was moved

His Work Still Lives



E. R. Haynes, now deceased, whose work as a pioneer educator of the plains country will never die. He was one of the most widely known and best loved men of his day in the schoolroom or out. He passed to his well deserved reward on Christmas Eve of last year.



The high school building which was erected a little over a year ago at a cost of \$150,000. This year a wing is being added connecting on the rear which will cost, equipped approximately \$125,000. This building will be used for high school work only giving some idea as to the growth of the city.

from the north side of town to the campus of the old High School building and was used for the Primary department until a few weeks ago when it was torn down and moved away.

Here, it would be well to mention other buildings and their cost:

The old High School Building, 1909-1910, cost \$25,000; Geo. M. Hunt building, 1917-1918, cost \$40,000; Northeast Ward, 1918-1919, \$6,000; Present High School Building and three other outlying Wards, 1922-1923, \$150,000 for buildings and equipment; K. Carter Building, 1923-1924, \$80,000 for building and equipment; addition to new High School Building bonds voted July 1924, construction began August 1924, building to be completed by January, 1925, cost \$425,000 for building and equipment.

10 Buildings Now in Use. The preceding paragraph shows that in April, 1909, Lubbock had no school buildings; now she has ten buildings, including the outlying wards and the Negro and Mexican Schools. These buildings now represent an investment of more than one-half a million dollars. That the people of Lubbock believe that this expenditure of money is a good investment is shown by the handsome majorities by which each bond issue was carried.

During the past eighteen years Lubbock has had only three school superintendents: Mr. Haynes, Mr. Wester, and Mr. Dupre. Each of these men has done an excellent work in contributing to the development of the Schools. Mr. Haynes succeeded in grading the school, and in 1909, the first graduating class, ten in number, was presented with diplomas. In 1910 there were two graduates.

In September, 1910, Mr. Wester took charge of the school, and the next spring no diplomas were granted, owing to the fact that an extra grade was added to the High School course. In 1912, there were five graduates; in 1913, seven; in 1914, ten. In May, 1914, after being superintendent for four years, Mr. Wester severed his connections with the schools after having secured some fifteen or sixteen units of affiliations.

Dupre Takes Charge. In September, 1914, Mr. Dupre became Superintendent of the Lubbock Schools.

The boys and girls who have

gone out from the Lubbock High School are holding positions of honor and trust not only in Lubbock but also in foreign lands and on the high seas. Many of them are in higher institutions of learning, while dozens of others are holding valuable positions in the business and professional world.

Excellent Rating. Another proof of the progress

with the modern equipment already in operation, this is one of the most modern kitchens in the city. Individual desks are equipped with gas burners, fuel which is made in the building sufficient to supply this, the laboratory, and other divisions which use fuel in their work.

leading music teachers in this part of the state is supervisor of this department. She is very ably assisted by Mrs. Scroggins, in voice; Mrs. Neal and Mrs. Ratliff in piano, and Miss Owens in Violin. Miss Cornelia McAfee, in her first year with the Lubbock High School, is in charge of the Expression department. She came here from the city schools of Dallas.

where she held a very enviable reputation in this work. Her department is growing in popularity daily. Miss Lottie Mae Cowart has charge of the Art Division. She is recognized as a leader, not only in her own individual work, but as one who is very capable of ex-

with the modern equipment already in operation, this is one of the most modern kitchens in the city. Individual desks are equipped with gas burners, fuel which is made in the building sufficient to supply this, the laboratory, and other divisions which use fuel in their work.

Music Department. Miss Mary Dunn, one of the

(Continued on page 2)

HEADS LOCAL SCHOOL SYSTEM



M. M. Dupre, Supt. of Lubbock City schools, probably is one of the businessmen on the plains in coping with the housing situation here. Seven new buildings have been erected during his administration at a cost of nearly half a million dollars, but at the opening of the 1924-25 term, crowded conditions were again met with, and a new addition to the high school building is now under construction.

of the Lubbock Schools is shown by their present rating, or Classification. This classification is made by the State Department of Education. For several years the Lubbock High School has been an "A" Class School. It now has thirty-one and one-half accredited units of affiliations. Among the Vocational Courses given are: more than 50 percent of the expense,

the rest being paid part by the United States government.

Domestic Science Department. The Domestic Science Department, recognized by the state board as one of the best in the state, is fast becoming one of the most popular departments of the school. Under the direction of Miss Clara Price, at the head of the sewing and needle work, and Miss Bertha Eubanks in the cooking division, the girls of the high school are coming to realize the efficiency of the department, and the need of the instruction from the course in the every-day walks of life.

During the last ten days a new ten-unit Hot-point Hughes Electric stove has been installed, and

L. H. S. Principal



G. N. Atkinson, principal of Lubbock High School, a vital cog in the city educational machinery.

EVIDENCES OF HIGH SCHOOL WORK



This Manual Training Department exhibit at the Lubbock high school, gives mute evidence of the constructive work being carried on at the institution. This exhibit was made entirely by high school students in the Manual Department.

Demand Standard Merchandise When You Buy!

We think you have that right. It is a privilege that everyone should exercise and enjoy.

Our entire stock of men's furnishing is standard, well known, and highly respected merchandise.

**It Does Not Cost More to Buy
Our Merchandise!**

We guarantee that you cannot duplicate the quality of merchandise we offer at lower prices anywhere in Lubbock!

An Example: We offer our customers the finest of Fall suits—every one with two pair of pants—the most expert tailoring—the latest and best favored fabrics for as low as \$35! (Some suits may be had with single trousers for less money.)

When we say Standard Merchandise—we mean clothes and furnishings that will stand up with:

FASHION PARK SUITS, WILSON BROS. FURNISHINGS, STETSON HATS, STACY ADAMS SHOES.

Do not be confused. We mean every word stated herein. If your money will buy better or as good merchandise as we offer at less cost you should do so. But demand Standard Merchandise—a dollar's worth for every dollar. An inspection and visit is all that we ask or expect.

Jones Brothers

"The South Plains Largest Men's Furnishing Store"

"The Shortest Road to Economy Goes Thru Quality and Quality goes all the way thru."

WEST TO BE REPRESENTED AT CONFERENCE TO DEVELOP CLOSER RELATIONS BETWEEN STATE CHAMBERS OF COUNTRY

STAMFORD, Sept. 20.—President C. C. Walsh and Manager Porter A. Whaley will represent the West Texas Chamber of Commerce at a conference of presidents and secretaries, also many directors, of State Chambers to be held at the William Penn Hotel, Pittsburgh, October 5. The call was issued by President Alva A. Johnson of the Pennsylvania State Chamber of Commerce at the request of John H. Canlin, President of the Illinois Chamber of Commerce.

This movement for closer relation of State Chambers to deal with their own peculiar problems is the outgrowth of a meeting of state secretaries at Cincinnati last fall at which seven state chambers were represented. Among them were Massachusetts, Connecticut, New York, Pennsylvania, Ohio, Indiana, Wisconsin, Missouri, Iowa, Oregon and West Texas and Florida. Among the subjects discussed were how to organize a state chamber, financing, membership, best forms of representation, election, relations to local chambers and the Chamber of Commerce of the United States, correlation of efforts to avoid duplication and unnecessary expense.

The State Chamber movement in the United States has grown rapidly in the past ten years. The oldest organization is the Chamber of Commerce of the State of New York, its charter having been granted by King George the Third of England before the Revolutionary war. Since its reorganization and incorporation Feb. 2, 1922, the Indiana State Chamber has become recognized as one of the most effective organizations of its kind in the country, size of state, population, and yearly income considered.

One of the most significant advantages of the State Chamber movement is that it gradually gathers under its roof commercial, industrial, civic bodies devoted to state-wide activities, establishes departments which carry on the work more effectively, with less cost and a saving of time and effort. It is estimated by some authorities that as high as ninety per cent of all the laws affecting our personal and business life and administration. The influence of the state is becoming more and more paramount so that an organization that speaks for the people of the state as a whole has become a necessity.

President C. C. Walsh has asked to deliver an address on the subject of "Agriculture as Related to State and Regional Chamber of Commerce Work."

LUBBOCK SCHOOLS SHOW MARVELOUS GROWTH.

(Continued from page 1)

pounding the principles of the work in a way that they are understood.

Present Building Crowded. At this date the 1924-1925 school year has just begun. The buildings are crowded to their full capacity, and the eighty teachers are endeavoring to teach more pupils than they can properly instruct. Great numbers of students who have never before lived in Lubbock, are enrolling in the schools. The number enrolled at the beginning of the second week is about 2800. Temporary relief is expected when the addition to the High School Building is completed.

When the first one or two school buildings were erected in Lubbock, the school authorities congratulated themselves that the housing problem was solved, but not so any more.

In recent years as soon as one building is completed, plans must be made for the erection of others. So long as Lubbock continues to grow so long must the school authorities and citizenship of Lubbock provide buildings, equipment, and teachers for the schools of our City. This must be done if the schools keep pace with the development of Lubbock and if Lubbock is to maintain its reputation as an educational center.

Since 1914 the Lubbock High School has turned out 330 graduates, ranging in number each year from 8 to 77, the latter being the number graduating at the end of the 1923-24 term.

The graduates and the year in which they finished follow:

1914. William Loyd Baker, Winifred Clayton, Alfred Leslie Faw, Guin Chandler Harris, Pohn Velton Spikes, Charles Alfred Burgess, Byrnes Carleton Dickinson, Chester Allen D. Hubbard, Mabel McLarry, Aubrie Chester Wright. Total 10.

1915. Martha Jane Caldwell, Johnnie Ann Roy, Nancy Sophia Dupre, Bonnie Louise Rush, Claude Willard Medlock, Alice Velma Warren, Ardinus Alvin Patterson, David Robertson Watson. Total 8.

1916. Clyde Biggers, Leon Cooper, Marcy Dupre, Earl Hunt, Douglas Jarvis, Fay McCrummen, Francis McCrummen, Wayne Mullins, Rae Porter, Josie Baber, Bertha Bollock, Joie Cooper, Mabel Quinn, Mae Morrison. Total 14.

1917. Jinks Dickinson, John Essex Horace Fry, Erberd Jordan, Owen McWhorter, Warren Moore, C. C. Pearson, Roy Potts, Bennett Slagter, Dee Vaughn, Guy Vaughn, Edith A. Vaughn, Edna B. Vaughn. Total 14.

1918. Glenn Bates, Robert Bean, Clarence Goodnight, Roy Medlock, Howard Medlock, Roy Roberts, Wayland Sanders, Roger Stubbs, Howard Wheelock, Mayme Alexander, Mary Bellah, Maggie Bounds, Fannie B. Carter, Mary Cooper, Vinnetta Eoff, Lila Gibson, Lesta Goodnight, Lucille Harper, Grace Hawkins, Evelyn Jennings, Margaret Mabry, Leola Roberts, Nobina Slagle, Neva Strickland, Nellie Stubbs, Freda Spikes. Total 26.

1919. Spelwyn Burford, Herbert Martin, Ross McWhorter, Latimer Murfee, Wirt Norris, Carl Roberts, John Spikes, John Simpson, Dewey Farria, Leona Burns, Ouida Carter, Balah Dixon, Opal Ellis, Helen Guinn, Ruth Hussey, Olive Michael, Elma Peirce, Gladys Shipman, Enlah Stokes. Total 19.

1920. David Benson, Wallace Blankenship, Hubert Burgess, Lonis McGinnery, Arnet Pearson, Blanche Bear, Floe Benson, Ethel Caldwell, Mary Dickinson, Margaret Dupre, Maggie Hensley, Charlie Jackson, Julia Jennings, Irene Lowrey, Irma Pryor, Ferne Wheelock, Blanche Emma. Total 17.

1921. Everett Bean, Homer Bivens, Robert Boyd, Henry Brown, Carder Collins, Claude Denham, Hollis Green, Jack Griswold, Nolan Hart, Dillard Schenck, Alfred Smith, John Witt, Cleo Wilson, Blanche Bacon, Edith Carter, Maurine Burford, Gladys Collins, Ruth Cooper, Gladys Davis, Lonita Hearston, Thelma Hilburn, Christina Holland, Treasie Jackson, Velma Newton, Ruby Peck, Exa Rankin, Clarice Shipman, Susie Shipp, Gladys Sides, Cecil Sims, Bessie Smith, Ray Allen, Mike Barrier, Roby Cathey, Charles Dupre, Girard Long, Lawrence Martin, Moodie Smith, John E. Whipp, Ellen Bloomquist, Ora Brown, Irma Clay, Gladys Clem, Francis Conley, Elzadie Dresser, Margaret Hussey, Helen Krue, Hilda Lawrence, Gladys Pryor, Anna Ruth Quinn. Total 50.

1922. Copans Bowen, Waldo Boyd, Paul Clark, A. B. Conley, Homer Deakins, Rankin Dow, J. C. Duff, Kent Knox, Ollen Lonk, Oscar Meredith, Clairice Phillips, Guy

1923. Glenn Blackman, Glenn Burgess, Roy Davis, M. B. Dresser, Jr., John Dupre, Elmer Hester, Elbert Hester, Esvel Hunt, Noel McCollum, Orville McCoy, Earl Nau, Aubrey Rankin, Mac Reed, John Searies, Elliott Taylor, Judson Todd, Scott Turner, Addie Council, Gladys Dean, Veda Foster, Glenn Fay Grant, Anita Green, Vivian Hardy, Glenn Honey, Marie Jackson, Nealie Jackson, Stella Jackson, Eva Lawson, Eupha Lemon, Ruth Newton, Joe Noah, Merle Ottinger, Edith Peck, Opal Penny, Rebecca Quinn, Elizabeth Scott, Mary Scott, Estelle Smiley, Alma Spikes, Esther Stagner, Mary Edna Steele, Ruby Taylor, Loys Tubbs, Belle Waters, Pauline West, Evelyn Wilson, Verna Wilson, Josephine Robinson, Thelma Anderson. Total 49.

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The following is a list of teachers employed in the efficient educational "machine" carried by the city:

Geo. M. Hunt School. Willeford, Principal and Spelling; Mrs. Holt, Reading; Mrs. Randall, Geography; Miss Lula Jones, Language; Miss R. Bugent, Arithmetic; Mrs. R. A. Sowder, 3rd grade and Spelling; Miss Helen Thomas, Writing and Drawing; Mrs. Wester, 1st Grade; Miss Murton, 1st Grade; Mrs. McDaniels, 1st Grade; Mrs. Hearrell, 2nd grade; Miss Ann, 2nd grade; Miss Deaman, 2nd grade; Miss Cora Johnson, 3rd grade; Miss Alexander, 2nd grade; Mrs. Haynes, 3rd and Sup.

K. J. Carter School. Miss M. Meador, 1st grade; Miss N. Dehmond, 1st grade; Miss Beulah Dixon, 1st grade; Miss E. Starns, 2nd grade; Mrs. Bullinger, 2nd grade; Mrs. Trow, 2nd grade; Mrs. Dupre, 3rd grade; Mrs. Street, 3rd grade; Mrs. Warren, Writing and Drawing; Miss Gooch, Reading; Miss McCallon, 3rd Arithmetic; Miss Baker, Language; Mrs. Bond, Geography and Physiology; Miss Thurman, Arithmetic; Mrs. Thompson, Principal, Mrs. E. Cowart, Geography, Miss Rush-jour, Writing and Drawing, Miss Avon Buchanan, History, Miss Clydine Stuckney, Geography; Mrs. M. Alexander, Language; Mrs. Nell Harvey, Reading; Mrs. Drucilla Pearson, History; Mrs. E. T. Groves, Language; R. T. Groves, Arithmetic; H. C. Boswin, Arithmetic.

Mexican School. Miss Quinn. Southwest Ward. Willie Brashears. Southeast Ward. Mrs. Burford. Northeast Ward. Fred A. Groves, Sylvia Wilson. Northwest Ward. C. B. Bentley, Eupha Lemons. Negro School. Wm. M. H. Wilson, Mrs. Ella Carruthers. High School. Mathematics: Mr. Slagle, Mr. Lowery, Mr. Davis, Mr. Noles, Mr. Shepard. Science: Mr. Witt, Mr. Matthews, Miss Aldridge, Miss Dupre. English: Mr. Atkinson, Miss Casles, Mrs.

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Pierce, Chardo Pierce, Hughey Rush, Jim Stahl, Mitchell Stewart, Carlisle Tubbs, Finis Vaughn, Ivey Witt, Ala Burrus, Alta Burrus, Ruth Cooper, Leta Mae Felty, Eva Franks, Rosa Bell Hart, Enie Holden, Georgia Jackson, Winnie Leavy, Nellie Lokoy, Bernice McCrummen, Ivey Medlock, Alameda Murray, Verlin Osborne, Lela Pyear, Margaret Robbins, Daisy Royalty, Lillian Shelton, Annie Lee Simpson, Pauline Triplett, Pearl Warren, Edith Wheelock, Sylvia Wilson. Total 42.

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PLAN TO PROTECT SETTLEMENTS AT BASE OF SHASTA. By United News. McLOUD, California, Sept. 19.—Preparations to protect settlements at the base of Mount Shasta from another flow of morranial mud and water are being made here as a result of the damming of Mud Canyon by a landslide on the southern side of the mountain. The landslide which sluffed off eight miles of wall along Mud Canyon on the eight thousand foot level, dammed up the only outlet of the flows that have sent torrents of mud and water into the lowlands for the past several weeks.

It is believed here that by Sunday the force of the slims, made up of water, mud and volcanic ash, will have accumulated sufficient force to break through the dam and pour down into the lowlands with increased violence. Huge boulders and great pieces of ice which have tumbled down the mountain sides during the glacial flows are confined in mud canyon and may be sent crashing into the valley if the new dam breaks.

When the cave-in occurred Thursday, great clouds of volcanic ash and dust were sent thousands of feet into the air obscuring for a time the peak of the mountain. This led many residents of the lowlands to believe the now extinct volcanic crater had started an eruption. The rumblings of the landslide and the cloud of dust were heard and heard for 25 miles. Many residents started to flee when the phenomena took place, but their fears were quitted when a real account of what happened was learned.

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COMING IN PERSON GEORGE BINGHAM Author of "Dog Hill Paragraphs" and "Punkenville Paragraphs" (Read by three million people each day). IN HIS LAUGHABLE CONVERSATION "SOMETHING ELSE" Entire change of subject every two minutes. ONE HOUR OF GOOD CLEAN FUN-FOOLISHNESS AND PHILOSOPHY CITY AUDITORIUM SEPT. 24. Matinee 4:30, Night

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Baked in a Modern Bakery

ELECTRIC BAKERY

Lubbock

Texas



W. J. GARRETT, Owner and Manager the Garrett Store

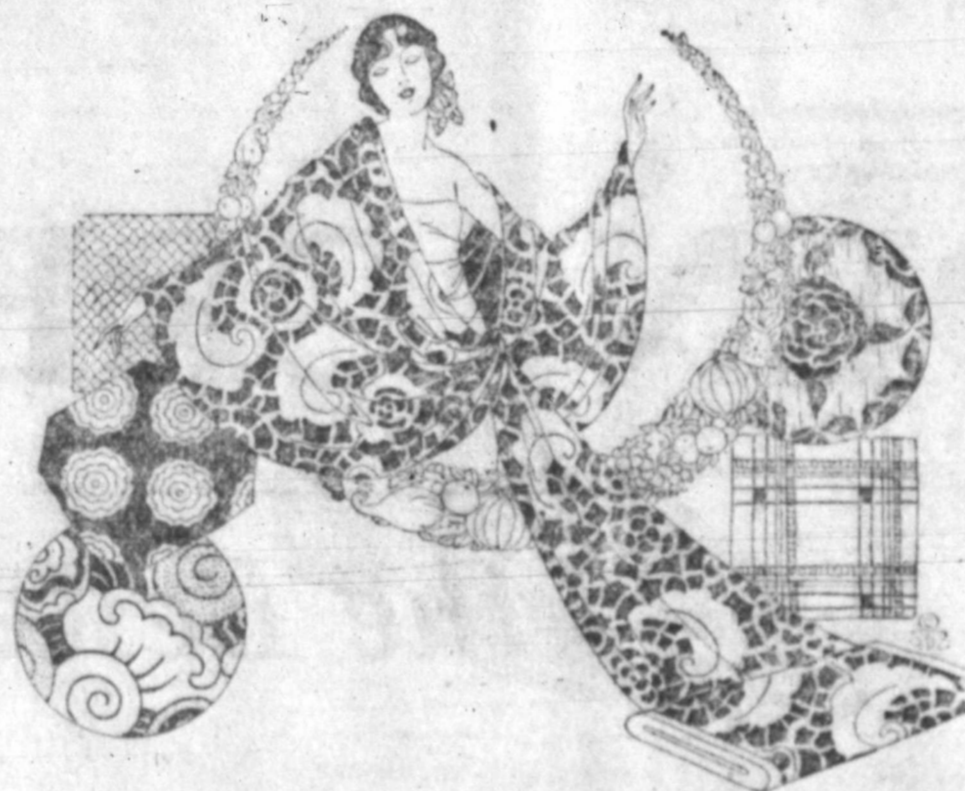
This Sale Opens Tomorrow!



Harvest

W. J. GARRETT'S OFFERS A FULL HARVEST OF BARGAINS

These Values are Real. They emphasize the reason for this store becoming the leading shopping place of Lubbock.



Unusual Are These Prices on Staples

36-inch heavy Cheviots, excellent for shirts and rompers, comes in solid blue, solid gray and a range of stripes now, 20c.
 36-inch heavy unbleached Domestic, very smooth finish, 20c yard.
 36-inch unbleached domestic, now 12 1-2c
 36-inch starchless bleached Domestic, sale price 20c.
 36-inch starchless bleached Domestic, sale price 15c.
 1 lot 24-inch Percale, sale price 10c.
 1 lot 27-inch fast color Gingham now 20c.
 1 lot 32-inch fast color Gingham, sale price 25c.

Piece Goods

Basket weave Suiting, comes in blue, rose, honey dew, silver, whirlpool blue, leather brown, sale price 56c.
 Crepe Plisse, beautiful quality, comes in Brick dust, pink, white, ashes of roses, blue, and a line of checks and stripes, now 27 1-2c
 36-inch brocaded velvet corduroy, comes in purple, light blue, copen., pink, green, rose, silver grey. Ideal for bathrobes and smoking jackets, sale price \$1.75 and \$2.25.

Towels

1 lot bleached towels, 44 by 22 inches, sale price 28c.
 1 lot two-thread extra heavy bleached Turkish Towels, size 44 x 22 inches sale price 42c

Ladies Ready-to-Wear

Extra well made satine petticoats, beautiful range of colors, special \$1.25
 Ladies Petticoats, silk jersey tops, wide range of colors, now \$1.75
 Ladies fancy silk Petticoats special \$2.95
 Ladies silk and wool Dresses, group No. 1 \$5.95
 Group No. 3 \$15.75
 Group No. 4 \$21.75
 Ladies New Fall Coats, prices range from \$12.75 up.
 Ladies Hats, priced to sell at \$3.95, \$4.95 and \$5.95.



Blankets and Comforters

Blankets	
\$1.25 Blankets, Sale Price	\$1.00
\$3.25 Blankets, Sale price	\$2.75
\$6.00 Blankets, Sale Price	\$4.75
\$6.50 Blankets, Sale Price	\$5.25
\$10.00 All Wool Blankets, Sale price	\$7.50
\$12.50 All wool Blankets, Sale price	\$10.00

Comforters	
\$3.50 values, Sale price	\$2.75
\$4.50 Values, Sale price	\$3.75
\$6.50 Values, Sale price	\$5.45
\$7.50 Values, Sale price	\$6.35

W. J. GARRETT
 THE STORE FOR EVERY
LUBBOCK

Net Sales

This Sale Continues Through The Fair!



RAYMOND GEORGE
In Charge Shoe Dept. & Advertising

OF GAINS IN EVERY DEPARTMENT OF THIS STORE

Year Bargains for Men

range of
\$1.25
ge of col-
\$1.75
\$2.95
\$5.95
\$15.75
\$21.75
12.75 up.
and \$5.95.

mens dress shirts in the new blues, lavenders, greys, tans, whites, and big assortment stripes at very reasonably low prices.	
mens regular \$1.25 Dress Shirts, Sale price	\$1.00
mens regular \$1.50 Dress Shirts, Sale price	\$1.25
mens regular \$1.75 Dress Shirts, Sale price	\$1.50
mens regular \$2.00 Dress Shirts, Sale price	\$1.65
mens regular \$2.25 Dress Shirts, Sale price	\$1.85
mens regular \$2.50 Dress Shirts, Sale price	\$2.15
mens regular \$2.75 Dress Shirts, Sale price	\$2.35
mens regular \$3.00 Dress Shirts, Sale price	\$2.50
mens regular \$3.25 Dress Shirts, Sale price	\$2.75
mens regular \$3.50 Dress Shirts, Sale price	\$2.95
mens regular \$4.00 Dress Shirts, Sale price	\$3.50
mens regular \$4.50 Dress Shirts, Sale price	\$3.95
mens regular \$5.00 Dress Shirts, Sale price	\$4.25

Men and Boys Heavy Ribbed Sweaters.
Big variety heavy ribbed all wool sweaters, all the new colors and big range of colors and combinations of colors that any one would like at prices that are attractive. Buy it with sweaters.

mens regular \$12.50 all wool Sweaters, Sale price	\$11.50
mens regular \$12.50 all wool Sweaters, Sale price	\$10.00
mens regular \$10.00 all wool Sweaters, Sale price	\$8.50
mens regular \$9.00 all wool Sweaters, Sale price	\$8.00
mens regular \$8.00 all wool Sweaters, Sale price	\$7.00
mens regular \$7.00 all wool Sweaters, Sale price	\$6.00
mens regular \$6.00 all wool Sweaters, Sale price	\$5.00
mens regular \$5.00 all wool Sweaters, Sale price	\$4.25
mens regular \$4.00 all wool Sweaters, Sale price	\$3.50
mens regular \$3.50 all wool Sweaters, Sale price	\$2.50

Mens New Fall Clothing

mens new Fall Suits in all the new shades of tan plaids, powder blues, brown checks, pin stripes, dark brown pin stripes in cashmeres and hard worsteds, guaranteed 100 per cent wool.

regular \$22.50 Suits, now	\$19.50	Regular \$32.50 Suits, now	\$28.50
regular \$25.00 Suits, now	\$23.00	Regular \$35.00 Suits, now	\$31.00
regular \$27.50 Suits, now	\$24.50	Regular \$40.00 Suits, now	\$35.00
regular \$30.00 Suits, now	\$26.75	Regular \$45.00 Suits, now	\$40.00

boys all wool two-pant Suits in the new stripes and plaids of tans and greys, very suitable for the school boy at very reasonable prices.

regular \$10.00 boys all wool two-pant Suits, Sale price	\$9.00
regular \$12.50 boys all wool two-pant Suits, Sale price	\$10.50
regular \$15.50 boys all wool two-pant Suits, Sale price	\$11.50
regular \$17.00 boys all wool two-pant Suits, Sale price	\$15.00
regular \$18.00 boys all wool two-pant Suits, Sale price	\$15.50
regular \$18.00 boys all wool two-pant Suits, Sale price	\$16.00

mens all wool dress pants in the new grey and tan plaids, powder blues and blue and tan stripes at reasonably low prices.

mens regular \$4.00 all wool Dress Pants, Sale price	\$3.50
mens regular \$5.00 all wool Dress Pants, Sale price	\$4.25
mens regular \$5.50 all wool Dress Pants, Sale price	\$4.75
mens regular \$6.00 all wool Dress Pants, Sale price	\$5.00
mens regular \$6.50 all wool Dress Pants, Sale price	\$5.45
mens regular \$7.00 all wool Dress Pants, Sale price	\$6.45
mens regular \$8.00 all wool Dress Pants, Sale price	\$7.00
mens regular \$8.50 all wool Dress Pants, Sale price	\$7.50
mens regular \$9.00 all wool Dress Pants, Sale price	\$8.00
mens regular \$10.00 all wool Dress Pants, Sale price	\$9.00



Men's Dress Shoes

New toes and new shapes, all sizes, regular price \$8.50
Sale price \$7.75.

Special prices on other shoes



Latest Shoes for Milady

Ladies dress pumps and straps in the new tans, black patent, and satin with block heels, spike heels, low heels, etc. at reasonably low prices.

Ladies regular \$8.50 strap pump in lusc satin and patent, and ton pump, Sale price \$7.50

Ladies regular \$7.50 strap pump, block heel, patent and satin and kid, Sale price \$6.50

Ladies regular \$6.95 strap pump satin and patent, Spanish heel, Sale price \$5.95

Ladies regular \$6.50 strap pumps, Sale price now \$5.50

Ladies low heel oxfords, regular \$7.50 black and tan oxfords, Sale price \$6.75

Ladies regular \$4.50 tan oxfords, Sale price, now \$3.95

Ladies regular \$4.95 tan oxfords, Sale price, now 4.45

Underwear

12 doz. Womens \$1.25 Unionsuits, lightweight now 95c
13 doz. Childrens \$1 knit waist suits sale price 89c.

Hosiery

100 pairs ladies full fashioned \$2.50 silk hose \$2.15
150 pairs ladies silk \$2.50 full fashioned hose sale \$2.15
100 pairs ladies \$1.00 silk hose, sale price 89c
60 pairs ladies \$2.00 silk hose, sale price \$1.75
20 doz. boys 50c extra heavy stockings, sale price 42c
10 doz. misses 30c fine ribbed stockings, sale price 25c
12 doz misses 40c heavy ribbed stockings, sale price 35c

Mens Blue Overalls

Mens regular \$1.50 blue overalls, full cut all sizes to 42, now \$1.25
Mens regular \$2.00 blue Overalls sale price \$1.75
Mens \$2.25 heavy 220 denium Overalls sale price \$2.00



GRRETT
RE FCVERYBODY
TEXAS

IDALOU... YESTERDAY AND TO-DAY

BY JESS W. HARVEY
Special Correspondent

Just a short time ago, we were on the trail to Amarillo, Texas, with a bunch of mixed cattle, and would push on from there to White Deer further north. The range under the Cap Rock, was good, but winter was coming on, and the Ranch Boss, realized that he could not winter all of his cattle on the range, where he was, hence the move further north, where he had range in sufficient quantity, to enable him to winter his herds more safely through until the coming of spring rains, when the grass would return in abundance. The herd had been moving sluggishly, and there was nothing to change the itinerary of the cowboys, following up this vast herd, except an occasional electric storm, which caused a stampede, and a possible delay of several days, in gathering up the stragglers, before proceeding further. This was in days gone by, when even the breeder of the higher grades of cattle, did not venture into the plains country, feeling that they were taking too much chance, on higher grades of Cattle, and a stampede among the old spanish cattle, was not a tame affair. The plains country at that time, was the ranchman's paradise, and would never be any thing else, owing to the fact that agriculture was unprofitable owing to the lack of moisture, and the marketing conditions, this had been proved by a number of young "Squatters" from the east, who had made a desperate attempt to exist in this locality, by following the plow, while his wife herded the Coyotes from her little flock of chickens, and the children wandered about, without attempting to even learn the alphabet. All of this drama, was joy in the heart of the cowboy, for he realized that every tiller of the soil, who failed in this great staked plains country, left and returned east, was an advertisement for his vast grazing domain.

Water was plentiful, the rains having fallen in abundance during the summer months. We were not following the usual water courses, but had struck out in a direct route, to the source of our journey, having all of the assurance of grass in abundance, plenty of water, and no fences. "Pelow" an old Mexican puncher was lying in the shade of the chuch wagon, and predicting rain, LX, was playing a game of Solitaire, when Pitchfork Kid, rode in from day herd, and announced that a prairie schooner had been sighted, and he was going over for a talk with the white man, outside of the five O hands, if it took another ten months, to reach the white deer grazing lands, Pitchfork Kid had spent his life in the west, and earlier in life, he had come in contact, with a loaded mount, which had left him a mental wreck, and he was his own boss, as to what he did in fact, he proceeded to remove, his weather beaten duckens his old flannel shirt, and washing in a near by prairie lake, for fear that he might come in contact with some of the female species, and Pitchfork, could not afford to make the advance without being at his best. The hasty singer said "come and get it," but the Pitchfork Kid had other things on his mind, and the announcement from the cook meant nothing in his young life. Something different was in sight and he was going to investigate, before he changed horses nothing could stop him, until he had finished the task he had set out to accomplish. After the last tin cup had been returned to the cooks dishpan, day herders caught new mounts, and rode out to relief, Pitchfork, was looking in the sun, waiting for his wash to dry.

The horse wrang, gradually gathered together the removal, the cook closed his chuck box, "hoodlum wagon moved off with a squeak," and the herd was pushed on lazily seeming not to realize just what it was all about. Late in the afternoon, when the coyotes had lolly ventured forth for their evening meal, the dog owls were chanting their weird little "hoot," and all had steeled for the night in the Covecamp, the usual amount of beef and canned tomatoes had been dispensed with. "Pelow, renewed his prediction, that trouble was brewing in the atmosphere, and as a matter of safety, each puncher caught an old reliable, for a night horse, fearing that the old Mexican's prediction might come true as it had in the past.

The first section of the night guard, was being relieved when Pitchfork Kid appeared at the herd. The cattle grew more restless and were not inclined to bed down, the coyotes seemed more numerous, scattering here and while hundreds of those little denizens of the night kept up an unceasing wail in the distance. The night was clear, and a full moon was at its meridian height. The single of the old Mexican's spurs could be heard, as his mount went in to a "dog hole," and he renewed his prediction regarding the weather, which could be easily heard, as he recaptured his horse, and proceeded in a lazy gait around the herd. "Teb Mill Iron hand," remarked that Pitchfork Kid, was either not feeling well, or his wren that afternoon, had set him loosey again. The herd apparently feeling that all was well, had

rebedded, and Pitchfork gradually ceased his little trotting gait, and came to a halt. The dog owls, and night hawks, apparently feeling that the days work was done, were no longer heard, that coyotes had disbanded for the night, and all was still at the herd. A storm was brewing in the west, and there in the quiet before the storm, Pitchfork Kid was seeing a new world. Life had been unkind apparently in the past. He had never realized, in his whole 40 years "put together", that there was a higher and nobler aim in life than that of being alone. His had been one of continual routine, riding, roping, branding, for his lord and master, the CATTLE KING. He had almost allowed the Vultures of the Heavens to ravage his remains, on an occasion when his horse went down with him, several years before, while riding boys, and broke a thigh, his horse got away, and he was left there helpless for many long hours without food or drink, but a passing puncher, had by chance passed his way, and carried him to camp, where after long months of weary waiting, his wound was healed, and he was able to again saddle his mount, and ride the range, as in days gone by. This was truly a great life he thought as he gradually regained his health and vigor once more. A coyote sneaked into the heard and a few steers, attempted to make a get away, Pitchfork, turned his horse returned the wild ones to the sleeping grounds, and "Pelow" who was peacefully sleeping in his saddle across the heard, with one knee hooked across his saddle horn straightened out, his night horse starting at a little trotting pace, he moved on around the herd, to where Pitchfork, was again quietly holding his part of the fort.

"Pelow" horse kept his pace, on around the herd, but the old Mexican noted that Pitchfork's manner, was peculiar. Perhaps he was meditating, but Pitchfork was not given to taking life seriously. Perhaps something had been brought to his attention, on the afternoon, when the Prairie Schooner, which was bothering Pitchfork, and he took no notice to his surroundings. This was unusual for Pitchfork Kid, as the old Mexican, had rode the Range with him, since he was a child, and he knew that the careless life of the cowboy, was the only thought that he had ever considered seriously. He well remembered years before, when the first fence was built at Headquarters, and Pitchfork Kid, was demonstrating his ability as a rider, before some young ladies who were spending the summer, on the Ranch, that a long, hungry looking Buckskin, had attempted to show to much action, especially where there were Bar-bed wire fences; the Buckskin was shot, to stop his misery and Pitchfork, was hauled off up Denver way, from where he had returned months later, with a large portion of his skull, replaced with a silver plate hence he urged his little night horse, on around the herd, to see if by chance he might get some light in regard to all the meditation.

Pitchfork, apparently did not notice the old Mexican, when he brought his horse to a standstill at his side, but after a few moments, he seemed to realize that he was not alone, turned and saw Pelow standing near him, and as if awakened from a trance, he turned and remarked that the storm cloud was looking threatening, as if to please the Mexican, Pelow remarked, that there was sure to be a run before daylight, then he went straight to the point as was his custom, by asking Pitchfork about all of the meditation stunt, and what had he learned from the Prairie Schooner, that

he had spent the evening with, Pitchfork, was not given to viewing his past, which he had kept to himself, but all things perhaps being in the proper setting, he had suddenly come to the turning point of his life, and he readily dived into his past history, which from the beginning of his recollections, as a small boy, he was walking the streets of an eastern City, crying for a home, and he had none to go to. Crying for meat and bread, and there was no Father or Mother to provide it. Absolutely a starved, street urchin, broken physically, and in bad spirits, an old Gentleman, had approached him, and inquired into his troubles. After hearing the story, the kindly old man, had agreed to send him out into the great west, where he owned thousands of acres of land, large herds of cattle and horses, where he might grow up into a real ho man, and a first class cowboy.

Pitchfork Kid, delved deeper into the past, as had never been his wont to do to any one, but as he wound the thread of life together, Pelow had not turned to notice the gradually approaching Storm cloud, when Pitchfork Kid, had drawn his story, down to the present afternoon and was now in the midst of telling the Mexican that the Prairie Schooner, which had been on a prolonged visit to an old a bearded pioneer, who had become tired of civilization, having lost his wife, decided to drift west, with his two exceedingly fine daughters, to settle out in the great west, where he might accumulate some land and cattle, to be inherited by them, after his life now well past the meridian, had been spent. Pitchfork, could not imagine what it was all about and had lingered with the company trio, all of the afternoon, dreaming dreams of the future for the great west, where he might be the hardy, look of sweet determination of the two daughters. Pelow granted occasionally, as much as if to give his endorsement to the story and at the same time asks for more plans and specifications.

This audience consisting of one, was eager to learn more details, and was especially interested in the deal, regarding the ladies camped upon a claim a few miles back. He had made up his mind that on the following morning, by permission of the Wagon Boss, he would return, and pay a visit to this locality, to get better acquainted with these first settlers, who had dared to invade the cattlemen's sanctuary, but he was now endeavoring to get better details as to who they were and from whence they came, the former being uppermost in his mind, and when it seemed that Pitchfork Kid, would bring his story to an abrupt ending, without making clear the names of new settlers, Pelow boldly asked that in case he decided to return to the pioneers camp on the following morning, would Pitchfork, be so kind as to give him a few words by way of introduction.

No man who has failed to follow the trail, can realize just how suddenly, swiftly and disastrously a storm cloud can bear down upon a sleeping, peaceable herd of cattle on the Western plains, until he has had the experience. Seemingly without a moments notice, they come carrying before them, the mad, excited, dangerous hoofs, by the thousands, and the cowboy, one moment leading a quiet peaceable life, is suddenly thrown, into the very jaws of death, and has nothing to depend upon, but a faithful horse, to permit him to see the rising of the sun the following morning. Neither Pelow, nor Pitchfork Kid, had realized the approaching storm, until it had burst upon them, and as the Cattle started on their mad rush, both horses come to life as if by mag-

ic and as Pitchfork straightened on his horse, and turned to swing, the rushing, maddened herd, he hollered "IDA and LOU!"

Tradition tells us that this incident which happened in the north-east portion, of what is now known as Lubbock, County, Texas, years ago, established the name of what afterwards was known as IDALOU owing to the fact, that this old pioneer, lived and died in this vicinity, and that his two daughters Ida and Lou, were widely known throughout this part of the country, prior to the time of the coming of the railroad, built by the C B Live Stock Company of Kansas City, and named their first Station out of Lubbock IDALOU. It is needless for us to enlarge upon the reputation of this thriving little City, 14 miles east of Lubbock, further than we say without fear, of hurting any ones, feelings, that IDALOU, is and has been for the past few years, one of the most progressive little towns on the great Plains. The old cowboy, has been driven from this territory, not because he failed to fill his sphere, and help develop the west, but many of the older type, have long since been gathered to that last round up, their hands have been cut into small tracts, either by the heirs of the noble and glorious purpose of providing homes, for the tenant, in the more densely settled districts.

These people have come west to build a home, and you cannot realize just how they are doing it, if you have not been on the ground. Schools, of the very best type, in buildings and facilities, have sprung up almost as if by magic. Church people, are pushing their interest, and on every hand you see modern buildings, supported by large congregations, and in the hands of competent leaders. The soil of this community, has proved equal to the very best. Our crop average, on cotton, forage crops and grains, sounds loud and boisterous, when falling from the lips, of mortal man but our statistics, bear out our unbelievable claims. Our climate is unexcelled, our water is pure, plentiful, and shallow, and we grow our own vegetables, or every eatable kind. Pitchfork Kid, has long since passed to his final reward, but I am wondering, if he could be permitted to ride through the streets of IDALOU today, if he could realize, that perhaps, his dream had come true, but as yet only in the beginning. Idalou is a wonderful little City.

This is not a pioneer, but only five years old. But she is one of the biggest and best. The business district, is of Brick, and she is now reaching out, for an adequate water system, her homes are new and modern, her citizens are unexcelled, and she stands ready today to show the outside world, that she is on the map to stay. I suspect that Pelow, is still in the land of the living, and nothing would suit me better, than to straddle a five O Horse, go on night guard with him, and try and picture, to this old puncher, what Idalou is going to do.

BERLENBACH WINS BOUT KNOCKOUT IN 8TH ROUND

NEW YORK, Sept. 19.—"Knock-out" Paul Berlenbach, of New York, knocked out Jack Reddick, of Winnipeg Canada, light weight champion of Canada in the eighth round of their scheduled 12 round bout at Madison Square Garden, Friday night. The bout was fast and until

the seventh it seemed that Reddick was likely to win on points and might score a knockout. Then he weakened from loss of blood from his nose and in the closing stages Berlenbach hit him at will, until a hard left smash to the Canadian's kidneys proved the decisive blow.

In the semi-final Billy Britton of Kansas won the decision after a ten round bout with Charlie Mashart, of Jersey City. Louis Angel Firpo occupied a ringside box and was roundly ragged by the crowd when he entered the arena.

MR. AND MRS. WOODS SPEND VACATION IN YELLOWSTONE PARK

Mr. and Mrs. Woods who have been spending their vacation in Yellowstone Park. Mrs. Curly Woods (formerly Goldia Jones) stopped for a few minutes in our town, last Thursday. She was accompanied by her eight week old son, and little Bettie Bledsoe. Mr. and Mrs. Woods have just

returned from a month's vacation spent in Wyoming and Yellowstone Park. They made the trip in their car and had a wonderful time. Mrs. Woods tells us that they will likely move to Lubbock in the near future, and be nearer home-folks.—Abernathy Review.

HOUSTON WOMAN FEARS THAT THE CAT WILL NOT COME BACK

HOUSTON, Sept. 19.—Cats may come back but Mrs. W. E. Carroll is dubious about the volunteer return of her three prize winning cats valued at \$150. Thieves recently broke into the Au Chat Noi Kennels owned by Mrs. Carroll stealing the three cats, two males and one female, all kittens. So far the cats haven't come back and the police are working on the case.

What the country needs as much as anything else is half-hour parking limits on country lanes.

Thirty-Three Years in West Texas

and more than eleven years on these plains puts me in position to know the land and values of this section. I have a nice list of farms and city property and lots for sale, also some fine tracts of land in adjoining counties. Some farms to trade for city property and some homes in the city to trade for farm land. If you want to buy anything in Lubbock or Lubbock County, tell me what you want and I will try to fit you up. It is my purpose to help those who want to buy and also to help those who want to sell. Price your property right. I want to give both parties a square deal. Give me your list and I will do my best.

Welton Winn

AVALANCHE BUILDING LUBBOCK, TEXAS

FOR SALE

Last Body of land in Lubbock County

—Close to good school and main line of Santa Fe.

BEST BUY IN TEXAS

Priced: \$27.50 to \$37.50 per acre

Also have land to trade for City Property.

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Exclusive Agents

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LUBBOCK

TEXAS

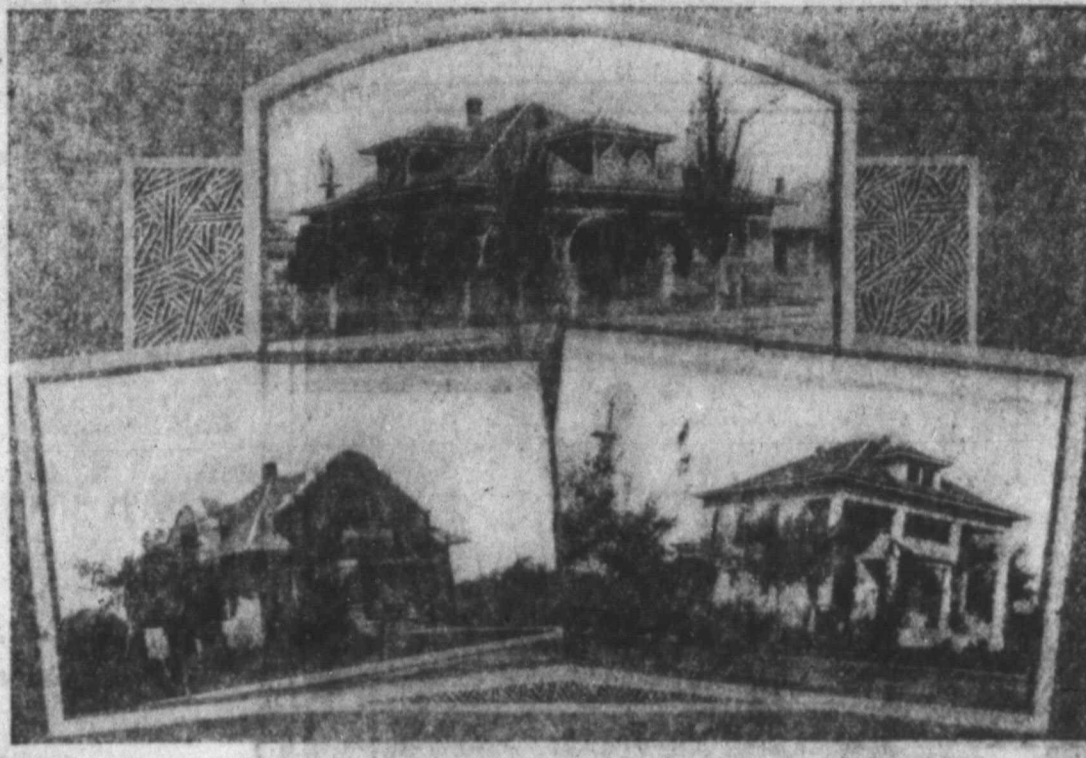
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On Broadway—IT'S HANDY
One of the Best Abstract Plants in Lubbock
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THERE IS NO CONTRACT OFFERED, that costs as little as The United Savings Bank Plan.
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You owe it to your self and better Business Judgment to talk to us about our Loans. We represent Only the Old Reliable Companies, and can be of service to you.
GREEN & HURLBUT
CLAUDE B. HURLBUT Wm. D. GREEN
CITIZENS NATIONAL BANK BUILDING LUBBOCK

Lubbock logical ENGL WHI CO By LOND While are they fee ing of re-entry dential trade, n sitting, it tends to Great the Uni for adop although war Ger gressive. that the petition of a we British the rest ners on the chas world tr train may will ga Great garded t Her goo of the th but they various ought to ily. Now world tra It has view her was imp Germany, sunny w SOUT A ALTIM activity states m August a level esting mont jets, ce class of contracts new wec to the h tion being iduala a brovemen ties, con formida from the issuea of this class intently in taken in 1923. Road first pla ments. N awarded tion of l highways offices. E. the State miles of subunde opportuni Plains an experime formation crops to

BEAUTIFUL HOMES IN THE "CITY THAT MEN BUILT."



Lubbock now has some of the finest built homes in the State. The location of the Texas Technological College in Lubbock has given great impetus to the building of larger and better built homes.

for electric power in the Baltimore district is evidenced by the announcement last week that work will soon start on the first unit of a \$9,000,000 water-front electric plant for the Consolidated Gas Electric Light & Power Co. Rebuilding has been started at the plant of the National Cement Co. at Ragland, Ala., recently damaged by fire. Miami Fla., last week voted bonds totaling approximately \$2,000,000 for public improvements. Investigations are under way in Georgia preparatory to establishing a \$1,000,000 ice plant. Construction has started on a \$1,250,000 club building at Fort Worth, Texas. Contract has been let for a \$1,500,000 bank and office building to be erected in Dallas.

The North Carolina Legislature passed a bill authorizing a state-wide vote on the issuance of \$8,500,000 in bonds for port terminals and if necessary the operation of state-owned ship lines. This will be brought before the voters in November. Construction is progressing upon 12 tannery mills at the Sparrows Point (Md.) plant of the Bethlehem Steel Corporation, which when completed will have necessitated the expenditure of several million dollars. Plans are also being rushed providing for the erection of a rod mill at the Canton plant of the Baltimore Copper Smelting & Refining Co. St. Louis, Mo., is seriously considering the expenditure of \$50,000,000 for subways.

South Carolina has a tentative bridge construction program for the next two years providing for the expenditure of upwards of \$5,000,000. Kentucky last week let contracts totaling \$1,750,000 for this class of work. San Antonio plans \$400,000 in new paving. Missouri road contracts awarded total \$700,000.

Occupation at Tampa, Fla. Work will shortly begin on a by-product coke plant at Farrant City, Ala., to involve the expenditure of \$1,000,000. A \$600,000 fraternal building for negroes is being erected in Birmingham, Ala. Engineers have been selected for a 6-story building to accommodate 1900 automobiles to be erected in Atlanta, Ga.

The steadily increasing demand

THE PASSING DAY

By WILL H. MAYES, Department of Journalism, University of Texas

The State Democratic convention at Austin proved that it is possible to keep Texas "dry, sober and clean" to use the words of Governor Neff. In advance of the convention Neff announced through the papers of the State that rangers would be on hand to see that the prohibition and other laws were enforced. There were about 3,000 persons in Austin for the convention either as delegates or as visitors. About a dozen rangers mixed freely in the crowds wherever they were congregated in the city. They were dressed like convention delegates and talked and acted like delegates, but all the time with eyes and nostrils alert for liquor. They arrested two delegates on whose breaths they detected the liquor smell, but they were afterward released because it could not be established that they were intoxicated. One Austin citizen was arrested on a charge of having a quart and a half of whiskey in his office, and a hotel bell boy was charged with peddling booze. That was the sum total of law violation so far as vigilant officers could find.

Prohibition laws in Texas have been reasonably well enforced from the time of their passage, despite the oft-repeated assertion that they have not been, and certainly drinking has been reduced to almost nothing. We hear more of liquor selling now than formerly because when a person is arrested for buying, selling or drinking booze, it is a news item and the papers publish it. Before prohibition such things were not matters of news because they were the ordinary and expected things, and the ordinary and expected do not make news. To have published such matters before prohibition went into effect would have filled more than the space of an ordinary newspaper and the papers would have appeared ridiculous. Now the public eagerly reads and talks about such news items and gets the impression that there is still a great deal of drinking.

One of the most elemental passions, and one hardest to overcome, is hatred. Many persons, who might otherwise be classed as Christians, are full of hate toward some one or more persons. They seldom are willing to admit it, even to themselves, for they know that hatred is the antithesis of Christianity, which is universal love. Often they try to save their conscience by saying that they do not hate any one, though there are some whom they dislike exceedingly. There is so little difference between hatred and exceeding dislike that the latter term is given as one of the definitions of the former. Christ clearly taught that his followers should love one another and that love should be all-inclusive. Measured by this standard, which after all was about the only doctrine Christ taught have you the right to believe yourself a Christian?

We often talk about "serving God" as though we could render some direct service to the Omnipotent Being. The only way we can serve him is by rendering helpful service to our fellow men, his children, and that must be a loving service of a kind that cannot be given to those we hate. We can't serve God while hating any one.

The papers report that a Brownwood man went to sleep on a train going to Fort Worth and when he awoke he was in a hospital in Fort Worth. He had been walking in his sleep. Knowing that railroad as I do, I am tempted to ask how much he bent the train into Fort Worth.

GAINES COUNTY FAIR TO BE HELD SEPT. 29-30.

SEAGRAVES, Texas, Sept. 19.—The Gaines County Annual Rodeo and Fair will be held this year at Seagraves on Sept. 29-30. A county-wide barbecue is to be staged, and crack baseball teams from the South Plains engage in combat. Representatives of the West Texas Chamber have been invited to speak.

Germany says she will pay to the limit, but she reserves the right to think it is the limit. "Corn on the cob" has appeared in Paris.

ENGLAND PATIENTLY AWAITING TIME WHEN DAWES PLAN GOES INTO OPERATION COMPLETELY RE-OPENING WORLD TRADE

By CHARLES M. McCANN.

LONDON, Sept. 18.—While while sections of British trade are awaiting the debacle which they fear will follow the launching of the Dawes report and the re-entry of the great German industrial machine into the world trade, most big business men are sitting back waiting for the dividends to come in.

Great Britain was a leader with the United States in the fight for adoption of the Dawes report, although she knew that before the war Germany was her most aggressive trade competitor, and that the return of German competition would mean the opening of a world trade war.

British businessmen figure that the restoration of normal business conditions in Europe after the chaos of the last ten years, will mean such a stimulation to world trade that, while Great Britain may lose a little at first, she will gain in the end.

Great Britain has always regarded the world as her market. Her goods go into every corner of the world. They have been going there since the war ended, but they have been trucking into various countries where they ought to have been flowing steadily. Now business men believe world trade will revive.

It has always been the general view here that world prosperity was impossible while Russia and Germany were optimistic. That is

why Great Britain, though hating the Bolshevik regime in Russia, generally wants settlement with the Moscow government. It is also why British statesmen, since the war, have worked against France to put Germany on her feet—not because they have forgotten that nearly 1,000,000 Britons were killed in the war.

Many labor men here oppose the Dawes report. Fear is felt particularly in the tremendously important coal mining industry that the Dawes report means unemployment as Germany must furnish coal to France, Italy and Belgium—which used to buy British coal.

But the big men, both in government and business, have figured the thing out. They are satisfied that the country will gain by the recovery of Germany.

First, there is the question of stimulus to world trade. Secondly, there is the fact that economists believe Germany will never be the merciless competitor in world trade that she was before the war. The German workmen like machines, working long hours for small pay. Now the country has been de-loused. Both wages and hours of work approximate more closely those of other countries and under those conditions, British business is willing to take its chance against what it knows will be a great increase in German trade.

SOUTHERN CONSTRUCTION ACTIVITY FOR AUGUST EXCEEDS PREVIOUS MONTH

ALTIMORE Sept. 20.—Building activity in the sixteen Southern states maintained its fast pace in August and even exceeded the high level established during the preceding month. Big construction projects, covering practically every class of structure, feature the new contracts let this month and the new work projected. In addition to the large amount of construction being carried forward by individuals and corporations, the improvement programs of municipalities, counties and states are of formidable volume, and judging from the sums represented in bond issues now being sold and planned this class of work will figure prominently in construction to be undertaken in the next few months and in 1925.

Road and street paving holds first place in municipal improvements. New contracts now being awarded provide for the construction of hundreds of miles of new highways and streets. North Carolina, about January 1, a \$1-

olina, which has set the pace for the entire South in the construction of good roads, even now is planning an additional \$25,000,000 bond issue for its good roads program, bringing the total state funds provided for such work to \$100,000,000. Missouri provided \$60,000,000 for good roads by a bond issue a few years ago and mapped out a program extending over a period of years, and in November an election will be held to permit speeding up the work, making possible the sale of bonds in advance of the original plans. Other states are rapidly expanding their road systems. Counties are going forward with similar work on a big scale; new road and bridge districts are being formed to facilitate highway construction, and towns and cities are pushing paving extensions at a fast rate. Moreover, the rapid industrial building and commercial expansion in the towns and cities of the South has taxed to capacity the sewer, water, electric light, gas and similar facilities afforded. So today municipalities are expending millions of dollars in sewer and water extensions, incinerators and kindred improvements. The power companies also are adding greatly to their facilities to care for the increased needs of industry and business. As a result, the entire section from Maryland to Texas is a real hive of industry, so it is not surprising that it is attracting the attention of the rest of the country.

From all sections of the South come reports of sustained construction activity; industrial prospects are brighter than for many months, the crop outlook is encouraging, and merchants generally are preparing for business in good volume this fall.

New projects involving the expenditure of \$500,000 and over appear in steadily increasing numbers, according to items published in the construction columns of the Manufacturers Record. A 12-story office building of brick, concrete and steel, stone and tile construction to cost \$1,500,000 is to be erected in Tampa, Fla., plans for the structure being now in course of preparation. In Wheeling, W. Va., contract has been awarded for a \$500,000 bank and office building, 14 stories high, to contain, in addition to banking quarters, 150,000,000 hotel will be ready for oc-



R. E. Karper, Superintendent of the State Experimental Farm two miles of Lubbock. Mr. Karper has unbounded faith in the agricultural opportunities existing on the South Plains and carries on thousands of experiments resulting in securing information as to the most profitable crops to be raised on the Plains.

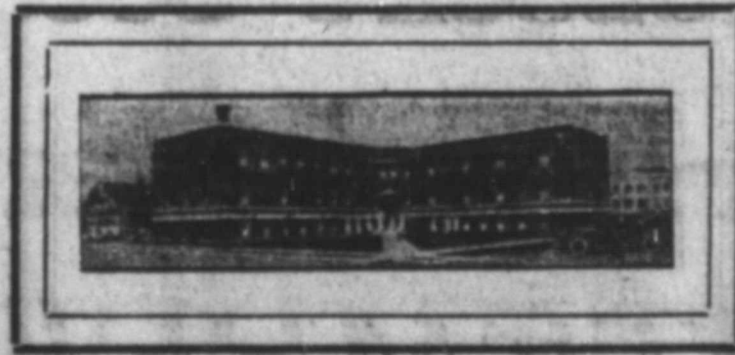
A Modern Fire-proof Building

The Lubbock Sanitarium, erected and operated by Lubbock physicians and surgeons, is one of the most modern and thoroughly equipped institutions of its kind in West Texas today; fireproof, throughout and equipped for medical and surgical cases. It has a highly efficient X-Ray and Pathological Laboratory, with Miss Mable McClendon, Technician, in charge. An institution deserving the support of Lubbock and South Plains people.

Dr. M. C. Overton
General Medicine
Residence phone 407
Office Phone 710

Dr. J. P. Lattimore
General Medicine
Office Phone 209, residence phone 67.

Miss Lottie Thomas,
R. N., Supt. Nurses.



Dr. J. T. Kreuger
General Surgery
Office Phone 710
Residence phone 784.

Dr. J. T. Hutchinson
Eye, Ear, Nose, and Throat. Office phone 209, residence 216.

C. E. Hunt
Business Manager

A chartered Training School recognized throughout the state, is conducted by Miss Lottie Thomas, R. N., Superintendent. Bright, healthy young women who desire to enter this school may address all correspondence to Miss Lottie Thomas, at this sanitarium.

The Lubbock Sanitarium



SALVATION ARMY

Lubbock's Second Annual Drive

Home Service Appeal

SEPTEMBER 25th--26th--27th

---We Expect To Raise \$3,750.00 --- To Be Spent
in Lubbock Carrying On The Work of the Salvation
Army In this City

Can We Count On You?

NOTHING Can TAKE The PLACE of the SALVATION ARMY

Joe Hess, Appeal Chairman--Judge Campbell, Pres., Dr. C. M. Overton, Vice Pres.--J. T. Collie, Sec'y--L. C. Ellis, Treasurer

OFFICERS WEST TEXAS ORPHANS HOME CALL UPON CITIZENSHIP FOR FINANCES TO PROMOTE BUILDING OF QUARTERS

We want good friends to know our debts are all paid. We are now shipping gravel and sand from Justiceburg and paying for same. We will continue to pay cash as we go. The building committee has employed Peters & Haynes architects, to superintend the erection of the building.

No one will be allowed to contract debts as the directors have absolute control and will direct all activities through the office, now located over Barrier Brothers store.

This institution is not identified with any church, lodge or order, but belongs to all the people. It is chartered under the laws of the state of Texas as a charitable institution and without any financial obligations upon its directors.

We have 14 directors in Lubbock and 25 outside of Lubbock, representing 25 counties already organized. We will have forty co. organized with a director in each and a committee composed of

three members in every town in the 40 counties. This not only gives the institution a splendid organization but allows a wide territory to draw our resources from.

We are anxious to complete the first building before Christmas and celebrate with thanksgiving.

We appeal to all the people of Lubbock county to come to our help in the completion of an institution that will be a blessing to all west Texas through generations yet to come in a wise provision for all those little ones who have suffered misfortune in the loss of their loved ones.

H. H. Hallsell, Pres.
Mack J. Lewis, Financial Sec.

MANY SEEK HOMES IN SOUTH PLAINS DUGGAN SAYS

DALLAS, Sept. 18.—With the best season in the ground and the best crops grown in that section in years the South Plains country of Texas is the scene of an unprecedented rush of homesteaders, C. J. Duggan of Dallas, who has just returned from a two-weeks stay in Littlefield Lamb county and adjacent territory, said Thursday.

The particular section referred to by Mr. Duggan includes Hale, Lamb, Lubbock, Lynn and Dawson counties. "Probably never before, he declared, has such a representative movement of home seekers toward that particular section been in progress.

The towns of Lubbock, Tahoka, O'Donnell, Lamesa and Littlefield present the appearance of towns in the midst of an oil rush, so great has been the influx of people seeking land and home sites," Mr. Duggan said. "Most of the folks moving to that section are people of money, too, who are settling on the land with the purpose of living there and cultivating it. The majority of the home seekers are from Central and West Texas, though some of them are from Oklahoma. Some of the new citizens of the South Plains country are living in dugouts, others are erecting fine homes. They

are purchasing land from the big ranches which are being cut up into small farm plots."

Mr. Duggan attributes the rush of home seekers to the South Plains country at this time to the fine crops made in that section this year and to the encouraging conditions under which farming may be carried on in that section.

DO WILD ANIMALS REMEMBER KINDNESS?

It is often said wild animals can never be tamed; that they are indifferent to kindness of their keepers and soon forget them. Here is a story that proves the contrary.

"Doctor" was a beautiful jaeger cub, captured by an African native and sold to an old Boston seaman embarking on a voyage back to the states.

The old captain was very fond of animals and soon had Doctor tamed to such an extent he could do anything with him. Every morning he would allow the cub to romp on deck and the little fellow would act just as a kitten does under similar circumstances. And no matter where the captain went, Doctor was at his heels, like a faithful dog.

In the matter of diet, great care was exercised and the jaeger was fed nothing but cooked meat. But Doctor, tiring of his monotonous bill-of-fare, would often steal away to the kitchen and hide in a corner. There he would wait until the cook brought a fresh leg of mutton or

a fowl from the ice-chest. Then without warning he would leap from his place of hiding, clutch the meat from the frightened cook's hands, and run off. The men often had to be changed at the last minute while Doctor munched his stolen delicacy.

As the cub increased in size and strength the captain realized he must part with his pet, and when he was two years old, offered him to a well-known zoological park. The gift was accepted and the captain departed on his long voyage, very heavy of heart.

Returning, a year later, the captain immediately went to the park superintendent and asked if he

might see his Doctor.

"Sure you can," was the response, "but don't expect him to recognize you. Wild animals ain't got no memory."

The captain said nothing but walked up to Doctor's cage. The jaguar, who had been lying down, gave one look at the captain and began to paw the bars in excited joy. Happily the captain patted his head and caressed him, while the superintendent looked on in blank amazement.

"Animals never forget kindness," said the old captain, wiping away a tear with the back of his hand, "don't you ever forget that, Mr. Superintendent."

YOUNGEST BUSINESSMEN OF LUBBOCK ARE MAKING SPLENDID HEADWAY IN BUILDING UP AN EXCLUSIVE AND LARGE PATRONAGE

Ross A. McWhorter and Bud Roberts, owners and managers of the McWhorter-Roberts men's furnishings store, which is located in the Merrill Hotel building at the corner of Main and 10th, are perhaps the youngest businessmen in Lubbock owning and operating their business, and the fact that they are handling a line of merchandise that is more attractive to young and middle-age men, their ideas of style and quality superiority being sought by buyers are working splendidly making this store one of the most popular exclusive shops in the city.

Both of the managers of this store were University students and are applying their education to business with a degree of success that is not attained by the usual young man entering business.

While much of the popularity accorded this store is due to the personality and sales ability of the managers, the fact that they handle only nationally advertised goods stands out as one of the attractive features of their store, as does their large stock, in which ten and twelve thousand dollars are involved.

The grey oak furniture and fixtures installed in the store, which is arranged in such manner as to give the most display possible to the various lines of merchandise, is pleasing to the visitor and being of this delicate and attractive color harmonizes with the various shades of blue, black, grey and other colors represented in the fine array of fall hats and suits exhibited.

McWhorter and Roberts maintain a window display of their goods that is a splendid advertising feature, and with the wealth of lovely and expensive articles of clothing at hand, they are enabled to give their window displays a richness of appearance not attained by the usual display.

The McWhorter-Roberts store was established here last August 26 since which time it has made splendid headway in attracting the patronage of an exclusive trade, indicating great possibilities for this store in the future.

Stetson hats and Adler-Collegian clothes are handled by the company, together with the many nationally advertised exclusive lines of accessories that are appreciated by all men.

Staid businessmen are not excluded from the group that enjoys and appreciates the fine merchandise distributed by this store.

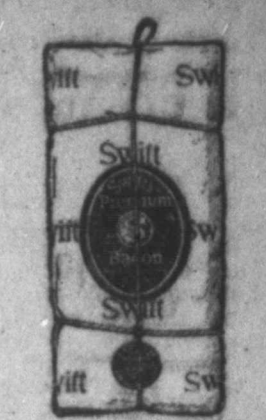
Safety devices are eagerly sought and here is one that promises something. In France a new type of safety device has been developed for automobile traffic. It was tried out at two dangerous crossings on the outskirts of Bordeaux, and in several weeks there was not a single accident at these places, where accident had previously been frequent. The device uses a plate set in the pavement. When an automobile passes over this, it makes an electric contact. A large sign "danger" over the roadway is automatically lighted, giving the motorist a chance to slow down. A similar sign on the cross street also lights up to warn cross traffic.

Visitors to the British Empire Exhibition are warned to watch out for a giant magnet weighing some three tons which snatches umbrellas, pocket knives—anything made of steel or iron—from unsuspecting visitors as they pass by. Fifty tons is its pulling power.

Chemicals in a small gas mask that can be carried by miners will give relief from carbon monoxide, the deadly mine gas, for more than an hour.



Swift's Premium



Hams & Bacon

At the breakfast table when the appetite needs to be pampered most; crisp delicious Swift's Premium bacon cooked to a rich brown—makes a breakfast irresistible. By the side or sliced and packed in convenient and sanitary boxes.

In the early Fall it seems that appetites call for Swift Premium Ham, unusually tender and mild, redolent with the smoke of hardwood fires. When you buy, insist on Swift Premium Hams and Bacon.

Swift & Company

U. S. A.
Phone 121—818 Avenue H. Lubbock, Texas

BUY A TEN ACRE
TRACT AND
LIVE!

**"It Takes a Heap 'tivin'
In a House to Make
It Home"**

Why live jammed up on a small city lot? Why spend your hard-earned money for butter, milk and eggs? Why do without fresh vegetables and fruit from your OWN garden and orchard?

**There Is no Reason Now!
Because**

I am offering in beautiful 10-acre blocks a choice lot of land adjoining the McCrummen Second Addition to the city of Lubbock and 1 mile south Tech College, at very reasonable prices and good terms. Every car owner who likes to "Live at Home" and who wants to save and succeed, should investigate my offering.

In Ten-Acre Tracts adjoining the McCrummen Second Addition; prices ranging per acre from \$125.00 to \$250.00.

Investigate Now!

**M. C. McCrummen,
Owner**

Route A, Box No. 1

Telephone 60.

"Pioneer Ginners of the Plains"

Fuller Gin Company

We operate Munger-equipped Gins in the following towns and communities on the plains:

- Lubbock (Established 1908, the first steam-equipped gin in Lubbock.)
- Tahoka (Established in 1915.)
- Lamesa (Established in 1915.)
- O'Donnell (Established in 1915.)
- Ralls (Established in 1915.)
- Lorenzo (Established 1916.)
- Crosbyton (Established in 1920.)
- Southland (Established in 1921.)
- Post (Established in 1922.)

The history of the Fuller Gin Company on the Plains is the history of the progress of cotton growing.

FULLER GIN COMPANY
W. T. RAYBON, Manager.

GREATEST PRODUCTIONS FILMED WILL BE PRESENTED AT PALACE THEATRE AFTER IT IS OPENED TO THE PUBLIC NEXT MONTH

The construction of the Lindsey Theatre building at the corner of Main and J in 1916, was the beginning of J. D. Lindsey and son, Clifford's work in that connection in Lubbock, they having had charge of the theatre all of the time since that time excepting three years during which it was operated by the R & R Theatre Enterprises.

Clifford Lindsey has had active management of the business during the time it was under control of him and his father, and that he has succeeded in giving the people of Lubbock what they want in the way of pictures is shown by the large attendance at all programs, which is a result of the reputation for good entertainment offered by this theatre.

During the three years that the Lindsey Theatre was managed by the R & R Enterprises, Clifford Lindsey traveled for the Famous Players-Lasky Corporation, having had management of the corporations business in Texas, Oklahoma and Arkansas, and was constantly in contact with the moving picture business all that time, which gave him a great deal of experience that better equipped him to take care of the fast growing business.

The Palace Theatre, which is being built and will be equipped at a total cost of nearly one hundred and fifty thousand dollars, and which is located at the corner of Main and J just across Main from the Lindsey Theatre, is being built by J. D. Lindsey and son and will be under their management when it opens to the public next month.

The interior color scheme of the beautiful new theatre will feature blue, gold and ivory; 19 inch leather upholstered opera chairs; the very latest projection equipment including two improved Type E Powers Projectors with high intensity arc lamps, being the same projector equipment in use in the Palace and Melba Theatres of Dallas, and other features that will make that delightful theatre for all patrons, are included in the equipment and furnishing.

Handpainted wall photographs are being made up in New York. Fine plush curtains will be provided, with electric motor automatic curtain operation equipment will be installed.

A Robert Merton Pipe Organ, which is distributed by the J. D. Wheeland Pipe Organ Company, of Dallas, is being made especially for the Palace and will be shipped to Lubbock between the 1st and 5th of October.

The Rice Construction Company has charge of the construction of this theatre which when completed will be one of the finest playhouses on the plains.

Immediately after it has been open to the public, a series of the very latest pictures, some of which are being filmed and will not be ready for distribution for another month or more, will be shown at the new Palace. Manager Lindsey announced just before leaving for Dallas on a business trip last week.

"Wonders of the Wasteland," Paramount's interpretation of Zane Gray's story of the same title, shown in natural colors, will be presented together with Rudolph Valentino in "Beaucaire," Thomas Meighan in "The Alaskan," "North of 36," the big paramount production that is being filmed near Houston at tremendous cost and Gloria Swanson in "Her Love Affair," are the Paramount pictures booked for showing during the first weeks at the Palace.

Marion Davies in "Youlanda," a Cosmopolitan production, "The Love of Camille," a Warner Brothers screen classic, "The Broadway Butterfly" another Warner Brothers picture and a Metro-Goldwyn production "The Merry Widow," featuring Mae Murray, are also

booked for showing during the first weeks at the Palace.

Japan is suffering from a deadly disease resembling meningitis. Over nine hundred deaths have occurred in the western provinces, the mortality being sixty-five per cent.

A counterfeit dollar bill, a rug reproducing a silver certificate, with finely woven portraits of Lincoln and Grant, was seized by Secret Service agents when it arrived in New York City from Greece where it was made. The rug is six feet by four and carries out the color scheme of United States currency. It is illegal to reproduce currency in any manner.

LORENZO ENJOYING A SUBSTANTIAL GROWTH

LORENZO, Sept. 20.—Perhaps, since Lorenzo was established some eleven years ago, has she enjoyed so great a building program as is in progress now, nor in all her history has so many new "people-home seekers and investors visited within her bounds up to the present our progress has been slow, steady and substantial, but, now, as if a great opportunity had been overlooked, building is going forward with leaps and bounds and the people who are arriving in our midst are snapping up the bargains in farm and town property as fast as they can be found.

The proper method to estimate the range of a radio receiving set is to see how far the set can receive signals in the daytime, between 11 o'clock in the morning and 4 o'clock in the afternoon. Stations that can be picked up regularly between these hours are the ones upon which the receiving range should be based.

Crabs, lobsters, shrimp, oysters, clams and other crustaceans and mollusks are both a preventive and a cure for gonorrhea, according to the executive secretary of the United States Fisheries Association. High iodine content in these classes of marine inhabitants renders them particularly valuable for this treatment.

ple that have no equal on God's footstool.

There is no doubt but that in the near future Lorenzo will be the equal of any town on the branch of the Santa Fe, and that there will be none superior to her, for at present our town is the fastest growing town in Crosby county and has so far outstripped others that they have little chance to catch up, and while yet she may not be able to equal their claimed population, she is moving forward with strides that makes it evident, unless there is a change that before many months unless there is a change, our town will be ranked among the top notchers.

To the people on the outside, we would say, come to Lorenzo. Do not take our word for any statement made herein, but investigate, and you will find that every claim that we have made, is true, and will be so convinced of what the future holds in store that you will not hesitate to locate among the best people on earth and in the cream of God's Creation.

We will say to the people who live in the hell weevil infested districts, where chills and fever rack the human frame, that life is too fleeting for one to remain there when a country, such as we have, is just a little ways; where the pure ozone makes the doctor poor, and one drink of our pure crystalline water makes a citizen that no inducement will dislodge.

We welcome you with open arms.

HEALTH (Texas Health Association)

One person in every one hundred has active tuberculosis, according to an announcement made Sunday, based upon a seven year health study in the city of Framingham, Mass., by the National Tuberculosis Association. Another one percent has this disease in an arrested or latent form.

As a result of the seven years of intensive effort the health and tuberculosis demonstration at Framingham, Mass., has reduced the tuberculosis death rate 68 per cent as contrasted with a reduction of only 32 per cent in neighboring towns. The death rate among infants under one year of age has been reduced 40 per cent. It costs the people of Framingham \$2.40 per capita per year to keep up the work that brought about these results.

Dr. Donald B. Armstrong, executive officer of the demonstration, says, "Any city in the United States can buy a similar or greater reduction of deaths from tuberculosis if it will pay the price. The people of Framingham taught themselves and the world that health work pays big dividends."

The Texas Public Health Association has, for a number of years, been carrying on a campaign of disease prevention, financed entirely by the sale of tuberculosis Christmas seals. During the past year the State Board of Health spent only approximately three cents per capita, a sum much too small for efficient health protection.

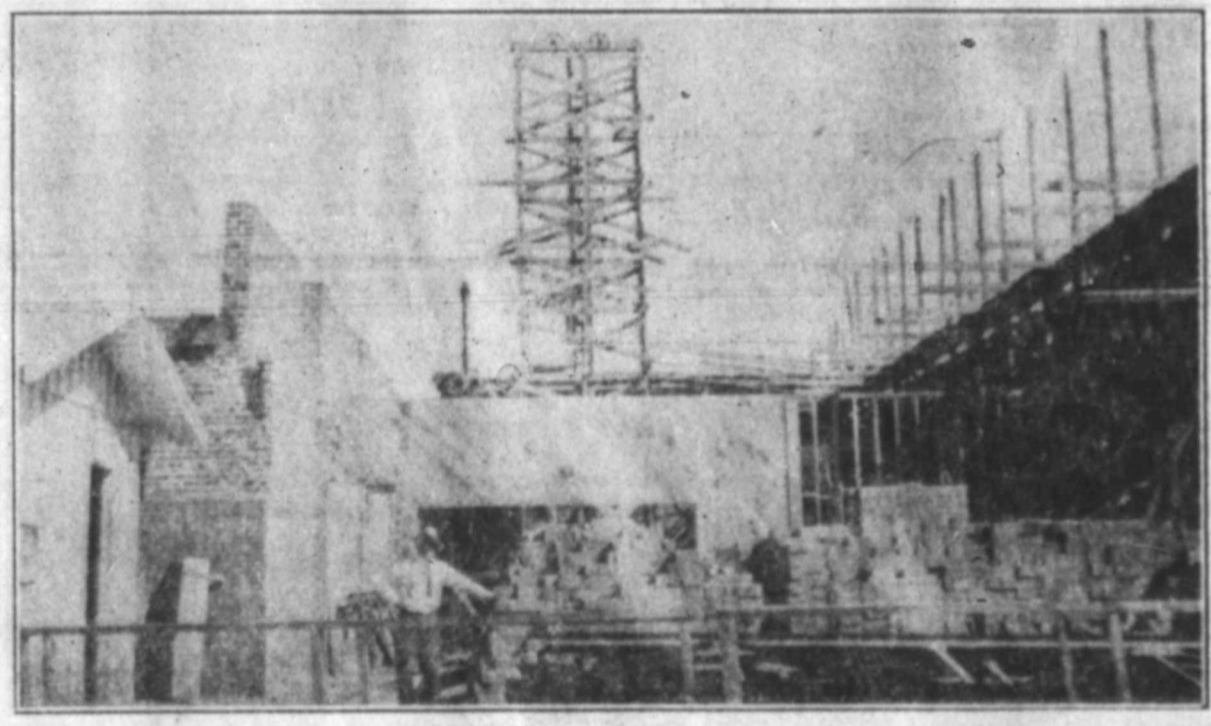
Eastern rugs, woven in a score of refugee camps on native wooden looms, are now on their way to New York from Armenian and Greek child refugees in Palestine and Greece. They are for exhibition in New York City during the Christmas season and are an expression of gratitude from these children.

The Kimberley diamond fields are well guarded. Each mine is fenced in and the inclosure is roofed with fine wire to prevent the native laborers from throwing diamonds over the fence to confederates on the outside. No boots, shoes or other hard materials may be taken out—only clothing which has been minutely searched.

One hundred and thirty busy streets of the city of New York have been closed to traffic this year to provide informal playgrounds for the children of the neighborhood.

Dispatches from Brazil announce that the surrender of the rebel forces at Abidos finally normalizes the situation along the Amazon river.

The Palace Theatre



Scene of Construction on the Palace Theatre, Lubbock. In the picture is J. D. Lindsey, pioneer ranchman of Lubbock County, one who has always expressed faith in Lubbock by building and investing.

West Texas Finest and Most Luxurious Theatre

....Opening....

November 17th, 1924, 8 p. m.

Construction work is being rushed. A magnificent program—in accord with the PALACE standing in the West—is being sought. When the complete program is announced we assure Lubbock and the South Plains a surprise of their lives.

The PALACE Theatre will be located just across the street from the LINDSEY Theatre and will be under the same management.

Look Forward To Official Opening Program

J. D. LINDSEY, Owner.

C. C. LINDSEY, Manager

MISS GUILA ADAMS.



There are few readers on the Chattanooga platform that can so thoroughly entertain an audience as does Guila Adams. During her eight years of platform work she has gained the unique reputation of presenting a strictly individual program of stories and monologues arranged and written for her exclusive use.

On our Lyceum course Miss Adams will give as part of her program her favorite monologues, which was given 2,000 times to doughboys.

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TEXAS WEEKLY INDUSTRIAL REVIEW

Houston—Pure Oil Pipe Line Co. plans 7-mile extension of pipe line from Huffman station to Humble. Panhandle—Plans completed for erection of modern hotel. Clearmont—\$1,000,000 bond issue voted to finance road construction. Archer county oil from 40 acres reported sold to Mutual Oil Company for \$600,000. Texas & Pacific Coal and Oil Co. plans to build natural gasoline plant in Caddo section of Stephens county. Company has enlarged Carroll plant to 10,000 gallons and Minus plant to 1,500 gallons daily capacity. El Paso—\$180,000 concrete bridge at Stanton Street to be completed and ready for use October 15. Dallas—Work to start at once on erection of Adolphus III, 22-story addition to Adolphus Hotel. Crosbyton—Construction of two-story brick school building nearing completion. Fort Arthur—New cigar factory being opened which will have minimum production of 150,000 cigars per month. Mexia—Mexia Cotton Mills to be completed and ready for operation by April 1, 1925. Temple—Work to start on \$200,000 paving project. Construction of new business buildings to start next month. Llano—\$75,000 bond issue voted for erection of new school building. Denison—Large force of mechanics working in Katy shops rebuilding cars for transportation of cotton. Texasiana—Contract awarded at \$23,200 for grading and improving four miles of road in Red River bottoms. Graham—Excavation work started for erection of \$50,000 hospital building. Greenville—Site at Washington and St. Johns streets purchased for construction of seven-story hotel. Crowell—Sixteen carloads of livestock shipped from this district to Kansas City during last few days. Port Arthur—Telephone service to be extended throughout Model Addition. Georgetown—Guaranty State Bank starts construction of additional buildings. Cleburne—Contracts awarded in \$169,125 for paving North Main and South Main streets. Dallas—General contract let at \$47,345 for erection of addition to Hogg school building. Rockport—San Jose Cattle Company of San Antonio to convert St. Joseph's Island into model cattle ranch. Frisco—Three new brick buildings being erected on Main street. Port Arthur—Establishment of garment factory employing between 150 and 200 men practically assured. El Paso—Southern Pacific Company spends on average of \$262,000 per month in this city for wages and supplies. Dallas—Oriental Hotel being razed to make room for erection of 18-story Baker Hotel costing approximately \$5,500,000. San Antonio—Three bridges to be built within the city limits at cost of \$100,000.

AMARILLO—According to figures by the Amarillo Board of City Development ranches aggregating a million acres in West Texas are to be broken up in farms next year. LUBBOCK—A new telephone line between Lubbock and Slaton is under construction and improvements and additions are being made to the local service facilities in both cities. MARSHALL—A large motor bus has been acquired by the local traction company to be used as supplementary to street car service. GREENVILLE—The Greenville Gas Company is adding a new gas machine to meet the increasing demands for gas in this city. Other improvements are being made in the service. MARSHALL—A modern ice station is being built here by the Marshall Ice and Light company. It is one of the drive-in kind that is growing popular in many sections. Abilene has one that is probably the first built in Texas. WACO—A large meeting of the Texas Independent Telephone Association was held in this city September 10 and 11. The second day of the program was devoted to service problems. DALLAS—Work of tearing away the old Orient Hotel in this city has been completed preparatory to erection of an eighteen-story hotel on the site. The Oriental was for many years one of the leading hotels in the Southwest. HOUSTON—Several Texas gas company men will attend the annual meeting of the American Gas Association in Atlantic City, October 13 to 17. Kingsville—General contracts aggregating \$330,000 let for construction of new South Texas State Teachers' College. Rockefeller Foundation has \$1,000,000 or more available for public health work in Texas as soon as state puts public health and sanitation work on adequate basis. El Paso—Plans formulating for paving Wyoming street between Williams and Oregon streets at cost of \$58,297.74. Dallas—Contracts aggregating \$1,807,135 let for paving 78 streets. Gordon—Corner stone laid for new school building. Panhandle—Work to begin at once on construction of new hotel. McKinney—New building to be erected on fair grounds and completed by October 1. El Paso—Loretto Academy, \$1,000,000 girls' school in Austin Terrace, nearing completion. Panhandle—Work begins on new Herald building. LaGrange—New \$115,000 high school building dedicated. Fort Worth—Corner stone laid for new Trinity Episcopal parish house. Cameron—Highway to be constructed from this place to Little River; steel bridge to be constructed across river. Dallas—Harwood street to be widened from Elm to Bryan street. San Marcos—Contracts let for paving principal streets; work to start September 15. Bonham—Cotton crop developing rapidly.

Longview—Lake Lomonde, 50-acre lake on outskirts of city, to be drained to enable laying of concrete bottom along swimming beach to eliminate water weeds. Fort Worth—Teachers' building to be constructed at Masonic home at cost of \$75,000. Paris—Cotton gins in operation; cotton ripening rapidly. Dallas—Thirty-eight residences to be built in vicinity of \$1,200,000 Ford Motor Company's new plant. Corsicana—Contract let for construction of 103-room five story hotel building to cost \$300,000. Dallas—Plans to be completed soon for \$500,000 auditorium. Lamesa—\$131,000 high school building under construction. Austin—University of Texas to have new chemistry building. Dallas—Daniels Chemical Proof Ink Company opens factory here. Lelia Lake—Alfalfa growers of this vicinity cutting third crop this season. Dallas—New Tyler street car line placed in operation. Grapevine—Texas Light & Power Company purchase properties of Grapevine Light & Power Company. Corsicana—Tucker and Fox oil interests bring in two wells on Davis lease in Richland area with initial flow estimated at 1,400 barrels daily. Waco—Hebrew Institute building soon to be formally opened. Dallas—Plans completed for erection of \$100,000 apartment building at Junius and Washington streets. Cotton mills to be constructed at San Antonio, San Marcos and Austin by Planters and Manufacturers' Cotton Mills; effort being made toward establishment of cotton mills in western Texas. Waco—Gymnasium and athletic building to be erected at high school. Houston—17,000 bales of cotton to be shipped to Russia from this port. San Antonio—International exposition to be held here in fall of 1925; actual building construction to begin as soon as association receives charter; building program to total \$1,000,000. Port Arthur—Gordon Sewall Grain Company to build \$16,000 wholesale grain house. A wheat crop of 814,417,000 bu. in the United States is indicated for this year. Winter wheat harvests are far greater than expected and preliminary estimate places them at 69,350,000 bushels. Present estimate places United States cotton production this year at 12,351,000 equivalent 500-pound bales, based on crop condition indicating 146.2 pounds yield per acre. As the crops come in, conditions in this country improve daily. Business feels the effect of Farmers Buying Power. With the wheel turning and payrolls steady, let us all appreciate Sound Policies in this Nation which make prosperity possible. Port Arthur—20,000-gallon pump to be installed at water plant. Lamesa—Compton school district, 9 miles from here, to erect brick building. Crockett—Cattle shipments from Crockett and Houston county unusually heavy. Beeville—Damitza Oil and Gas Company strikes flow of gas near here estimated at 5,000,000 feet. 1924 cotton crop of Texas estimated at 4,433,000 bales. San Angelo—Beacon county oil field soon to have \$250,000 gas plant water system and ice plant. Dallas—Construction of Allen

hotel to start within 60 days; to be built at Commerce and Ervay streets at cost of \$1,300,000. Waco—McLennan county cotton crop 70 per cent normal. Ennis—Steel grandstand under construction. Haskell—New cotton gin in operation. Victoria—One thousand more cotton pickers needed in Victoria county. Abilene to donate 1,000 acre state park. Dallas—City plans 5-cent water rate. Panhandle—Contract let for construction of Panhandle Inn. Dallas—Cotton picking swing in Dallas county. Austin—Seven concerns charters to do business in T. capital stock aggregating \$500,000. Dallas—Santa Fe railroad agree to eliminate all grade within city limits, provided half of the expenses. Panhandle—Skelly Oil Co. new well, No. 1 Burnett, producer. Victoria—City water rat reduced from \$4.50 to \$3. Dallas—Texas & Pacific Company plans erection freight house at Good street and 6th avenue. Athens—Construction of agricultural building well under way. Memphis—Contracts let for construction of three bridges county. Lamesa—Two brick building under construction. Waco—Contract let for construction of Bell's H. school building. Dallas—Dallas-Denton line to be placed in operation September 30. Bastrop—Coal mines in this city operating on full time. Medina City—Road under construction between this city and county line. San Antonio—New parish church of the Immaculate Heart to be dedicated. Fabens—El Paso Electric to construct high-power line El Paso to this place. El Paso—Masonic building remodeled. San Antonio—\$15,000 training unit to be built for Allen Poe junior school. Grand Prairie—Installation "white way" nearing completion. Bryan—New buildings to be erected at Allen academy. Port Worth—Petition circulated on proposal to create Grant county water improvement No. 1; approximately \$11,000 to be spent on conservation flood control. BIGGER AND BETTER F. Lubbock, Texas, Sept. Rockets that glare and shells bursts, with everything else goes to make up a spectacular works display, airplane stunts make the hair stand on an shan battle with all the thrills the real thing, three foot flames, two showings of the "part of the Magic Piece" but to furnish music day and night and a number of other attract features and entertainments will



PLACE your order at once with the Jackson Brothers Coal company and you will be assured of plenty of warmth this winter. Jackson Bros. Coal is clean Coal. Exceptionally free from foreign substances. That's why it produces more heat per ton, and thereby reduces your fuel costs.

Jackson Bros., Coal, Grain & Hay Phone 505 1302 Avenue H.



Who Pays the Doctor?

"In the midst of life we are in death" so quoted the Psalmist David. Yes, and David was right; the uncertainty of life and the sureness of death makes it a gamble. While hurrying along the street a pedestrian is run down by a motorist; a broken leg is the consequence. While at his work, the workman is taken dangerously sick—long weeks of suffering and expense, to convenience only to find his job taken by another, a family in want and the doctor bill to pay. Again we ask, who pays the doctor?—who takes care of the wife and kiddies until a new position is found? No truer statement than a workingmans time is his capital. Therefore an accident and health policy is the workingman's best friend. Protect your earning capacity and your family—with a policy in the old Reliable Standard Insurance Company—one of the oldest and most reliable companies in the United States today. Insure your time—let us pay your doctor bills. Let us write you that policy without further delay—tomorrow may be too late.

STANDARD ACCIDENT INSURANCE CO.

206 Leader Bldg. L. S. HARKEY, General Agent. Phone 435

Rix's Removal Sale

9x12 Consolium Rug

Uneda Bakers



this is a Fig Newton REG. U.S. PAT. OFF.

It is a most healthful and delicious treat. It is made of delicious cake, filled with jam made from Smyrna figs. In packages or by the pound.

Handled by the Following Lubbock Merchants H. E. MILLER T. S. JORDAN GROCERY MAIN STREET, GROCERY BOYD GROCERY HODGES BROS. FORD & SMITH PALACE MARKET

GREATEST PRODUCTIONS FILMED WILL BE PRESENTED AT PALACE THEATRE AFTER IT IS OPENED TO THE PUBLIC NEXT MONTH

The construction of the Lindsey Theatre building, the corner of Main and J in 1916, was the beginning of J. D. Lindsey and son, Clifford's work in that connection in Lubbock, they having had charge of the theatre all of the time since that time excepting three years during which it was operated by the R & R Theatre Enterprises.

Clifford Lindsey has had active management of the business during the time it was under control of him and his father, and that he has succeeded in giving the people of Lubbock what they want in the way of pictures is shown by the large attendance at all programs, which is a result of the reputation for good entertainment offered by this theatre.

During the three years that the Lindsey Theatre was managed by the R & R Enterprises, Clifford Lindsey traveled for the Famous Players-Lasky Corporation, having had management of the corporations business in Texas, Oklahoma and Arkansas, and was constantly in contact with the moving picture business all that time, which gave him a great deal of experience that better equipped him to take care of the fast growing business.

The Palace Theatre, which is being built and will be equipped at a total cost of nearly one hundred and fifty thousand dollars, and which is located at the corner of Main and J just across Main from the Lindsey Theatre, is being built by J. D. Lindsey and son and will be under their management when it opens to the public next month.

The interior color scheme of the beautiful new theatre will feature blue, gold and ivory; 19 inch leather upholstered opera chairs; the very latest projection equipment including two improved Type E Powers Projectors with high intensity arc lamps, being the same projector equipment in use in the Palace and Melba Theatres of Dallas, and other features that will make that delightful theatre for all patrons, are included in the equipment and furnishing.

Handpainted wall photographs are being made up in New York. Fine plush curtains will be provided, with electric motor automatic curtain operation equipment will be installed.

A Robert Morton Pipe Organ, which is distributed by the J. D. Wheeland Pipe Organ Company, of Dallas, is being made especially for the Palace and will be shipped to Lubbock between the 1st and 5th of October.

The Rice Construction Company has charge of the construction of this theatre which when completed will be one of the finest playhouses on the plains.

Immediately after it has been open to the public, a series of the very latest pictures, some of which are being filmed, and will not be ready for distribution for another month or more, will be shown at the new Palace. Manager Lindsey announced just before leaving for Dallas on a business trip last week.

"Wonders of the Wasteland," Paramount's interpretation of Zane Grey's story of the same title, shown in natural colors, will be presented together with "The Valentino in 'Beau' Hardware'."

Mr. Myrick, associated with his father, W. A. Myrick, Sr., and his brother, Russell, bought the retail hardware business of the Western Windmill Company which for a number of years was located in the building it now occupies under the firm name Myrick Hardware Company. The stock has been increased in all departments until it is now four times as large as when took over by the Myrick Hardware Company, and an efficient department superintendent has charge of sales of each department.

Mr. Myrick pointed out that while each member of the firm has supervision over one department, they are all familiar with all phases of the hardware business, and are capable of taking care of the work in any or all of the departments. This practice of familiarizing each of the several employees with all departments of the business has been done in order that the best service possible might be rendered their many patrons.

Service may not seem to mean much in the hardware and implement business, but Mr. Myrick has emphasized this feature of the business by making it a rule to have someone look after each and every customer the very minute they enter the store if it is at all possible, and the general knowledge each clerk has of the entire stock equips them to meet any demand placed upon them regardless of the nature of the orders received.

The John Deere line of implements is handled by Mr. Myrick Hardware Company, and due to Lubbock's central location and recognized position as a wholesale distributing point, a branch house of the John Deere Plow Company for the Myrick Hardware Company who care for all John Deere dealers throughout the south plains.

stated for early showing at the Palace.

"The Sea Hawk," and Norma Talmage in "Secreta," will be shown after the theatre has been in operation several weeks. These are great pictures and will be enjoyed and appreciated in Lubbock.

An electric sign, 22 feet high and 10 feet wide, will be placed at the front and top of the new theatre. Four colors, corresponding with the interior color scheme will be features of this dazzling, ever present advertisement for the big theatre.

Mr. Lindsey stated that a Musical Comedy "Listen to Me" has been booked through LeComte & Fleisher, of Chicago. Thirty-two people will be represented in the presentation of this program, which will be given immediately after the opening of the theatre.

Japan is suffering from a deadly disease resembling meningitis. Over nine hundred deaths have occurred in the western provinces, the mortality being sixty-five per cent.

Crabs, lobsters, shrimp, oysters, clams and other crustaceans and mollusks are both a preventive and a cure for goiter, according to the executive secretary of the United States Fisheries Association. High iodine content in these classes of marine inhabitants renders them particularly valuable for this treatment.

A counterfeit dollar bill, which is producing a silver certificate, and finely woven portraits of George Washington and Grant, was seized by vice agents when it arrived at the New York City from Greece via the steamer. The rug is six feet long and carries out the colors of the United States currency. Building to reproduce currency in that manner.

DIED WITH BIRD GRASPED IN HIS HAND

GAINESVILLE, Texas, Sept. 18—A bird was found clasped in the hand of Frank Endress, 64; who died of heart failure while hunting near Gainesville. Endress was a prominent business man of Muenster.

The proper method to estimate the range of a radio receiving set is to see how far the set can receive signals in the daytime, between 11 o'clock in the morning and 4 o'clock in the afternoon. Stations that can be picked up regularly between these hours are the ones upon which the receiving range should be based.

The tariff on sugar was enacted largely at the instigation of the Beet Sugar Trust. Senator Smoot (Republican, Utah) was one of its principal advocates when the Fordney-McCumber bill was in process of passage. He attempted to induce within producers of sugar to curtail their crop in 1922 as a means of raising prices. Senator Smoot, great interest in the Utah beet sugar industry, one of the big beet sugar producers of the world, is a member of the Republican party and in 1920 was its presidential and vice-presidential candidate. Several other delegates to the last national convention there in Sprinkles, interested in the beet sugar industry, are members of the American Federation of Labor, disagreeing with the policy of the third party led by Senator La Follette, demands that the Sherman Antitrust Law be repealed. The Federationist does not think that the La Follette plan of trying to cure monopolies by political regulations is right.

when there is a large use of cooling drinks, ice cream, etc., and when housewives are preserving fruits. Unless President Coolidge takes prompt steps to give effect to the recommendation of a majority of the Tariff Commission, these millions of housewives will not receive the full benefit of the reduction in the tariff.

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The Soviet authorities have prohibited the importation into Russia of books about ants and bees in which "queens" are mentioned. They object to the description of colonies of these insects as helpless when lacking the ruling power of their queens.

One tragedy of life is most former football stars are coaching now for less than bricklayers make.

form; Joseph W. Fordney, co-author of the Fordney-McCumber Act, which put the present heavy tariff on sugar; William H. Wallace, vice-president of the Michigan and Toledo companies, and Gerrit J. Diekmann, president of the Holland-St. Louis Sugar Company, were delegates at large from Michigan; Senator Smoot, E. O. Howard, director of the Utah-Idaho Sugar Company, and Arthur Woolley, an employe of that corporation, were delegates at large from Utah. Clarence H. Cook, of the firm of Castle & Cook, agents for various Hawaiian sugar interests, was delegate from Hawaii.

The supercavitating West Virginia, the last capital battleship which the United States can complete for the next ten years under the agreement for limitation of arms, is being given a two weeks' testing in Penobscot Bay. She is electrically driven, has a speed of 21 knots an hour, a fuel capacity for 10,000 miles, and carries a crew of 1,400 men.

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R. H. MARTIN IS OWNER OF BLDG. ON BROADWAY

R. H. Martin, owner of Martin's Bakery, has just closed a deal whereby he became owner of the brick building which was owned by Roscoe Wilson and is occupied by the Floyd-Bent Drug Store on Broadway just across the street from his present location.

Mr. Martin plans some very

noticeable changes in the building when he has been given possession, and proposes to build one of the most attractive and expensive bakery shops and confectionery stands in the south.

TO DESTROY INSECTS.

Dissolve two pounds of alum in three or four quarts of boiling water. Let it remain over night until all of the alum is dissolved. Then with a brush apply it boiling hot to every joint or crevice in the closet or shelves where erosion bugs, ants, cockroaches, etc., intrude; also to the joints and crevices of bedsteads, as bed bugs dislike it as much as cotton bugs, ants, roaches, etc. Brush all the cracks in the floor and around the baseboard. Keep boiling hot while using.

LAND FOR SALE OR TRADE

Two sections 11 miles West of Andrews, County Site of Andrews, County, Texas, all smooth, tillable, deep soil. Price \$10 per acre, bonus \$3.50 due state, terms of will trade for merchandise, hardware preferred.

Also—640 acres near Tulia, County Site, Swisher county, Texas, fenced, 200 acres in cultivation. Price \$35 per acre Good terms, or will sub-divide and sell in quarters.

Also—Many land bargains on North Plains, good smooth tillable land at from \$12.50 to \$20 per acre.

Thirty years experience in Panhandle—Let us serve you.

GAUT LAND CO., Realtors.

Box 95, Amarillo, Texas

Palace Years of Service

Unlike many enterprises which are merely started to enter a field and win success in aggressive competition with others of equal merit, our services have back of them an insight into the real needs of the merchants of the South Plains.

The Western Windmill Company has been rendering a service for twenty years. Today this company is the largest wholesale concern of its kind to be found in West Texas. It is the persistent effort of this company to serve better—anticipating the ever increasing demands of its patrons



-Morse Engines

The name alone signifies quality. After years of constant endeavor the Fairbanks-Morse Engine offers the buyer one of the greatest values to be found. Its high quality and low price have been made possible by scientific study and large production facilities.

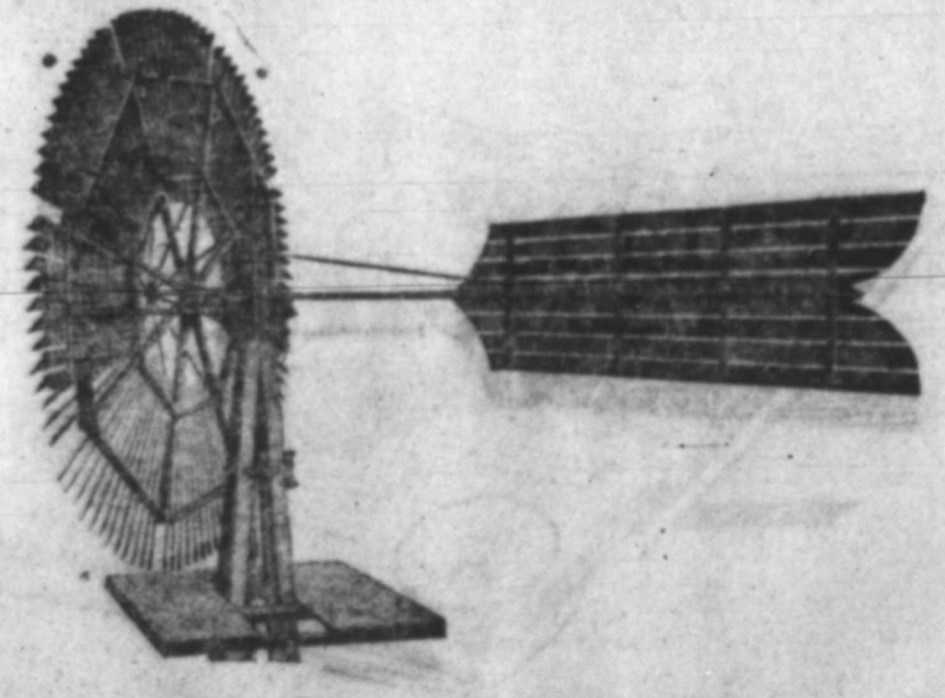
Water Supply Materials

The Fairbanks-Morse is long lived, high power engine and we believe marks new engine history. There are many important as well as exclusive features why it is a better engine.

Gin and Mill Supplies

Piping, fittings, pumping equipment, pumps, plumbing supplies in fact, every known water supply material and plumbers' supply is kept in stock. Also soil pipes, sewer pipes, and fittings.

We carry a big stock of Gin Supplies, packing, steam goods, fittings, brass goods, and other supplies needed by the Gin or Mill Man. These supplies can be furnished without a lengthy delay as usually is experienced.



Eclipse Windmills

The constant economical pumping service given by "Eclipse" Windmills—year in and year out—is the result of practical design and skillful construction from durable materials. There are 24 reasons "why" the Eclipse is a better mill. Long Life, Speed Adjustment, Rigidity, Adjustable Bearings, Noiseless and practically storm proof, are a few of the outstanding reasons. In short, the Eclipse Mill is guaranteed by over 50 years of windmill experience and stands today without a peer.

Western Windmill Comp'y

WHOLESALE ONLY, LUBBOCK, TEX.

Avalanche Company's S

MUCH PO WIGGL FOR

That the Pig well received establishment store here on ed by the rapid store has gained the large patron it at this time.

The Piggy established at immediately after that building, is Darby and J. L. Humphreys and new have charged Sam Darby with the business assistant to the Messrs. Humphreys have worked hard and deserve the age accorded them with their grocers have built two buildings on 12th had other developments.

During the business was estimated while at the average more than seven and growing in.

The clean, new carried in this main drawing of the fact that the Piggy consists of one foot their purchases, case, for though ties is left in toner immediate in wrapping weights and pricing change, which a mecca for the make purchases possible.

JONES BROS REMODEL STORE

Jones Brothers building at the corner of Main and J have received structural steel modeling this year's next picture and Under which will occupy at the corner of Main and J.

This building will be one of the most in the city, and better of two of the city will pay for most business.

MR. LOUIS



Mr. Louis has come on our one of the big men has spent much time and has a versatile entertain



Avalanche Staff Photograph of Myrick Hardware Company's Retail store, at 1212 Avenue I. "If Its Hardware We Have It" is the Company's Slogan and one that this spacious building makes possible as more than \$50,000 worth of stock is housed therein.

MUCH POPULARITY ACCORDED PIGGLY WIGGLY IN LUBBOCK; DOING MUCH FOR THE DEVELOPMENT OF LUBBOCK

That the Piggly Wiggly idea was well received in Lubbock upon the establishment of a Piggly Wiggly store here on May 5th, is evidenced by the rapidity with which that store has gained popularity and by the large patronage enjoyed by it at this time.

The Piggly Wiggly store was established at 1111 Broadway immediately after the completion of that building, by Sam and Emmett Darby and J. L. Nosh, who on July 10th sold the business to W. E. Humphreys and J. M. Davis, who now have charge of the store.

Sam Darby is still identified with the business as cashier and assistant to the managers.

Messrs Humphreys and Davis have worked hard in that business and deserve the splendid patronage accorded them; at the same time with their duties in looking after the grocery business they have built two substantial brick buildings on 13th street and have had other development work done here.

During the first month after the business was established the total business amounted to six thousand dollars, while at the present time the average monthly business is more than seven thousand dollars and growing in volume every day.

The clean, new stock of goods carried in this store is one of the main drawing cards, while despite the fact that many may believe that the Piggly Wiggly method consists of one looking entirely after their purchases, such is not the case, for though the choice of articles is left entirely to the customer immediate service is given in wrapping packages, giving weights and prices and in making change, which makes this store a mecca for those who wish to make purchases in the least time possible.

JONES BROTHERS TO REMODEL THE RIX STORE BLDG.

Jones Brothers, owners of the building at the corner of Broadway and J have received a large shipment of structural steel to be used in remodeling this building when it is vacated next month by the Rix Furniture and Undertaking Company which will occupy their new building at the corner of 13th and J.

This building when completed will be one of the most modern structures in the city, and being located on the corner of two of the busiest streets in the city will prove a valuable location for most any kind of retail business.

MR. LOUIS GERHARDT.



Mr. Louis Gerhardt of the Gerhardt firm comes on our Lyceum course as one of the big numbers. Mr. Gerhardt has spent much time on the Lyceum and is a most entertaining and versatile entertainer.

drafting the program of the great narcotics conference to be held in Geneva next November.

A school for prison officials is to be opened in Peking as part of a general preparation for the coming of the judicial commission to investigate China's fitness for assuming authority over foreigners now vested in foreign consular courts.

Maj. Pedro Zanni, Argentine aviator who is attempting to encircle the globe, is now stalled in French Indo-China. He plans to fly to Japan and from there to attempt to cross the Pacific Ocean.

George Peabody College for Teachers at its commencement on August 29, graduated a class of 140 teachers; it conferred 4 Ph. D. degrees, 47 Master of Arts, and 89 Bachelor of Science degrees.

London Bridge, famous in song and story and one of the eight great arteries spanning the Thames, is reported to have dropped four inches under the strain of the heavy traffic.

The giving of the opera "Carmen" at the Municipal Theatre in St. Louis last week has attracted wide attention. The extensive out-of-doors stage was employed with unusual effectiveness.

A German diver in a new diving apparatus went down to a depth of 459 feet. At this depth he could see about eighteen inches, a further sixty feet resulting in total darkness.

More than two billion dollars' worth of crops in the United States are destroyed annually by insect pests. There are more than one hundred different kinds of these pests, most of them being immigrants from foreign countries where control measures are not rigidly enforced.

Few light thinkers have a heavy balance at the bank.

WHO KNOWS BETTER THAN YOU

Is there anybody who knows what ought to go into your pantry better than you do? Of course not!

That's one reason you enjoy buying groceries of PIGGLY WIGGLY. You are not asked to buy a lot of things you don't need and don't want, you walk through the aisles, select just what you want, the hanging price tag tells you the cost, you pay cash and take your purchases with you.

Do you know if any better way of getting what you want than getting it yourself?

WHITE NAPHTHA SOAP
ONE BOX WASHING POWDERS..... **\$1.00**
1 Can Sunbrite Cleaner, & Shopping Booklet

PALM OLIVE SOAP PER BAR 7 1-2c

FRESH ARBUCLUS COFFEE PER POUND 33 Cents

25c CAN K.C. BAKING POWDER PER CAN 18c

THE FAMILY LOAF BREAD 3 LOAVES FOR 25c

FANCY BOX SLICED BACON Tasty Breakfast PER POUND 35c

MORVIS PURITAN COMPOUND 8 LB. POUND \$1.38

LIGHT CRUST FLOUR 48 POUND SACK \$1.90

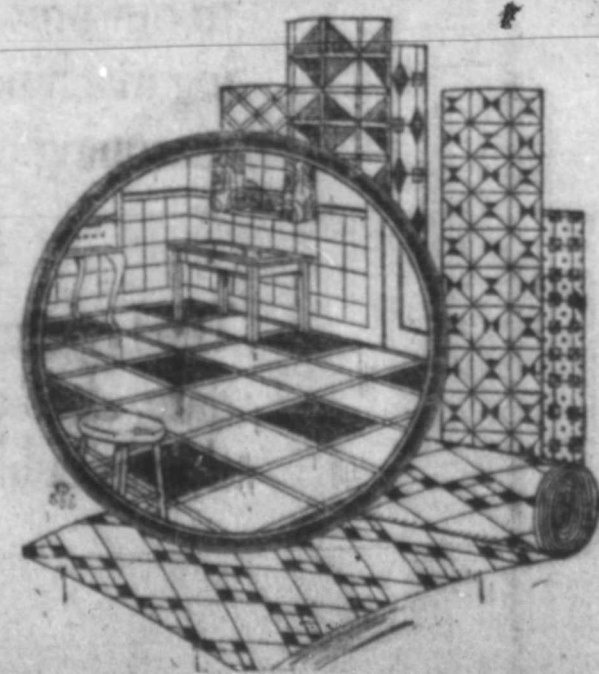
Piggly-Wiggly



PLACE your order at once with the Jackson Brothers Coal company and you will be assured of plenty of warmth this winter. Jackson Bros. Coal is clean Coal. Exceptionally free from foreign substances. That's why it produces more heat per ton, and thereby reduces your fuel costs.

Jackson Bros., Coal, Grain & Hay
Phone 505 1302 Avenue H.

Rix's Removal Sale
9x12 Congoleum Rug



Gold Seal Quality

Sale Price
\$14.95

Rix's

LUBBOCK

Read Our Full Page Ad in this Paper

The Texas Utilities Company aspires to leadership thru merit alone

Trying to anticipate the needs of a city like Lubbock and a section such as the South Plains is a problem which demands an expenditure of much money and an unconquerable faith in the future. The Texas Utilities Company, two years ago, built one of the very best Light and Ice Plants in the West and it was our desire then to build for at least five years ahead of Lubbock and the South Plains.

We now wish to make the following announcement to the people of this city and to our hundreds of other patrons throughout the South Plains:

Storage Capacity

We are beginning immediately upon the enlargement of our Ice Storage capacity. We have now a capacity of 600 tons of ice. Our present program calls for the enlargement of that capacity to six times its present size or to be exact we will have a storage capacity next spring of 3,600 tons of ice.

Delivery Service

We will greatly improve upon our City delivery service in Lubbock. We will build a down-town Icing Station; will operate Icing Trucks from our down-town station to the City Delivery Wagons, which will also be increased in number.

Better Quality-More Uniformity

In our present expansion program we have included the installation of the most modern ice making machinery. This will result in a better quality of ice—more uniformly in size and thorough seasoning.

Light Department Capacity to be Doubled

The Light and Power Department of our plant will also be doubled in capacity before one year from date. It is our present plans based upon our strong determination to build adequately for leadership in Lubbock and this section.

Texas Utilities Co.

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SOMETHING OF THE OVERSEAS WORK OF THE SALVATION ARMY AS GIVEN BY MRS. ENSIGN BOOTH OF OKLAHOMA

The question has arrived in the public mind, in regards to the Salvation Army work over seas, among our Soldier Boys, and why they made such a wonderful record. It was because of the spirit that they worked with. We have a story from Mrs. Ensign Booth answering this question, they are better known as the Doughnut queens, or the McAllister Sisters, who made the first doughnuts over seas, and passed them on to the Soldiers. This story is the success of the Salvation Army's work over seas. We have asked Mrs. Booth to give us one story in regards to her work among the Soldier Boys. So this is the story as follows:

"My sister and I were attached to the first Division of the American Army for the time of the first American drive, at Cantigny right through the Arzonne. I have been asked to tell you just one little story, in connection with our work among the boys. We were on our way by the Arzonne in our limousine to the Packard truck when, one evening the word was handed back along the long line that we could go no farther that evening as the roads were blocked for miles ahead, so jumping off the truck we hiked into the nearest village to find a place that would be more comfortable to sleep than on a truck. Entering the village we found it a mass of rain, not one whole building left standing. The village church seemed to be the best preserved place and we made our way there only to find that it was being used as an evacuation hospital, so we set to work helping the doctors and attendants until all the patients were sent back to the Base hospital. Then the Colonel of the Hospital corps came and asked us where we were going and what we expected to do. We told him we were on our way to join our dressing station but that the roads were blocked, and we would have to remain in the village until morning. He said: My Men are going to sleep here tonight, but we can find a corner for you girls, I am sure, so we found a corner; the driver brought our blankets from the truck and we were preparing to roll in the fully attired, as we had done many nights before, the boys of the hospital corps had built a bon fire on the tile floor up against the part of the wall left standing and camouflaged the light so that the flames flying overhead could spot us. So they called to us and asked us if we would bring our Guitars and sing for them before retiring.

We were very weary, having not slept then for something like forty eight hours but we knew that the boys were also weary and we wanted to make their lives as cheerful as possible, so we took our instruments and stirring around the fire on boxes we had them sing just the songs they wanted to sing. We had hardly started to sing when the boys on the outside began to troop in, Soldiers of every description, until the little Church was packed and the men were hanging through the shell holes

in the walls and through the places that had been windows.

"They sang all the songs that were popular at that time, 'Beautiful Katie,' 'Pack up your troubles in your old kit bag and smile, until one of the fellows said: 'Oh we're tired of singing those old songs, let's have some hymns that you know and love.' They sang 'Nearer My God to Thee' and 'Jesus Lover of My Soul,' and 'Abide With Me.' Fast falls the Even tide, the darkness deepens, Lord with me abide, and they didn't forget to sing, as they sang on every occasion of this 'Tell Mother I'll be there.' 'As it drew toward midnight they asked if we would sing to them before retiring. I must tell you that over what has been the Alter of this once beautiful little church was a life-sized painting of the 'Ascension,' and on that wonderful painting, amid all the wreck and ruin, there was not a mark or a scratch, with the exception of a great shrapnel hole through the very heart of the Christ as we looked upon this picture reflected and enlarged in the flickering firelight, we thought of that great heart that was broken over the sins of his people and so, as we stood to sing we sang 'There in that ruin, under the influence of that picture, at midnight with the planes chugging over head and cannons roaring in the not far distance we sang to them.

"Beautiful Jesus, Bright star of Earth,
Loving and tender from Moment of birth,
Beautiful Jesus, the lowly Thy lot,
Born in a manger, how rude was Thy cot.
Chorus,
Beautiful Christ, Beautiful Christ,
Fairer of thousand, and Pearl of great price,
Beautiful Christ, Beautiful Christ,
Gladly we'll follow thee
Beautiful Christ.
"We sang several verses and as we were singing we noticed that some of the boys were looking rapidly at the picture of that 'Beautiful Christ,' others with tears rolling down their cheeks, kept their eyes on the floor, while others looked thoughtfully into the distance. All hearts were touched, all were thinking of home and mother and the church they loved—so I said to them, 'Boys, we have had a wonderful evening together. It has reminded many of us of home and the family circle and prayers and the evening wouldn't be complete without the family prayer.' Immediately every head was bowed together, Jew and Gentile, Catholic and Protestant, repeated together that grand universal prayer, 'Our Father.'"

"That ended one of the rainy such evenings spent with the boys. They went quietly away to their dug-outs, better men for having been there."

By Mrs. Ensign Booth,
Oklahoma City, Okla.

A policeman shot a robber in Kansas, and that's all right; but in New York he would have to claim it was an accident.

WORK BEST CURE FOR EUROPEAN COUNTRIES

By J. W. T. MASON
Righting European countries by loans instead of by work is beginning to show the unreality of this method of recovery. The recuperation of Austria by means of financial assistance arranged thru the influence of the League of Nations, is threatened with failure. Austrians are finding that the return to pre-war conditions of normal life cannot be made by artificial balancing of budgets. Nor can currencies be permanently stabilized by reliance on foreign loans.

The Austrians have failed to respond with adequate energy to the task of making the loans they have received act as a stimulus to creative production. Austria is now facing a new period of deficits in her annual budget. The help from the League of Nations cannot be indefinitely continued; nor can the Austrian financiers expect further payments from the victors in the World War to be vanquished.

The Time Has Come

The time has arrived for Austrians to save themselves from going down once more to the depths from which they were rescued by the League of Nations and by the leniency of the allies in cooperating to withhold pressure for an adequate war indemnity. An era of widespread extravagance has been prevalent in Austria for more than a year. Economy has disappeared in representative circles which should have given the lead in the nation. Prices have reached such heights that living in Vienna has been more expensive than in the capitals of the allied nations. Now, however, a slump has occurred. The Austrians have come to the end of their temporary resources. They are abandoning their spree, which undoubtedly was initiated and stimulated by the financial assistance which was given them by the allies. People having over-spent are not undergoing the necessity for severe retrenchment. In consequence, the receipts from taxation have fallen off heavily, and the government at Vienna is, in reality, faced with a deficit in the forthcoming budget, though by various manipulations, the deficit is being concealed.

Must Produce

The night into which Austria is falling can be remedied only by an increase in the productivity of the nation. This is the final phase of the reconstruction problem now facing not only Austria but all of continental Europe. Hitherto, the progress in Europe's recovery has been predominantly due to the plentiful loans which have been raised by one country after the other since the closing of the war, largely in the American money market. This money has naturally served to stimulate production; but the test of its efficient employment

is not in the first stimulus. Unless the money has been used to develop basic industries and to put business on a plane where it can self-create its own progress, the loans will have failed in their purpose.

Austria is the first nation to reach a position where it must show whether it has lived up to this rule. The present indications is that the rule has been, at best, only partly followed. Austria, to some extent, has been living on the principal of the loans, instead of making them go to work to earn the interest on which the country should live. Unless the Austrians are able to remedy this situation, the effect upon Europe's general recovery must be disappointing. The Austrian symptom will have to be accepted as representing the possibility of a general condition of false prosperity instead of the dawn of permanent recovery which it has been believed is appearing in Europe.

With a very large loan about to be raised for Germany, inquiry into Austria's real condition should be made for the purpose of discovering the whole truth. If the continental Europeans are living on their loans instead of making them work, and if Germany intends to do the same, good money is being thrown after band, and Europe is fooling herself and the world.

EVANGELISTS DISCOVERED TO BE ROBBERS

PORT WORTH, Sept. 20.—City Detective Mackey and Sullivan have misled their calling, according to Police Chief Lee who is convinced both slouts should have been Methodist ministers of 20 years ago. So thorough did the two detectives paint the "suffering in hades" for wrong doers, that they obtained a confession of house robbery from Wilma Lane, negro.

Every other source of persuasion had failed to shake Lane from his plea of ignorance but the detectives working on the Satan face of the negro proved themselves good evangelists if nothing else.

It doesn't take long for easy money to become uneasy money.

OLD RANGER SAYS LONG COLD WINTER

By United News
YELLOWSTONE PARK, Wyo., Sept. 20.—It's going to be an early winter and a hard one, says Joe Douglas, old timer and weather shark.

Joe ought to know the signs, and he says they all point to it. Joe is a ranger at the Yellowstone Lake station, and his keen eyes have been observing things in the part of the world—particularly the ways of nature and nature's children, the birds and animals—for many years.

"The bluebirds are flocking together earlier than usual; the deer are already coming down from the high places; the squirrels are unusually active; ducks are flying in formation, like they were getting ready to go south; the coyotes are howling nights, and everything points to an early winter and a long cold one," said Joe.

Cold Nights

"Doug" says he never saw a summer when the nights were so uniformly cold as this year. No Yellowstone visitor has suffered from hot nights.

Every month this year snow has fallen in the park. Even June, July and August had their snow storms, out of which tourist visitors got quite a thrill. Similarly, these summer blizzards were almost exactly a month apart, the first occurring on June 19, the next on July 21, and the third on August 20. Each time a considerable snowfall occurred in the higher altitudes, the mountain peaks being deeply covered, and the whole territory around the canyon having from half an inch to two inches of snow.

Sam Wadling, chief park ranger, doesn't share "Doug's" fear of an early winter, but just the same, he is making his winter plans, getting his ranger force organized for the long, cold spell before the permanent ranger force will hunt down predatory animals and look out for poachers.

BIDS FOR CORPUS CHRISTI HARBAR PROJECT WILL BE LET SEPT. 26

GALVESTON, Sept. 20.—Bids on the Huge Corpus Christi harbor project involving almost \$4,000,000 in improvements, will be awarded by September 26, according to Russell Savage, attorney for the Nurses Navigation District No. 1. Further steps toward compliance with government requirements on the project were made this week when Savage filed a quantity of data papers with Major Julian L. Schley, district engineer.

Actual work, however, has already started in a minor scale at Corpus.

Of the \$4,000,000 fund, the government supplied \$1,000,000.

TAHOKE TO HAVE A TEN-TON ICE PLANT

TAHOKE, Sept. 20.—The city council of Tahoke let the contract for a ten-ton ice plant with a twenty-ton storage. This was done at a meeting of the council last week. This will make the third municipal owned enterprise for the town of Tahoke.

Permits amounting to over one-half million dollars have been granted by the city for building operations in the town this summer and with the increased crop and growing demands of the country other permits which have been applied for will be granted.

FORT WORTH TO HAVE \$1,000,000 MASONIC BLDG.

FORT WORTH, Sept. 20.—Construction of a \$1,000,000 downtown Masonic building is apparently according to Fort Worth's Blue-Lodge Masons numbering 3,500 who are answering questionnaires as to the feasibility of such a project. Out of 1,500 answers so far received but 20 have opposed the plan.

The steam locomotives right-hand man is the gasoline truck.

THE ONLY WOMAN FIGHT PROMOTER IS LONDONITE

By United Press
LONDON, Sept. 20.—There is only one woman boxing promoter in the world—and she belongs to London. She is Mrs. Dick Burge. Since the death of her husband she has been the owner and manager of the famous Ring of Blackfriars. She has the reputation of being almost the English boxing promoter who has made boxing pay.

"I am very sorry for Major Arnold Wilson," said Mrs. Burge, referring to the promoter of the Gibbons-Bloomfield fiasco, which cost its too-sanguine impresario \$30,000 over and above its receipts. "His mistake was in trying to do things American-style. Our boxers must learn that such purses are not for them. But our sportsmen, carried away by the extravagant American style of doing things, seem to have lost their heads."

She was very severe in her criticisms of English boxers.

"We can't expect to get champions when our boys do not fight more than twice a year. Naturally, when they get into the ring, they are knocked around like shuttlecocks. They need hard training and hard fighting; then they may amount to something."

The Ring is noted or notorious, for the stern relentlessness of its East End audience, which insists upon a real fight and no shamming; if not, it demands, and sometimes gets, its money back. Mrs. Burge never hesitates to issue "rain checks" when her show has proved a fizzle.

France began systematic tree-planting along its national roads in the reign of Francis I, more than three hundred years ago. When a contract is let for a new state road in France the specifications include the trees to be set out, and the contractor is responsible for his trees for two years after he sets them out.

LUBBOCK AND LYNN COUNTY FARM LANDS FOR SALE



TWENTY 160 ACRE TRACTS.

3200 acres of rich, red, Cat-Claw lands is being placed on the market, cut up in convenient 160 acre tracts and located southwest part of Lubbock and northwest portion of Lynn counties. We will sell not less than 160 acres to any one man, but we will be glad to sell as much more as is desired.

Located 20 miles Southwest of Lubbock and same distance from Tahoka

This land is located near a thriving city and the Technological College. Good schools are on all sides of it. A gin within five miles of it. 10 miles from railroad. This is indeed an opportunity for the prospective buyer desiring good land, near schools, plenty of water and in the best part of Texas.

Priced \$32.50 to \$35 per Acre.

A part of this land will be sold without a cash payment. Investigate our proposition. Its your one best opportunity in West Texas today. These farms will sell fast—make your choice early.

W. D. ARNETT
Ropesville, TEXAS
OWNER



Simmons Undertaking Company

"SILENT SERVICE"

Combining the cultural refinement of precision with the

ART OF

MASTER MORTICANS

PHONE IMMEDIATE AMBULANCE SERVICE 437
Lubbock "Silent Service" Texas

SURVEY OF FARM CONDITIONS SINCE 1920

That the agricultural interests of the country suffered tremendously from the deflation of 1920 and have not yet gained normal prosperity is shown by a report of the United States Department of Agriculture. The low point of the depression was touched in 1920-21. There was some improvement in the following year. In the last two years the improvement has been quite noticeable, and the department says indications are that it will continue.

Interest paid on total farm indebtedness consumed all capital earnings in the crop years 1920-21 and 1921-22. In the next two years, there was a return of 3.1 per cent on the total capital invested in agriculture, including rewards of management. This investment, however, was written down from \$79,607,000,000 in 1920 to \$59,409,000,000, or a decrease of \$20,000,000,000. Land and buildings by themselves were written down from \$66,316,000,000 to \$48,300,000,000.

Land and buildings, machinery, livestock and working capital make up the total agricultural investment. To arrive at its present estimate of this capital, the department wrote down the census figure of 1920 for land and buildings on the basis of the reported decline in improved farm land values in all parts of the country. It figured the decline in value of equipment on the basis of current prices and estimated purchases of equipment by farmers. The livestock estimate rests on the department's inventory, as of January 1,

Working capital is estimated at 1 per cent of the total inventory.

For the 5-year period the return on all the capital invested in agriculture was 6.2 per cent for 1919-20, 0.6 per cent for 1920-21, 1.4 per cent for 1921-22, 3.1 per cent for 1922-23, and 3.1 per cent for 1923-24. Even this meager showing was only made by valuing the labor of farm operators and their families at no more than the rate for common labor.

While agricultural capital as a whole had only the small returns above mentioned, it was paying an average of more than 6.7 on mortgage and other indebtedness, or from 2 to 5 times as much as it was earning.

The gross income of American agriculture, not including livestock (that is the value of its production less seed and feed), was \$15,850,000,000 for 1919-20, at \$12,782,000,000 for 1920-21, \$9,552,000,000 for 1921-22, \$11,592,000,000 for 1922-23, and \$11,467,000,000 for 1923-24. The net income in agriculture was these amounts less operating expenses, taxes and depreciation. With these reductions made, the department figures out the net income of the different years to have been as follows: \$4,954,000,000 for 1919-20, \$438,000,000 for 1920-21, (or less than one tenth as much as for the preceding year), \$865,000,000 for 1921-22, \$1,916,000,000 for 1922-23, and \$1,863,000,000 for 1923-24.

After the farmers had paid interest on their total farm debt, the income left to them on their unencumbered capital is estimated to have been \$4,057,000,000 for 1919-20, a loss of \$468,000,000 for 1920-21, a loss of \$73,000,000 for 1921-22, a net balance of \$964,000,000 for 1922-23, and of \$921,000,000 for 1923-24.

That is the agricultural position as it looked from the standpoint of the earnings on all the capital invested in the business. When it is looked at from the standpoint of the return on the farmer's own capital, and the reward for his labor, the picture is equally unsatisfactory. On the capital owned by farm operators themselves the rate earned is figured at 5.8 per cent for 1919-20, minus 3.1 per cent for 1920-21, minus 1.4 per cent for 1921-22, 1.5 per cent for 1922-23, and 1.4 per cent for 1923-24. Thus in two out of five years farmer earned capital earned nothing and had to be drawn on or meet interest charges on borrowed capital.

The estimates of the net return on farmer-owned capital in the last two years are more liberal than those given in a recent survey made by the department upon returns for 1923.

In that survey 16,000 owner-operated farms were covered. Allowance was made for the value of the labor of the operator and that of his family. It was figured that the farms studied showed a net balance for the year of \$270, or 1.5 per cent on the average value of the farm real estate and its improvements. That return barely sufficed to pay interest charges. It left practically nothing as a re-

turn on the farmer's capital. The new study, which covers the entire country and includes tenants as well as owners, indicates that farm operators in 1922-23 yielded 1.5 per cent on farmer-owned capital and 1.4 per cent for 1923-24 after deducting wages for the farmer's labor but nothing for his management. But this showing, it is pointed out, is due to the fact that the later study makes a more conservative valuation of the farmer's own labor and that of his family than the former one.

Considered from the standpoint of the return of the farmer's own labor after deducting a commercial interest return in his capital, the average farm operator in the 5-year period actually earned less than was paid to common hired hands. If, out of the total agricultural income, farmer-owned capital were credited with earnings at a rate equal to that which investments in farm loan bonds receive, the reward left for management and labor contributed by operators was \$932 per operator and family in 1919-20, \$399 in 1920-21, \$292 in 1921-22, \$454 in 1922-23, and \$520 in 1923-24. These wages may be compared with the average wage (without board) paid to hired farm labor in the same years. These were \$675 in 1919-20, \$770 in 1920-21, \$520 in 1921-22, \$501 in 1922-23, and \$563 in 1923-24.

LARGEST ORDER FOR EXPLOSIVES

By United Press.

NEW YORK, Sept. 13.—The largest single order for explosives, not excepting the enormous requisitions of the World War, has just been placed with the du Ponts by the United States government, according to the American Chemical Society. The order is for 100,000,000 pounds to be used entirely for purposes of peace.

"Most people," the statement reads, "consider the manufacture of explosives primarily a wartime activity, and powder manufacturers have frequently been charged unjustly with fomenting international friction."

"But the largest contract, one for 100,000,000 pounds, to be used for the construction of highways, agricultural purposes, and other peaceful industrial pursuits."

This information should reach the general public and be emphasized, for it illustrates the point, so often made, that chemistry becomes a destructive agency only when so required in the defense of the nation.

HUSBAND USES KU KLUX KLAN TO SCARE WIFE WITH.

By Associated Press.

SAN ANTONIO, Sept. 20.—Despairing mothers used to frighten unruly children with threats of the "bugaboo man"—now irate husbands threaten timid wives that the "Ku Klux Klan will get you if you don't watch out," according to Mrs. Jesse Townsend.

In her suit for divorce Mrs. Townsend asserted her husband frequently threatened to "turn over to the Ku Klux Klan for tar and feathering because of her conduct."

Mrs. Townsend denies any misconduct and asked \$50 weekly alimony because of mortification following such threats.



MRS. LOUIS H. GERHARDT. Appearing with the Louis Gerhardt Duo on the Lyceum course is Mrs. Louis H. Gerhardt, reader and vocal soloist. This company will give a wonderful program of music, both vocal and instrumental.

HOME EDUCATION

PERSISTENT MISBEHAVIOR IN SMALL CHILDREN

ZAHRAH E. PREBLE

The great Chinese philosopher Confucius says: "I am not concerned at not being known; I seek to be worthy to be known."

The reverse is often the case with children and at the bottom of much misbehavior. They are so mightily concerned about being known and noticed that their great desire motivates many of their actions, both desirable and undesirable. If one wants to understand a child and his motives, a little knowledge of how his subconscious mind directs his actions will lead to a correction of the undesirable actions which make a child what we term "bad" or "naughty," or "disobedient."

The feeling of being slighted is easily and subtly developed after the age of four and sometimes even younger when other children arrive in the family. Up to that time he usually is the center of the family plans because of his infantile state. Then that constant attention is gradually relaxed, and the child finds himself being neglected. If a new baby has come there is a sense of being pushed out of the center of the picture, and he resents, quite sub-consciously, to become re-instated in that desirable condition of being "the whole show." Many times this results in persistently "bad" behavior.

Sometimes such unwelcome department is only a spasmodic outbreak, following an unthinking rebuke by an older member of the family. It manifests itself in either a "smart" attitude, or naughty and even vicious actions, in order to attract the desired attention.

Many times the parents are to blame for this more than the child because they refuse to recognize that the little individual has now reached a point where he can and does think things out for himself, and where he resents unfairness very keenly. If your child is persistently naughty, it might be wise first to investigate your own attitude toward him. Do you expect too much of him, or do you neglect to give due praise and attention to the little issues which to him are quite vital? Judicious praise is like water to a flower; it makes the plant bloom more beautifully.

That desire to be superior, to be given praise for good deeds well done, is not one to be destroyed. If directed rightly, it causes that part of the Chinese proverb, "I seek to be worthy to be known," to become the driving force. A child soon recognizes that he can command the attention he craves by being good instead of bad, if the parents will always notice and speak of his desirable qualities and actions instead of his faults and misbehaviors. But how often do you enter a home and hear someone saying "You are a bad, naughty child!" And that subtle suggestion is repeated continually during the years that follow, until the growing, thinking child begins to act out the sub-conscious suggestions given to it.

There are problems which exhaust the patience of both parents and child—when the latter will not mind or insists upon doing something he

\$200 DIAMOND BROOCH SOLD FOR FIFTY CENTS

SAN ANTONIO, Texas, Sept. 20.—A \$200 diamond brooch sold for fifty cents here. Discovery of the bargain sale led to the recovery of the brooch for Mrs. Theodore W. Friedrich who had lost the jewel several months ago.

An elevator boy seen displaying the brooch was questioned and said he had purchased the diamonds from a newsboy who had found it on the street, for fifty cents. The entire street cleaning department spent two days searching for the brooch at the time it was lost.

TURKEY GOBLER KNOCKS MAN COLD WHILE ASLEEP

By United Press.

WAXAHACHIE, Sept. 20.—Being knocked cold by a turkey while asleep was the experience of J. G. Ross of Howard, who was in a hospital for the ensuing injuries here recently.

Ross was asleep in his yard when the exploring gobbler clambered upon a housepost and mounted a brick chimney directly above. A brick, dislodged by the bird's movements, fell striking Ross on the head and knocking him unconscious.

City-born babies in England are more healthy than the country-born. The babies do not mind being crowded a little if other conditions are right.

PRESS COMMENTS

Any young man's first mustache is likely to be an occupation rather than an ornament, comments the Oklahoma City Times.

Most boys who think they can do as they please when they are 21 are likely to get married, confessed the Oklahoma City Times.

Many a man who was fascinated by a girl because she was such a stylish dresser can't understand after he marries her, why she should want a new hat every year, announces the Hastings, Neb., Tribune.

"Sometimes we think we have the makings of a great humorist," muses the Neodesha, Kas., Register. "We exhibit an odd facial expression when shaving with a safety razor; we know a lot of new jokes about bobbed hair and we don't like to wear a shirt."

"Lumberman Has Nine-pound Boy," says a headline. Figure it out for yourself.

"Aren't the four-minute men to be given a section in the defense Day parade?" nervously inquires the Kansas City Star.

PANHANDLE SOUTH PLAINS FAIR LUBBOCK OCT. 1 TO 4 SHOW WINDOW OF PLAINS

"The Show Window of the Plains," is the slogan that has been adopted by officials of the Panhandle South Plains Fair Association to be used all over the South-west in advertising this year's fair, and with this slogan and facts and figures as to all that will be offered at this year's classic, it is planned to attract the biggest crowds from other sections of Texas and adjoining states ever assembled in this section at one time.

The news stories that are being sent out call attention to the fact that host from other sections interested in the South Plains country can get more accurate and first hand information by attending the fair than in any other way.

Exhibitors from every county on the plains will be on display and from viewing these exhibitions and talking to actual farmers who pro-

PROFESSIONALS ALLOWED IN TEXAS SCHOOL ATHLETICS

SAN ANTONIO, Sept. 20.—The death knell for professionalism in high school athletics has been sounded.

Changes in eligibility rules in the Texas Intercollegiate League are explained at a recent gathering of coaches, athletic directors, and principals of southwest Texas schools by Roy Redicheck, head of the League.

The most important and strictest rule is that which an athlete becomes ineligible by playing with or against professionals or semi-professionals whether he accepts money or not.

"The truth is a farm will not make an honest man rich in money. I do not know of a single instance in which a man has honestly got rich by farming alone. It cannot be done. The way in which men who have farms grow rich is either by other resources or by trade, or by getting their labor for nothing, or by other methods which I could tell you many sad anecdotes."—Ralph Waldo Emerson.

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The Last Act Of Man For a loved One

A MONUMENT

Man in the beginning was endowed with more than power to think and act—the Creator blessed him with a memory. Loved ones gone on before live in our memories still. Let us forget, a monument should mark the spot.

A monument of Marble and fashioned by a master-workman's hand. Taken from the nation's largest quarries and the best grade obtainable. A marker of the spot where they will rest for eternity and in memory of their passing.

We will be glad to help you select a monument. We will explain the different finishes and give you information you may desire. You will find our prices very reasonable and usually much lower than others. We guarantee satisfaction.

South Plains Monument Company

COLLIER BROS.

PLAINVIEW — — — — LUBBOCK



It Costs Less to BUILD NOW!

Secretary of Commerce Hoover, in commenting on the recent report of the Committee on Seasonal Operations, points the need of eliminating the wastes of seasonal idleness. High labor costs and failure of the building trades to attract young men is the penalty heretofore paid by the construction industry and the public. Mr. Hoover asserts that: "If building falls off there is bound to be slackening in many other lines of industry, resulting in unemployment, decreased purchasing power of employees, and further depression. . . . There would be improved condition of labor and lowered cost of production and of building," if these gigantic wastes were eliminated. The clear-thinking man will discard this obsolete idea. He will realize that by building NOW he can effect savings that are impossible during the busy construction season

Monthly Cost of Loans Standard Savings & Loan Association, Detroit, Michigan:

Loan—	\$500.00	\$600.00	\$700.00	\$800.00	\$900.00	\$1000.00
Month Cost	\$7.91	\$9.50	\$11.08	\$12.66	\$14.24	\$15.83
Loan—	\$1100.00	\$1200.00	\$1300.00	\$1400.00	\$1500.00	\$1600.00
Month cost	\$17.41	\$19.00	\$20.58	\$22.16	\$23.75	\$25.33
Loan—	\$1700.00	\$1800.00	\$1900.00	\$2000.00	\$2100.00	\$2200.00
Month cost	\$26.91	\$28.50	\$30.08	\$31.66	\$33.25	\$34.83
Loan—	\$2300.00	\$2400.00	\$2500.00	\$2600.00	\$2700.00	\$2800.00
Month Cost	\$36.41	\$38.00	\$39.58	\$41.16	\$42.75	\$44.33
Loan—	\$2900.00	\$3000.00	\$3200.00	\$3200.00	\$3300.00	\$3400.00
Month Cost	\$45.91	\$47.50	\$49.08	\$50.66	\$52.25	\$53.83
Loan—	\$3500.00	\$3600.00	\$3700.00	\$3800.00	\$3900.00	\$4000.00
Month Cost	\$55.41	\$57.00	\$58.58	\$60.16	\$61.75	\$63.33

Upon receipt of ninety payments of the amounts indicated above we agree in your note to release our lien or deed trust. The loan Actually costing less than a six per cent "straight" loan carried for the same time and in addition, no attorney's fees, or agent's commission is charged.

Jones Investment Company

Phone 886 208 Leader Building

BUILD NOW---MAKE THE HOME BEAUTIFUL

HELPFUL HINTS IN HOME BUILDING

A Book of "Helps for the Man Who Wants to Build" will be sent to anyone interested for 25c in Stamps--Fill out and Mail Coupon

HOME BUILDING EDITOR, Lubbock Avalanche, Lubbock, Texas. Enclosed please find 25c in stamps send me your new book of plans: "Helps for the Man Who Wants to Build", giving 44 plans for small homes and answering 250 homebuilding questions.

"SERVICE WITH A SMILE"

"THERE'S A HOME YOU'LL BE PROUD OF"

We gave this assurance to one of our clients a few days ago. Today he's the proud possessor of a house that is easily the finest, most economically built Lubbock residence that has gone up in nearly a decade.

When he came to us he wanted to build--NOT EXPERIMENT. He wanted his dollars employed with the utmost advantage. Result--a house that combines every modern comfort and convenience with real architectural beauty.

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BUILD YOUR HOME

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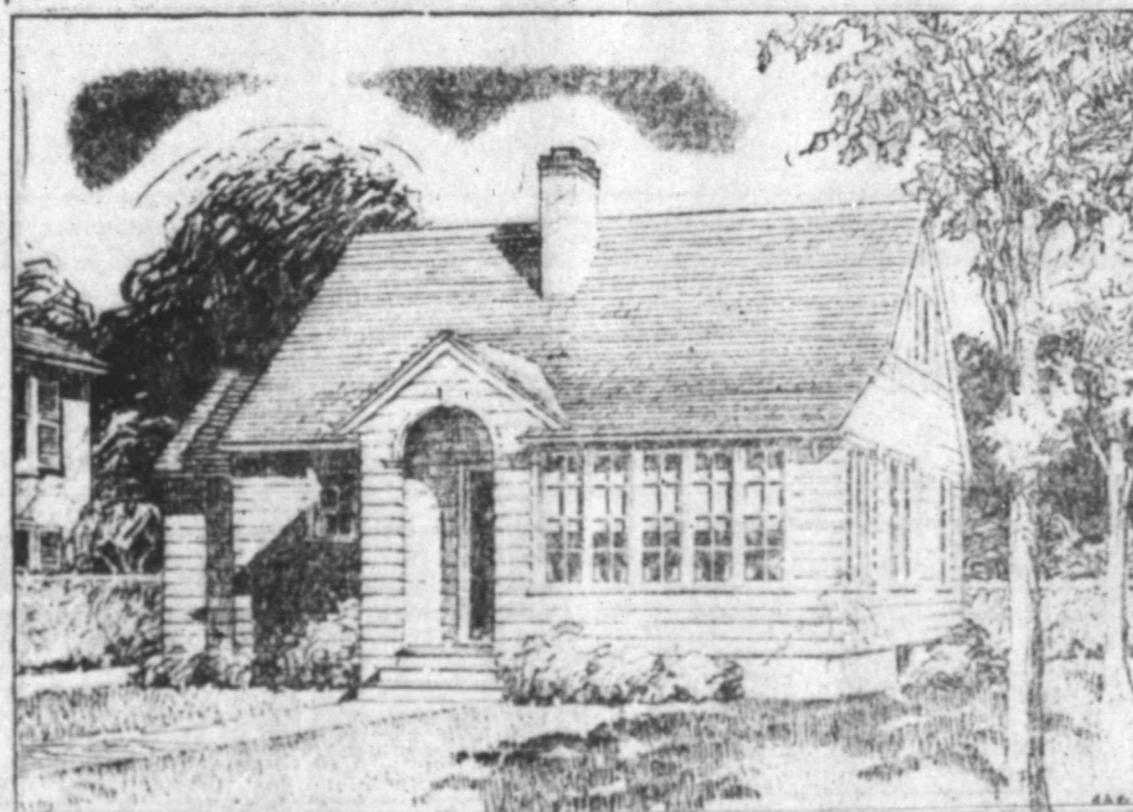
\$10.00 Down--\$1.00 Per Week LOTS \$25.00 TO \$125.00

THE WEST TEXAS CO. Box 1312--206 Leader Bldg. Phone 435



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CONNECTICUT COLONIAL ADAPTION



Copyright, 1924--Architects' Small House Service Bureau. Plan No. 140

THIS demure homestead, recalling the colonial houses of Connecticut, is a house that by its stelling qualities will do honor to its owner's taste, judgment and good sense. It is the kind of a house that makes building dollars buy full value in convenience, comforts and good looks without the necessity of spending more than the average pocket-book can afford.

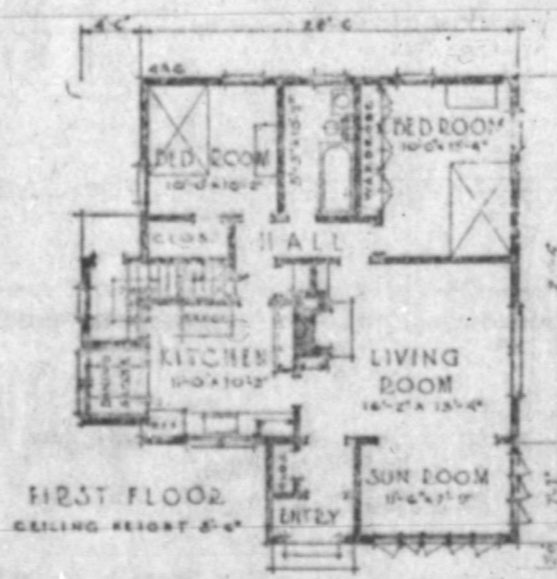
Features of This House

The pointed roof of the entrance porch is softened by the arched doorway, with its moulded band and keystone. The bank of casement windows in the sun porch is nicely proportioned; the addition of a dining alcove extension is successfully achieved; it is a pleasing and natural continuation of the main house.

The house is planned to be built of frame construction on masonry foundation, cement base course. The exterior finish is wide clapboards for walls and a shingle roof. A lot from 38 to 43 feet in width will be required. A full basement under the entire house contains laundry, heater room and fuel box. The sun, inlaid sunroom and living room provides exceptionally large living quarters in a house as small as this one. High windows in the sunroom insure plenty of light and air. The sunroom really amounts to an enclosed porch. A large open fireplace is a feature of the living room. Attic storage is reached by stairs in the main hall. The kitchen is small in size but planned scientifically to save steps and save labor. The dining alcove which forms a part of the kitchen provides a built-in table and seats. Under the seats are linen presses and above, china cupboards. Two bedrooms at the rear of the house enjoy cross-circulation of air and adequate light.

The suggested color scheme for the house is white walls and trim and chimney stack; dark variegated green roof shingles; dark green band around chimney cap. It would be difficult to include more in the way of conveniences and comforts in a small home than you will find here. For this reason this house de-

Copyright, 1924--Architects' Small House Service Bureau, Home Builders' Clinic.



Cost to Build This Home

The cost to erect this home will depend upon what you put into it and how thoroughly it is equipped. If you are willing to use simple material and inexpensive equipment, this home should be reasonable to build. Expensive equipment will increase the cost; inexpensive equipment will decrease the cost. The cost will also be affected by the locality in which the house is built.

EDITOR'S NOTE: The plans for small homes are furnished by the Regional Bureau of the Architects' Small House Service Bureau of the United States, Inc., an organization made up of the representative practicing architects from leading architectural offices throughout the United States. This bureau is controlled by the American Institute of Architects, and has the endorsement of the Department of Commerce, and the United States government. It is practically a non-profit making public service and has as its purpose the furnishing of a very complete and dependable small house plan service at modest cost. For information regarding the blue prints and specifications, address the Home Building Editor of this paper. The United States Bureau maintains an information department to answer home builders' questions at no charge. Enclose stamped addressed envelope.

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then in selecting your contractor be sure that you have one who knows building in detail.

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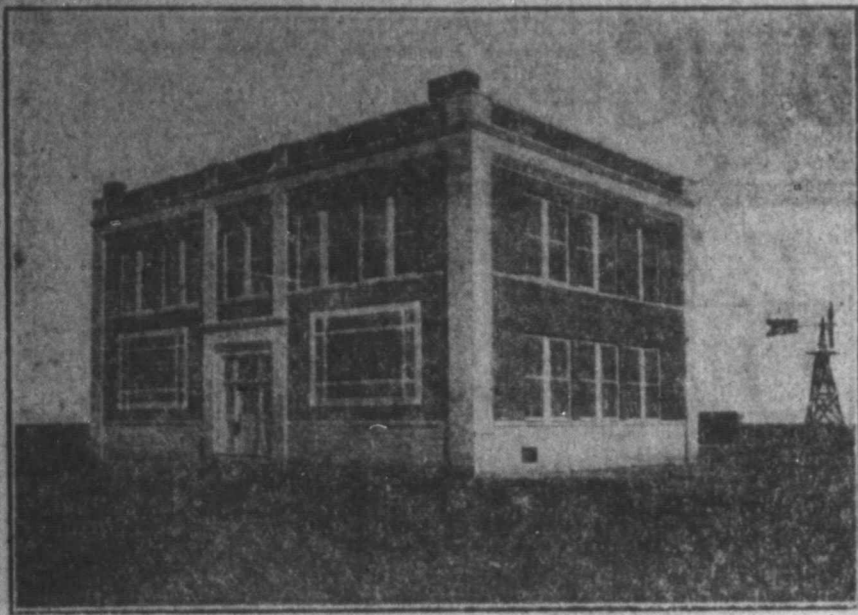
For years I have served hundreds of Home owners in Lubbock, faithfully and successfully.

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ONE OF MANY BRICK RURAL SCHOOL HOUSES



Lubbock county has provided well for the rural pupils. Almost every precinct has its big, fine brick school house and each hold 9 months regular terms.

EUROPE GROWS SKEPTICAL OF DAWES REPARATIONS PLAN SAYING IT WAS DESIGNED TO FAVOR AMERICAN BANKS

BY J. W. T. MASON (Written for the United Press)

After having struggled hard to put the Dawes plan into operation, Europe already has begun to criticize it, and to predict that it will satisfy no one but the American bankers. The impression is growing everywhere in Europe that the Dawes Plan is an American financial device to safeguard the various loans floated by European countries in the United States, privately, since the war.

The Europeans do not indicate any belief in the ability of the Dawes Plan to accomplish this purpose; but nobody across the Atlantic wants to antagonize American financial interests. Many more loans are being planned for flotation in the American market, and it is also the expectation of the Europeans that sometime, owing to pressure of the American financiers, the United States government will wipe off Europe's war debts.

There is a report in England that neither France nor Germany wanted the Dawes Plan, but that both wish to keep on friendly terms with Wall Street, and so agreed to accept the proposal. Acceptance, however, is only a tentative matter. Nothing whatever is permanent in the present arrangement, and the operation of the agreement will be brought to an end as soon as the time is ripe for it.

The British government of Premier MacDonald is also a minority government, and its efforts to push the Dawes Plan through have pledged neither the Conservatives nor Liberals to its support. The next government of Great Britain can take any attitude it pleases toward the matter.

The government of Premier Herriot is the most infirm of Europe, and may be overthrown in a moment. The French policy in all international problems at present is constantly fluctuating and cannot be stabilized because the French want all they can get and do not know how to get it.

If the Dawes Plan works in the way Europe wants it to work, it will bring America closer to the European nations and will open American money-bags to coincide with trans-Atlantic desires. If it doesn't work this way then the Dawes Plan is destined to be discarded within a comparatively short time.

The raising of a loan of \$200,000,000 for Germany is not exciting Europe to any extent whatever. The Europeans know the loan may never be repaid, and financiers in Great Britain, who are the shrewdest international bankers in the world, are beginning to advise their countrymen to keep out of it. Germany will not consider the loan a debt of honor, since its purpose is only to facilitate her payment of the war indemnity.

But the flotation of the major part of the loan in the American market will be in itself of advantage to the Europeans. The more American dollars are poured into Europe, the greater interest will American financiers have in putting Europe to rights, so they can get their money back. The time will come, if the private loans to Europe continue, if, indeed, it is not already here, when the only way private investors will be able to get their money back from Europe will be by the United States government wiping out the loans it made to the allies during and immediately after the war. This is what the Europeans are after. If that is done, France will grant workable terms to Germany and Europe will stabilize itself. Here is the long subjective which is causing Europe's friends and enemies to accept the Dawes Plan.

ATTORNEY GENERAL HOLDS AUTO MUFFLER ACT VOID

AUSTIN, Texas, Sept. 20.—The act of the Thirty-Fifth Legislature making it unlawful to use on motor vehicles devices known as muffler cutouts on any public highway where the territory contiguous thereto is closely built up is void for uncertainty, the Attorney General's Department held in an opinion given the County Attorney of Polk County.

lini government and the Vatican, it is declared that a formula has now been found that will be acceptable to both Italy and the Vatican.

The formula is the Holy See's admission to the League of Nations. The guarantees, existing in the covenant and which pledges every League member to respect, guarantee and even defend the present territorial status of the other Leaguers, would be declared entirely satisfactory to the Vatican's claims that the Italian law of guarantees must be backed by the guarantee of other nations.

No Grounds for Slight As, however, this general guarantee embodied in the covenant would have no specific reference to Italy, but would be merely the general pledge and guarantee which every Leaguer has taken and made, Italy would have no grounds whatsoever for feeling her national dignity and honor were being slighted.

The recognition thus of the temporal sovereignty of the pope by all the leading nations of the world, would render possible a final adjustment with Italy that would put an end to the present situation of the "papal prisoner in the Vatican."

The only question on which uncertainty still remains is whether or not the Holy See comes within the qualifications set down in the covenant for admission to the League. This it is conceded is largely a matter of interpretation and a point on which the League assembly would have to pass.

However, as the covenant merely stipulates that "any self-governing State, omission or Colony, not named in the annex, may become a member of the League if its admission is agreed to by two-thirds of the assembly," and as the Catholic countries of the world, embracing the numerous Latin-American block have at their command enough votes to assure the two-thirds majority, no doubt is felt that at whatever

VATICAN MAY ASK A PLACE IN THE LEAGUE

By HENRY WOOD (United Press Staff Correspondent)

GENEVA, Sept. 20.—According to information at the Secretariat of the League of Nations here, the latter will eventually be called upon to pass upon the question of the admission of the Holy See as a member of the League.

It is not expected, however, that the movement now under way to this end will culminate in the Vatican's application for admission to the League for two or three years yet.

Following the public launching of the movement by the Argentine delegation at the recent Eucharistic congress at Amsterdam, where it was endorsed not only by the congress itself, but by Monsignor Cerretti, papal nuncio at Paris, and the Vatican, according to information received at Geneva, will reorganize its entire diplomatic service to this end.

Following the recall from their present posts, and their elevation to the Sacred College of cardinals of Monsignor Cerretti at Paris, and Monsignor Paselli, the papal nuncio at Munich, the Chancery of the Vatican will undertake a general shifting of its diplomats in order to place in the more important capitals of all countries, members of the League, diplomats best qualified to work for the Holy See's admission to the League.

Would Settle Status In League circles the information is generally credited that this movement on the part of the Vatican for entrance to the Holy See is desired as constituting a basis that will render possible a reconciliation between Italy and the Vatican and the definite settlement of the latter's temporal status.

Since 1870 when the new kingdom of Italy took from the pope not only his papal states, which constituted the former's temporary kingdom, but also Rome, the capital, the popes have refused to accept the basis of temporal sovereignty guaranteed them by Italy.

This temporal kingdom as recognized by Italy is confined to what is known as the "Lionie City, or the little circle of territory embracing the Vatican, Palaces, Gardens and Grounds, and various buildings connected with the latter, together with the papal summer residence of Castelgondolfo in the Alban hills some 10 miles from Rome.

Prisoners of Vatican The pope, however, refusing to accept this spoliation of their former papal states, and above all refusing to accept the Italian law of guarantees, whereby Italy undertook to guarantee them complete and made themselves temporal, sovereignty within the territory above described, have made themselves self-constituted prisoners within the Vatican, and no pope has ever set foot outside the limits of the Vatican building and grounds since 1870.

All efforts to adjust the situation and to bring the Vatican and the Quirinal have been shipwrecked on the question of the Italian law of guarantees.

The Vatican insists that it cannot accept this law of guarantees merely upon Italy's word alone, but that it must be backed and guaranteed by other foreign powers.

Italy Disagrees Italy in reply declares that the question not only is a purely domestic one but that the calling in of foreign powers to underwrite her law of guarantees would not only be an infringement on Italian sovereignty but unacceptable insult to Italy's national honor and dignity.

In the latest negotiations, however, that have been conducted, more or less directly between the Musso-

lini government and the Vatican, it is presented it will meet with general acceptance.

RED-HAIRED SCHOOL MARMS ORGANIZE AT BROWNSVILLE

BROWNSVILLE, Sept. 20.—Banding themselves together in the closing session of the Brownsville teachers' institute, red-haired school "marms" of southwest Texas allied themselves in "The Independent Order of Fiery Toppas."

As a penalty for forming the organization during the institute, those of the "golden fleece" were forced to provide the musical program for the closing day. Their headliner was "Scotty's Burning." A check of the attendance at the institute showed that 30 per cent of the teachers were shown to be including made pedagogue.

COOL NIGHTS BRING IN VASION OF LEAF WORMS

KAUFMAN, Texas, Sept. 20.—Cool nights may bring an invasion of leaf worms in this section, according to a warning issued farmers by County Agent Horas Thomas. The insect has been located in several sections of the county, Thomas said and will multiply rapidly unless steps are taken to destroy the crop.

ENTIRE FAMILY REARED AT PASTEUR INSTITUTE

AUSTIN, Sept. 20.—The entire family of five persons of Tom Haskins, residents of Good Springs, community near Troune, have been treated at the Pasteur Institute for rabies. Haskins, his wife, his brother, W. H. Haskins and his wife and Ben Haskins were all bitten by a female bull dog that suddenly went mad after giving birth to eleven puppies.

WOULD RESERVE ELECTRIC CURRENT IN EARTH

By MARK H. KNIGHTS (United Press Staff Correspondent)

DENVER, Colo., Sept. 20.—Invented, and awaiting only perfection, according to F. R. Woodward, is a method of extracting the inexhaustible electrical energy of the earth and distributing it among all civilized nations.

"When my method of extracting electricity from the mineral veins of the earth is perfected," Woodward said, "all the wheels of industry, all the light and heat required to provide the luxuries required by a billion persons, will be furnished by storage batteries perpetually charged from beneath the earth's surface."

Although an angle Woodward has not studied in his 25 years of experimentation with harnessing the earth's untold electrical energy, he said he believed transpiration of the power would be carried out by wireless.

"I have no doubt," the inventor of the electrical storage battery process declared "that within a few decades—possibly by the time my idea is developed to the practical stage—all long distance electrical transmission will be done by wireless."

At the present, Woodward believes his process has become practical for individual home use. "In the near future," he told his interviewer, "I intend to demonstrate the practicality of furnishing electric lights and power for a home from storage

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batteries charged by the earth. Guarded Secret

Although Woodward still guards closely the secret of his process he said that several electrical engineers are familiar with his experiments and can testify to the reliability of his statements.

Woodward has for 38 years worked in mines of Colorado. Twenty-five years ago, he said, an accidental discovery of electrical energy emitted by a rich vein of gold and silver ore, started him on the path of research which has led his present announcement.

"I am not at liberty at this time to tell much of my experiments," Woodward said. "Nor can I give the location of the ground where I have carried on my experiments and where I still am working."

"Electrical energy comes from the rays of the sun, and is distributed throughout the earth. Naturally the energy follows the path of least resistance, and this path is mineralized."

"Gold, silver and copper are natural conductors of electricity, and therefore carry the largest charges. I have been successful in taking electricity from such veins and storing it in a battery. The earth offers an inexhaustible supply of electrical energy—a supply that never can fail."

BANANA PEELS PUTS MAN IN HOSPITAL

HOUSTON, Sept. 20.—Banana peels are no comic supplement matter to Jack Lewis here. They put him in the hospital. It was the same old story. Careless banana addict throwing skins on the sidewalk, Jack innocent and blithely stepped on peels and shot skyward. X-Ray pictures have been taken to determine the extent of his injuries.

HARDEST WORKING MULE AT DALLAS ORPHAN HOME

DALLAS, Sept. 20.—The world's hardest working, most abused and peaceless donkey has been discovered. It is "Henry", the pet donkey maintained for amusement purposes at the Recreation Camp for Orphan children. Throughout they are hundreds of children are constantly ragging at the nevertheless placid Henry. He sustains his cuffs, kicks and general mauling with no comeback.

MEXICAN WOMAN CAPTAIN WOUNDED IN BATTLE

EL PASO, Sept. 20.—Maria Villegas, the only woman captain in the army of Francisco Madero, and wounded three times in revolutionary battles in Mexico was found not guilty of the murder of Tadolu Garcia, after seven hours deliberation by a jury in the thirty-fourth district court here Friday. Judge Howe ordered the woman held for deportation to Mexico, as the evidence developed that she entered the country illegally over a year ago to work in the cotton fields.

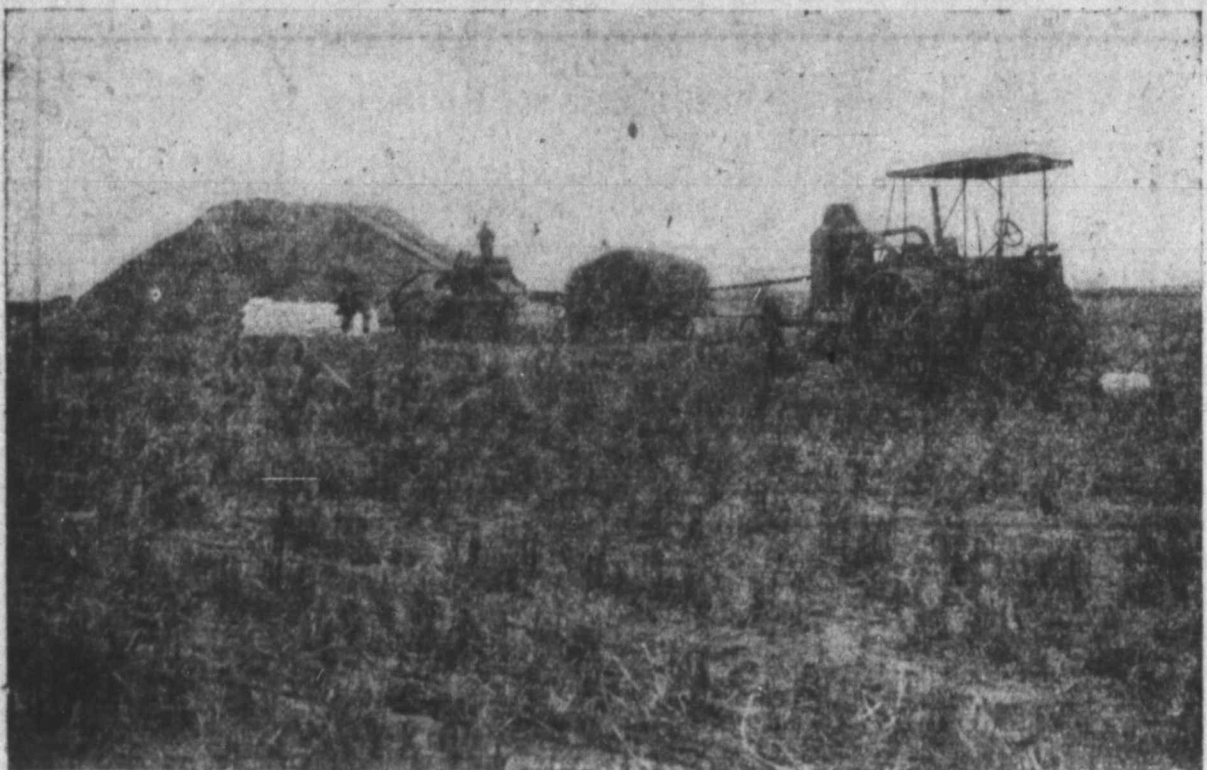
LIGHTNING STRIKES TWICE IN THE SAME PLACE

TYLER, Sept. 20.—The old gag that lightning never strikes twice in the same place is the bunk, according to F. L. Arnold, chicken raiser here. Lightning ripped down a tree in Arnold's chicken yard recently and stunned 15 prize chickens. The tree was first hit by a bolt two years ago. In addition to the pranks on the tree, the play of bolts tore off a corner of Arnold's home and punched a hole through the roof, stunning Arnold and his wife a few weeks ago.

Advertisement for THE STATE LIFE INSURANCE CO. of INDIANAPOLIS, INDIANA. Features include: "SEE US BEFORE YOU DIE", WE REPRESENT THE "OLD RELIABLE", Over \$27,000,000.00 in Statutory Securities deposited with the State of Indiana for the sole protection of policy holders, and which is more than \$1,000,000.00 above the amount REQUIRED by the COPMULSORY DEPOSIT LAW under which the company operates. WHY NOT HAVE ONE OF OUR COMPLETE PROTECTION POLICIES WHICH REALLY PROTECTS YOU—PROTECTS IN CASE OF NATURAL DEATH—PROTECTS IN CASE OF ACCIDENTAL DEATH—PROTECTS IN CASE OF THE LOSS OF HEALTH! With a policy of this kind, if you LIVE you WIN—If you DIE your family WINS, and since you are sure to LIVE or DIE, why not WIN? THE BIG 3 AGENCY GENERAL AGENTS LUBBOCK, TEXAS Room 3 Conley Bldg. P. O. Bx 3. Telephone 3

Vertical text on the right edge of the page, including "LUBBOCK OF AN" and other fragments.

SCENE ON THE "GREAT AMERICAN DESERT"



More evidence of the ignorance of the authors of our geographies of the past. Millions of acres—level as the floor are planted to small grains on the Plains annually.

LUBBOCK COTTON OIL COMPANY IS ONE OF THE BIG INDUSTRIES OF THE PLAINS AND IS AN ASSET TO LUBBOCK BUSINESS

The Lubbock Cotton Oil Company is perhaps one of the biggest business institutions in this section of the plains and from a standpoint of giving employment to the largest number of people and maintaining the largest payroll of any business in Lubbock, it is an asset to the retail dealers of Lubbock which is perhaps not thoroughly realized.

Joe Flaig, member of the local Kiwanis Club and one of the leading young business men of the city is manager of the Lubbock Cotton Oil Company's interests here, which involves an investment of one hundred and fifty thousand dollars.

Work was started in constructing the company's mill and warehouses of various kinds here in January, 1923, from which time until now a large payroll has been the result of the company's activities here. As high as sixty to seventy skilled workmen and laborers were employed for months in the construction of the large buildings here and in assembling the modern machinery which is used in the mill.

The large payroll consequent to the construction of these buildings was not diminished a great deal before the mill was ready for operation and employment was given to sixty laborers and experienced mill men, who received an average wage of three dollars and fifty cents per day, and this payroll was enjoyed by Lubbock merchants until the plant was shut down through the summer and will be in operation again soon. Fifteen men were on the payroll of the company through the summer months getting the machinery in shape for the season that will be open soon, and because of the fact that all are local men and maintain homes here it is easy to see that the Lubbock Cotton Oil Company is playing a big part in the business life of Lubbock.

The company has had improvements made on the mill, increas-

ing it from a six to an eight press mill, with a daily capacity of one hundred and fifty tons of seed.

Cotton seed oil, meal, cake, hulls and linters are the products of the mill, all of which excepting the oil are sold to consumers through the plains country. The company has so arranged its business in the matter of setting prices on these products as to give the consumers who buy feed directly from the mill the advantage of a savings on shipping which is an asset to the cattle business on the plains, as the product of the mill are used for feed by many of the ranchers.

J. W. Simmons, of Dallas, is president of the Lubbock Cotton Oil Company, and Joe Flaig is the manager. It is assisted by Ray Grisham.

People of the plains have an interest in the Lubbock Cotton Oil Company as they realize its value to this section and understand that it is closely allied with the cotton business, and maintains a local market for cotton seed where the highest price are paid for seed at all times.

No greater or more permanent work could be done than to encourage the establishment here of other such industries, and with several more institutions affecting the business life of Lubbock so favorable, this city's continued prosperity would be assured.

Large shipments of the north Texas and all parts of New Mexico during the last season and prospects are that business in those sections will be more favorable to the company during the season that is about to be ushered in by the gathering of the fine cotton crop through the Lubbock trade territory.

Enough cottonseed cake will be manufactured at the mills this season to supply the demand throughout all the south plains country and to meet demands from other sections.

JONES INVESTMENT COMPANY DOING A GREAT WORK LUBBOCK'S DEVELOPMENT THRU ENCOURAGING HOME OWNERSHIP

Home building has occupied no little time of the big business of Lubbock, and in the case of the firm of Jones Investment Company, this important feature of our city's development is given their

entire time, thought and attention.

Hub and Frank Jones, owners and managers of the Jones Investment Company, are representatives of the Standard Savings & Loan Company, of Detroit, an institution that has been in existence thirty one years and which twenty four million dollars capital, a liberal proportion of which has been set aside for carrying on the business of building and remodeling homes in the Lubbock territory.

Jones & Jones have just received a letter from H. J. Scott, state representative of the company whose home is at Oklahoma City, stating that the business which had been done here indicated to him that this is a good field for the company, and assured them that they would not be limited for finances regardless of how many loans might be applied for by people of Lubbock and other cities in this section of West Texas. Mr. Scott has visited Lubbock in interest of the company and after conferring with members of the firm of Jones Investment Company returned to his home at Oklahoma City from where he wrote a letter to the Detroit Office of the company recommending liberal support of the representatives in Lubbock.

"It is most gratifying to us to know that Lubbock has attracted the attention and gained the confidence of the big men of the Standard Savings & Loan Company, which has made it easy for us to meet the demands of the building of this territory, and we look to the future with confidence in the willingness of the company to furnish ample finances for heavy business here," Hub Jones said in



Mr. Ernest J. Powell will lecture on his lecture course. Mr. Powell is a lecturer of unusual ability, with a most pleasing personality and an earnestness of manner which keeps him in sympathetic touch with all classes. His practical, well-organized talks are of an estimable value to any community.

commenting on the letter that had been received from Mr. Scott.

The Jones Investment Company was established here and began business from their offices in the Leader building April 28th this year, since which time they have provided money for the construction or remodeling of forty five homes in Lubbock, ranging in price from one thousand dollars to ten thousand dollars, and they hope to increase this number even more rapidly than has been the case during the past two months, when their business was better than their first organized.

Loans are made by the company for building or remodeling homes, and are paid back on monthly payment plan, which not only enables many who wish to build to do so, but actually encourages home ownership, which means so much to the future of our city and the substantiality of its development.

Secretary Schaefer and Attorney Baldwin, of the Standard Savings & Loan Company, will visit Lubbock during the week of September 28th at which time they will make a thorough survey of the city's residential district, and it is expected that their visit will tend to strengthen, if possible the company's officials' interest in Lubbock.

PROSPERITY IS DUE TO BUMPER CROPS

CANYON, Sept. 20.—Agriculturally, educationally and industrially, Canyon and Randall County are ventering on a new period of activity and prosperity, all factors combining this fall to make the outlook the best it has been since wartime boom days.

Almost ideal growing conditions have favored crops here this year with the result that wheat averaged 20 bushels to the acre, oats 30 and grain sorghum will make 1,500 pounds. Recent rains assured the last named crop and the cotton crop as well, the latter promising to make one-third to one-half bale on the 10,000 acres planted here this year.

Three New Churches.
Record breaking attendance is looked for both at West Texas State Teachers' College and the College Training School here this fall, white city school attendance above any previous record is already assured. The Panhandle Teachers' Institute has just closed a successful session here, being attended by around 2,000 Northwest Texas teachers. Three new churches, Methodist, Church of Christ and Catholic, are racing to completion by Oct. 1, in time for the college term.

Work on the new \$25,000 Santa Fe station has already begun, and the building is expected to be completed by Jan. 1, 1925. A new store building is being erected on the south side of the square and work will begin soon on a new 10-block strip of vitrified brick paving, making more than four miles of this type of improvement for Canyon.

Many New Homes.
About 25 homes have been built here already this year, four or five being under construction almost continuously. A new swimming pool and pleasure park, two automatic filling stations, a brick automotive repair shop and several miles of cement sidewalk are other improvements made this year.

Gas Nears Completion.
Randall County's first cotton gin has about reached completion here and will have the largest capacity of any gin within 30 miles, the owners say. A mattress factory is a recent acquisition and a candy manufactory will probably be located here within the next few months.

Canyon's white way of nearly two miles, connecting the new Santa Fe station and the college, will be begun some time before the completion of the depot, it is announced by Mayor Claude N. Harrison. Plans are being considered for rerouting two important highways through Canyon. One of these changes will probably necessitate an underpass at the Santa Fe crossing west of town which will greatly reduce the hazard in that direction.

Has Hopes for Park.
One of the chief factors in the optimistic outlook, however, is the prospect of Randall County's obtaining a state park on the Palo uro Canyon, east of town, connected with the city by a scenic loop which will extend into Armstrong County to Claude. Thousands of tourists will be brought here annually by such a park, it is felt certain, while the great playground will also give additional inducement to the location of new settlers here.

Business activity in the county is reflected in the monthly trade days being held here with great success and the prospects for the best Fall fair here Sept. 18 and 19 that the county has seen for several years.

WEST TEXAS CO. HELPS BUILD LUBBOCK

B. G. Grafa and J. M. Crowson, development engineers of the West Texas Company of Lubbock, are of the opinion that prices of residential property in Lubbock are much lower at this time than they will be two years from now, and in expressing this confidence in the future of the city have taken an active part in the development of restricted residential districts, the largest of which is Westhaven, the new addition to Lubbock which adjoins the site of the Texas Technological College on the north.

They have announced that they will place another large body of residential property, comprising of 180 lots, on the market here. This body of lots is located eight blocks south of the High School building and six blocks southeast of the Tech College.

The West Texas Company has been very successful in the development of Westhaven, and are expecting an unprecedented building boom there next spring, as a number who have bought lots have signified intention of building.

Messrs. Grafa and Crowson pointed out that after making a visit to several cities of Texas seeking a location for their work as developing engineers, they were convinced that Lubbock offered unequalled advantages in this field and through a great deal of building has been done here and prices of lots have increased very materially, they believe they are yet "a head of the hounds" so to speak and are in a good position to help in the further development of Lubbock.

The West Texas Company is widely advertised, as a result of which many many letters are received at the office each day, by prospective citizens making inquiry of conditions here. They endeavor to answer all inquiries promptly, and through the cooperation of other businessmen of Lubbock are enabled to give out such information as is requested. This feature of their business will result in good to all of Lubbock, and that they are encouraging the development of all the plains country, their efforts will have far reaching effects on all the Lubbock trade territory.

The West Texas Company is one of the progressive development agencies of the plains, and with young men at the head of this business, it will take a place of importance in the community life of Lubbock.

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THE TEXAS COTTON CROP FOR PAST 20 YEARS

STAMFORD, Texas, Sept. 18.—The West Texas Chamber of Commerce has been furnished figures compiled by W. F. Stierley, G. P. A. Fort Worth and Denver Railway, showing the cotton crops raised in West Texas since the year 1905. Figures show as follows:

1905, 551,820 bales;	1906, 870,824 bales;	1907, 542,656 bales;
1908, 924,415 bales;	1909, 504,024 bales;	1910, 518,019 bales;
1911, 676,017 bales;	1912, 852,445 bales;	1913, 526,490 bales;
1914, 1,236,780 bales;	1915, 693,635 bales;	1916, 591,282 bales;
1917, 354,304 bales;	1918, 1,665,522 bales;	1919, 1,034,794 bales;
1920, 910,646 bales;	1921, 575,232 bales;	1922, 736,595 bales;
1923, 965,790 bales;	1924, 1,450,000 bales, (estimate).	

In 1923 West Texas produced 22.9 per cent of the state's crop. It will probably produce 35 per cent of the state's crop this year, probably more.

BROKE INTO STORE UNDER CUSTODY OF TRUSTEE

FORT WORTH, Sept. 18.—Charged with having broken into a store that was under the custody of a trustee in bankruptcy, two county officials and a locksmith were fined from \$75 to \$200 for contempt of court here.

Thomas Van Tuij, deputy constable G. E. Finch and J. B. Cheek, a locksmith, were the defendants who admitted breaking into the store. Van Tuij who owned the building said they desired to take an invoice of the stock.

Licenses to build power dams on the Klamath River in California are granted only on condition that the Bureau of Fisheries approve the plan.

LINDSEY THEATRE

MONDAY and TUESDAY

MOTHERS AND FATHERS OF LUBBOCK YOU OWE IT TO YOURSELF AND YOUR CHILDREN TO SEE THIS GREAT PICTURE.

The Lad They All Would Like to Be

Outcast of the community, but unshaken in faith, unharmed in heart. Through poverty, mistreatment and false accusation, the little orphan moves, bubbling with mischief, animated, daring, brave, affectionate and as true as love.

JACKIE COOGAN

"A Boy of Flanders"

THE SWEETEST STORY EVER TOLD

From Ouida's "A Dog of Flanders"
Scenario by Walter Anthony

A lad in wide pantaloons and wooden shoes; a little man with a piquant lace cap; a faithful Great Dane dog—Comedy, thrilling drama, beauty and simplicity.

The production supervised by JACK COOGAN, SR. Directed by VICTOR SCHERTZINGER

Metro Picture

Sunshine and Shadows—joy and sorrow—love and ambition each in turn play their consummate parts in teh life of Nello, the orphan, and his fourfooted pal, Petrasche.

EXTRA!

Educational Comedy
"His First Car"

The Cotton Seed Oil Mill Industry

The first serious attempt in America to crush cotton seed and extract oil and cake therefrom was in Natchez, Miss., in 1834. The development of the industry was very slow indeed, as in 1867 there were only four mills in America. After the shock of reconstruction had subsided, the merits of cotton seed oil as a food and meal and hull as a stock feed were more generally recognized and the building of mills was more rapid. In 1870, 26 mills are reported, and in 1880 these had increased to 45. The development of the industry since 1880 has been simply wonderful, and there are now over 800 oil mills and refineries in the United States.

The manufacture of cotton seed products has contributed enormously to the wealth of the South by utilizing a waste product and converting it into unequaled food for man and beast; has established a business in which \$100,000,000.00 is invested, giving employment to thousands of people, and has added over \$30,000,000.00 to the export trade of our country. If the people of the South would use these products to the exclusion of products produced without her borders, and that are not so good and economical as cotton seed products the wealth of North Carolina alone would be increased several million dollars annually.

If you do not use Cottonseed Products, you should begin today and help make a better market for your product, that not many years ago was considered a waste.

LUBBOCK

Lubbock Cotton Oil Co.

TEXAS

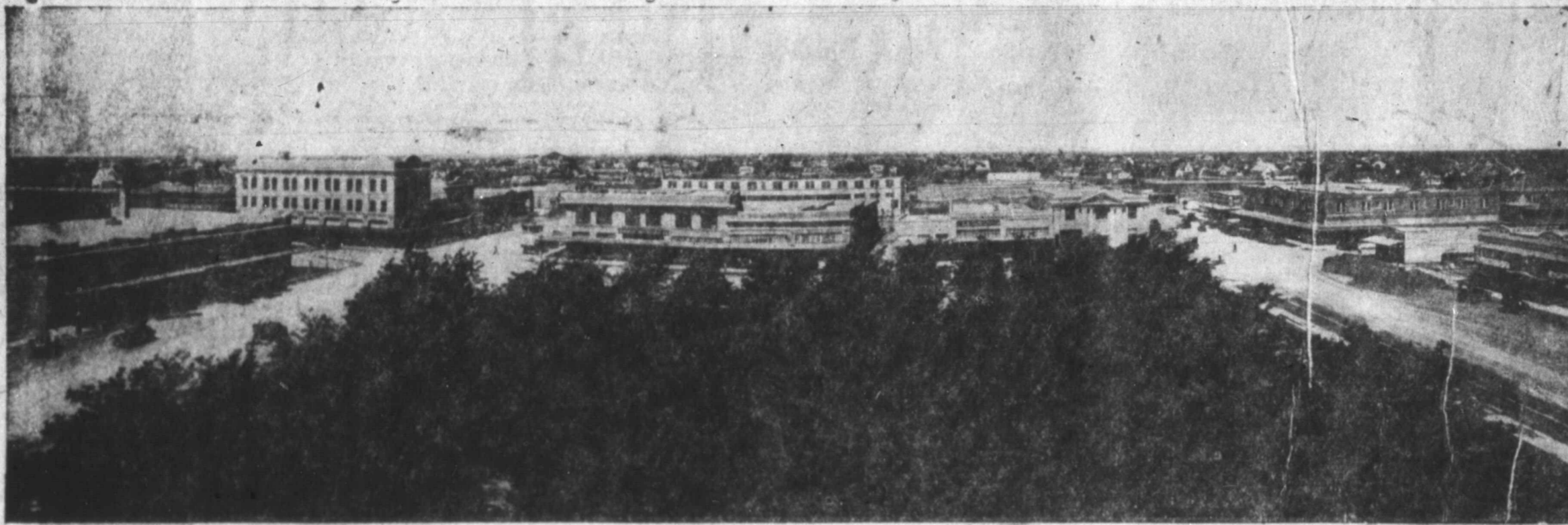
Lubbock Morning Avalanche

VOL. 2, NO. 281.

LUBBOCK, LUBBOCK COUNTY, TEXAS, SUNDAY, SEPT. 21, 1924.

FULL LEASED WIRE UNITED NEWS

Lubbock In 1915 'The City That Men Built'



The above view of Lubbock looking toward the West was made in 1917. At that time the entire Southwest was in the midst of a drouth. Progress was slow. Yet steadily and surely the "City that men built" was emerging into the metropolis—the center, industrially, socially and commercially of the Plains of Texas.

LUBBOCK'S RAILROAD POSITION ONE OF THE BEST IN ALL THE SOUTHWEST MORE SPOKES COMING

Of all the feathers Lubbock wears in her cap her railroads are one of the finest. From the "Hub" radiates branch and main line railroads penetrating not only her own immediate trade territory the Pacific coast, the Gulf of Mexico and to Chicago the Industrial center of America. Lubbock's position as a railroad center is recognized and this recognition has come in the past few years there are hundreds of us who can well remember back a when Lubbock was then recognized as the farthest town road.

ing out the hundred thousand bales of cotton, thousands of cars of cattle, hogs and products raised on the farms of the South Plains. Fortunately for Lubbock and therefore, for the territory which Lubbock serves and aspires to serve, the railroads of this City are operated by the greatest railroad organization in the world—the Santa Fe. Passenger service for this section is unexcelled for safety, quickness and courtesy.

The Panhandle and Santa Fe railroad which intersects the main line to Chicago at Amarillo was the first railroad built into Lubbock. It has now become one of the important branches of the system. With the construction of the

The Branch line from Amarillo extends thru the towns of Canyon, Tulia, Plainview, Hale Center and Abernathy, Lubbock, Slaton and Sweetwater. All of these towns are therefore, readily accessible to Lubbock and makes possible the direct serving from this City.

The Crosbyton-South Plains railroad was built about 1910. At that time all of the territory east of Lubbock was typical of a ranch country. Today besides having on its line which is only 45 miles in length the fast growing towns of Idalou, Lorenzo, Ralls and Crosbyton, it is entirely serving a strict agricultural section, with a big population and one that is served thru direct connections with Lubbock.

they began the construction of the South Plains and Santa Fe railroad, a branch road of about 75 miles in length extending from the City of Lubbock to about the center of the land purchased by the subsidiary Land developing country. Today that railroad is serving some of the best agricultural region of the Plains country giving direct and quick connection from Lubbock with the swiftly growing towns of Ropesville, Meadow, Brownfield and Seagraves. At the terminus of this road—which is Seagraves, the Eastern portion of New Mexico find connection with the City of Lubbock—the center of the Southwest's Wholesale business.

annually and this once great cattle section is giving way to the grow and is becoming important as a populated area. At Clovis, Lubbock has again more railroad connection—as this branch also merges again with the Santa Fe and Pecos road, a line extending from Clovis down the great Pecos Valley, thru Roswell and Carlsbad on to a connection with the T. & P., an inlet to El Paso, at Pecos.

Now Lubbock has her eyes turned on another "spoke" to her railroad position. Directly west of the City of Lubbock is found the great Spade Ranch and the Big Slaughter ranges. A year or two ago some of the lands in these ranches were offered to farmers in small tracts and on easy terms. They sold immediately. Now there are thriving, growing communi-

are several hundred thousands of dollars signed up as a bonus for a branch line out of Lubbock to somewhere near the center of Cochran county. With the building of this road will come a faster settlement and sale of the ranch lands, adding population to the Plains, increases the production and Lubbock will have an almost perfect net of railroad service system extending from her Commercial Bosom to ever community in Western Texas.

The great influx of immigration to the Plains which has taken on much impetus within the past two or three years has increased traffic in and out of Lubbock to an extent that the business did here in one month of the present year was greater than any other City in the Southwest located on the great Santa Fe system.

Martin & Wolcott

The Store of Quality & Service

In trying to keep pace with the times and the rapid growth of Lubbock, we offer the good people the best assortment of Groceries to select from to be found anywhere on the South Plains.

We want your trade and influence and we want you to feel at home with us. We will see that you get every possible courtesy.

Our coffee roasting department is complete in every detail and the demand for Martin's Best is growing by leaps and bounds. Because it's 100 per cent pure and is always sweet. It has a wonderful aroma not found in other brands of coffee. Drink Martin's Best line up with us—we need you and you need us.

Phone 309-10 West Broadway

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"If I had known—" must be a plea that busy St. Peter at the Golden Gate is quite tired of hearing.

Adequate protection against the unforeseen is the only method for beating fate! There are no IFs or ANDs about an abstract prepared by us. Your abstract insures your right and title to your property. Be sure that there is no ifs in it. We have had years of experience in abstract work, and we can give you the best, quickest and most uptodate abstracts to be had.

We have served fifteen years in the Abstract business in Lubbock, and claim to know more people and more about your land titles and have at our command, more information than any other person or firm in the city.

Phone 420 for quick service: Abstracting is our line and we want your business all the time.

Guarantee Abstract & Title Company

Merrill Hotel Bldg. C. L. ADAMS, Manager Lubbock, Texas.

At the sign of the  stop and eat - - - -

Clover Leaf Ice Cream



The manufacture of cotton seed products has contributed enormously to the wealth of the South by utilizing a waste product and converting it into unequalled food for man and beast; has established a business in which \$100,000,000.00 is invested, giving employment to thousands of people, and has added over \$30,000,000.00 to the export trade of our country. If the people of the South would use these products to the exclusion of products produced without her borders, and that are not so good and economical as cotton seed products the wealth of North Carolina alone would be increased several million dollars annually.

If you do not use Cottonseed Products, you should begin today and help make a better market for your product, that not many years ago was considered a waste.

LUBBOCK

Lubbock Cotton Oil Co.

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CONSERVING OUR HIGHWAYS AS A GENERAL BUSINESS PROPOSITION

By F. YANTIS ROBERTS
Secretary State Highway Commission

The people of Texas are intensely interested in perhaps their greatest recent investment—good roads. They are anxious that those who use them most shall pay for the service and that damaging agencies shall be dealt with in no uncertain legislation.

Every investment should bear its interest in either service or money. How may our law-makers protect the people?

Thirty-one states have regulatory laws in which jurisdictional powers are conferred upon State Railroad Commissions or corresponding authorities. Only 19 states have no laws governing the operation of motor buses, besides the general laws for automobiles.

It will not be difficult for our next legislature to raise our present gasoline tax to provide adequate funds for maintenance needs, but it will require thorough deliberation and careful comparison of other state laws to prepare a motor vehicle common carrier bill.

What is the motor vehicle common carrier? It is the commercial automobile. Our trucks, service cars and buses are included among the common carriers. These cars use our highways every day, when the average person uses them perhaps less than once a month. They are taxed little more than our private cars and carry loads which have no limit besides the driver's intuition.

Our gravel roads can be damaged thousands of dollars by overloaded trucks following heavy rains. We need legislation protecting our investment.

Maintaining our highways will require a compensatory tax which will produce such an amount as will repair the damage done to highways by motor vehicle-common carriers.

It has been suggested that this tax should be established on the basis of the amount of use of the highways, the damage done to the highways. There would be a relation between the amount of tax paid by common carriers for the use of the scientific study of this damage roads.

Every tax payer is interested in

and the amount determined by investigation per ton of travel. Meaning any rate fixed can be changed from time to time, as studies of principle of the ton mile tax. When the public subsidy now allowed motor vehicle common carriers, in the form of uncompensated use of the roads is withdrawn, the rates charged on this new form of transportation must be fixed at such a point as will compensate their use of the highways. When this is done, the present unfair and indiscriminate competition will be curtailed.

Our State Railroad Commission of corresponding authority, should have the power to supervise and fix the rate for passenger-carrying vehicles. In fixing the ton miles of passenger travel, the maximum seating capacity of each passenger-carrying vehicle unit (trailers to be included) at 10 pounds per passenger seat, plus the weight of the vehicle, multiplied by the number of miles operated (all divided by 2,000) shall determine the ton miles of passenger travel per month. This with a report of the schedules maintained will aid the Railroad Commission to fix a just rate.

Our inadequate taxation for the use of public highways by motor vehicle common carriers results in a public subsidy for such carriers. The public cannot consistently subsidize these common carriers, so the problem of taxation is the correct method of assessing motor vehicle common carriers with a special tax which will compensate us for the additional burden that these common carriers are to the public highways and the State Highway Department.

HONOR SYSTEM TO BE USED AT SUGARLAND PRISON

By United Press
HUNTSVILLE, Sept. 20.—An honor system—the first in the Texas prison system—is to be put into effect by Oct. 1 at Sugarland, Governor Neff has announced.

One hundred and fifty convicts with the best records will be picked from the prison farms for the experiment.

STATISTICIAN GIVES FIGURES COTTON CROP

AUSTIN, Texas, Sept. 20.—East and West Texas cotton will fall eight or ten per cent below the average condition of 61 per cent normal, as announced by the United States bureau of agriculture, according to the district estimate compiled by H. H. Schultze, federal statistician for Texas.

Central Texas will average 61 per cent normal, or just the same as the state as a whole, and the Panhandle section will balance the poor crop of East and Northeast Texas. The Panhandle, according to conditions on August 16 will run 70 per cent normal, as compared with 51 per cent in the block of counties in the northeast corner of the state, and a dozen east-central Texas counties, at 2 per cent normal. The lower Rio Grande valley section shows a 59 per cent condition, and the large block of West Texas counties, extending from Fort Worth to El Paso, averages 60 per cent.

A Texas crop of 4,435,000 bales was forecast by the government, out of a total American crop of 12,956,000 bales. Condition for the country at large is 3.9 points above Texas' average. Condition for other states which promise to produce over a million bales is: Oklahoma, 75 per cent, with a prospective yield of 1,255,000 bales; Georgia, 70 per cent, 1,185,000 bales; Arkansas, 71 per cent, 1,112,000 bales; and Mississippi, 41 per cent, 1,039,000 bales. New Mexico with small cotton acreage, shows a 92 per cent prospective yield, of 71,000 bales.

\$75,000 WILL BE SPENT FOR REPAIR ON DRAWBRIDGE

By United Press
GALVESTON, Sept. 20.—Work of repairing defects in the drawbridge on Galveston's causeway will be commenced on Sept. 29, according to an order which will close the bridges to navigation on that date for a period of 60 days.

The Southern Pacific railroad will direct the making of repairs which will include new bearings at the base of the bridge. Total expenditures in repairs have been estimated at \$75,000.

TEXAS IS THIRD IN SOUTH IN PER CAPITA WEALTH

AUSTIN, Sept. 20.—Except for Virginia and Florida, both states of older development, Texas has the greatest average wealth per person of any Southern state, according to the Census Bureau, the figures being for 1922.

The value of Texas property in 1922 was \$9,850,888,000. Texas' per capita wealth was \$2,010, as compared with \$2,050 for Virginia, and \$2,358 for Florida.

The following table shows how the Lone Star State's wealth per person has grown since the Civil War:

1870	\$ 155
1880	514
1890	942
1900	702
1910	841
1912	1561
1922	2010

ENGLAND CLAIMS U. S. HAS TOO MUCH GOLD

G. C. M. G. G. C. S. I.
Copyright by United Press
(By arrangement with Reynolds' Newspaper, London)

LONDON, Sept. 20.—To the average man it seems strange that the repayment of a loan should be the cause of anything but satisfaction to the recipient.

Certainly in small, private transactions any other result is inconceivable, but in the larger sphere of international finance it would appear that different rules obtain.

Evidence is now accumulating that those who control the finances of the United States have reason to be perturbed by the prospect facing them in consequence of the amount of gold which has flowed, and is still flowing, in their country from the repayment of money borrowed during the war.

A Huge Increase
It is estimated that in a comparatively short time the gold reserve of the United States has risen from 40

per cent to over double that figure. With this increase in the gold reserve there has been, of course, a commensurate fall in the value of the securities held. In other words, when the debt is redeemed, the L. O. U. is returned. But whereas the L. O. U. of a good debtor produces interest periodically (and thus may be said to "earn money") when it is redeemed the gold merely lies in the safe and begets nothing.

While America is thus accumulating gold the currencies of a number of European countries are debased because they have no backing of gold.

Here, then, we have one country reported to be apprehensive about its growing hoard of gold, and other countries suffering for lack of it.

The Gold Standard
In these circumstances, it is natural that people should inquire whether the gold standard is a snare and a delusion—whether the unprecedented disturbance of finances, due to the war, is about to reveal to us some new economic law which will exercise a profound influence on the financial systems of the world.

The drawbacks of the gold standard, which I cannot here discuss, have led some economists to propose other bases of currency.

For example, Mr. Henry Ford a short time ago published a series of articles claiming that it was possible to dispense with gold and to create a currency based solely on the credit of a State. Now it is conceivable that a small, self-contained country, independent of foreign trade, might thus subsist. Within its own boundaries such a country might be able to transact its business with paper, deriving values from the credit of its government without any backing of gold.

A Question

But the general instability of democratic governments is such that it is difficult to believe that a paper currency, resting on their credit alone, would be accepted in other countries. The natural resources of a State, the skill and diligence of its people and the soundness of its industries may justify a large amount of credit but as there can be no certainty of continuity of sound government, such credit may be invalid.

For example, the credit of Tsarist Russia stood high. It regularly discharged its obligations even during the Crimean War, arrears of interest being subsequently paid; R

maintained a large gold reserve. That reserve has gone and the credit of the Bolshevik Russia, though the natural resources of the country are unchanged, is practically nil.

At the outset of the Great War the exchange for a time was heavily against America. I have been told of Americans abroad who paid \$7 for a British paper pound note. In these circumstances America feared a large withdrawal of gold which might have created a dangerous panic. The stock exchanges were temporarily closed and drastic steps taken to save the situation.

A Reversal

Since then the exchanges have taken the reverse direction, with the result that a large part of the world's gold supply has accumulated and is still accumulating in America. The effect of this concentration of gold in one country is naturally detrimental to the interests of other countries and is felt, especially in Europe. Is this abnormal hoarding an advantage to America?

Insofar as this gold is stored in vaults, it can obviously be of no use to American trade and industries. It is useless for commercial and industrial purposes as the hoarded silver of India. On the other hand, if it was added to the bank reserves it would provide additional credit which, if freely used in loans, would tend to increase prices all over America.

Whether this gold is held in few or many hands, we in England, do not know. But it remains a great potential source of power in the future, even if it is at present of no value to the American people as a whole. Nevertheless, the high credit of America rests on other factors and is not sensibly affected by this hoarded gold.

A Steady Influence

In the event of a war, America would find her hoarded gold of more or less advantage, depending on the duration of the conflict and its cost. To hold an ample supply of gold at the beginning of a war is the basis of loans in a steady influence against economic disturbance.

But these are speculations and the only certain conclusion seems to be that there can be no natural return of the tide of gold to Europe until the exchanges with America have undergone transformation.

On the other hand, it is possible that the holders of the hoards might in their own interests, employ them in Europe and elsewhere—if ever

Europe settles down to peace, stability and hard work.

THE CONSTABLE WAS SURE HE WAS RIGHT

PARIS, (United Press)—"Perhaps he's not dead; he may be alive still." So starts the chorus of an old French song that children sing at picnics, and all French people know it. It is a story of a man hanging himself, and various officials, appealing one to the other, cannot go to his aid because they cannot establish whether he is dead or alive, and a solemn question of authority is at stake.

And now it has happened. Charles Deschamps, aged 65, was discovered by his servant preparing to hang himself. The servant rushed to the constable of the hamlet of Chaintier, one Monsieur Gerniss. The constable or town guard, stopped to debate the question of procedure. If the man was dead, it was a case for the coroner. If not, he was committing a serious crime by attempting suicide; and therefore it was a guard's authority. He rushed to the nearest gendarmerie, some kilometers away. When he returned with the proper officials M. Deschamps was successfully hanging dead from a tree.

BOOM IS REPORTED IN PASSPORT BUSINESS

By United Press
HOUSTON, Sept. 20.—The federal district clerk's office reports a boom in passport business during the last few days. Applications for passports were filed by 14 employees of the Gulf Refining company who will sail on Oct. 1 from Abine for Venezuela.

The men are to develop oil properties of a branch of the company known as the "Venezuela Gulf Oil company" a new corporation.

GUN TRICK IS FATAL TO BROWNSVILLE MAN

By United Press
BROWNSVILLE, Texas, Sept. 20.—Losing count cost Carlos Vanhaton, 21, his life Monday.

Vanhaton was amusing a group of children by snapping a pistol with one loaded chamber at his breast. He lost count, pulled the trigger on the loaded chamber. He died immediately.

Golfers may be foolish people, but they don't play polo.

Martin & Wolcott

The Store of Quality & Service

In trying to keep pace with the times and the rapid growth of Lubbock, we offer the good people the best assortment of Groceries to select from to be found anywhere on the South Plains.

We want your trade and influence and we want you to feel at home with us. We will see that you get every possible courtesy.

Our coffee roasting department is complete in every detail and the demand for Martin's Best is growing by leaps and bounds. Because it's 100 per cent pure and is always sweet. It has a wonderful aroma not found in other brands of coffee. Drink Martin's Best line up with us—we need you and you need us.

Phone 309-10 West Broadway

IF Is A Tremendously BIG Little WORD

"If I had known—" must be a plea that busy St. Peter at the Golden-Gate is quite tired of hearing.

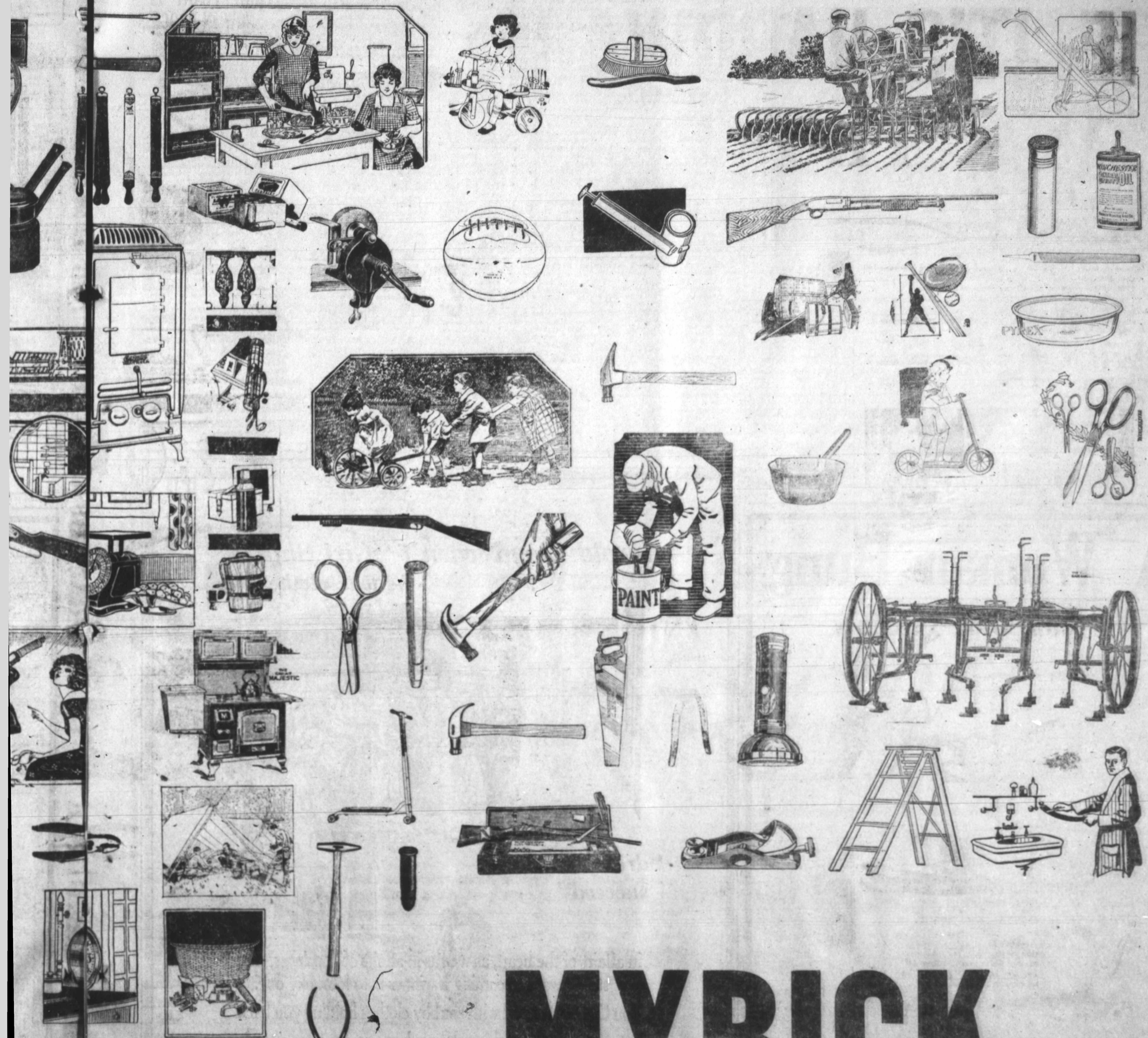
Adequate protection against the unforeseen is the only method for beating fate! There are no IFs or ANDs about an abstract prepared by us. Your abstract insures your right and title to your property. Be sure that there is no ifs in it. We have had years of experience in abstract work, and we can give you the best, quickest and most up-to-date abstracts to be had.

We have served fifteen years in the Abstract business in Lubbock, and claim to know more people and more about your land titles and have at our command, more information than any other person or firm in the city.

Phone 420 for quick service: Abstracting is our line and we want your business all the time.

Guarantee Abstract & Title Company

Merrill Hotel Bldg. C. L. ADAMS, Manager Lubbock, Texas.



MYRICK HARDWARE CO.

View of Great American Desert! Hey, what?



FEED SORGHUM THRIVES ON THE PLAINS

Where once the long horned cattle roamed—where the ignorant believed as desert waste—now grows the world's finest feed sorghums. Thousands of acres of this valuable feed are to be seen on all parts of the Plains, year after year.

CONDITIONS IN NEAR EAST ARE REVIEWED

NEW YORK, Sept. 20.—Dr. Jas. I. Vance of Nashville, Tenn., former Moderator of the Presbyterian Church in America, returned today aboard the steamship California from a four months' study of conditions in the Near East. He visited eight countries on behalf of the Near East Relief and is one of the first Americans since the war to be

permitted freely to tour across the whole breadth of Turkey-in-Asia. Summing up his impressions, Dr. Vance said: "I made a special study of the Armenian question and its relation to Turkey. Turkey is coming strong. Armenia is fading out. Turkey is a nation with its face toward the morning. Armenia is a nation without a country. Turkey is Moslem, Armenia is Christian. Turkey has won, whether by fair means or foul, a new place for itself in the sun. "On one occasion I traveled by train for three solid days across Turkey. The train shaves no diners or sleeping cars, and there are great inconveniences and discomforts. But the trip is worth all its risks and dangers. I have rarely seen scenery more picturesque and terrifying. "While I was in Adana I saw an Armenian who was shot down in the

market-place by a Turk. Three bullets went through his stomach and his condition was precarious. A Turk was asked why he was shot, and with a shrug of the shoulders and a lift of his palms replied, 'He is an Armenian!' "What should be America's attitude to Turkey? Shall we continue to put the 'unspeakable Turk' outside the pale and say he has a bloody heart and a black creed that admit of nothing short of anathemas? One's answer to this depends largely on the people with whom he talks, and I have talked with hundreds. "Certainly there can be no apology for the Turks' past, and there are those who despair of any sincere and permanent change of heart. Nevertheless, he seems now to be making a desperate effort for a place in the fellowship of nations.

It would seem that the Turk might be given a chance, with the understanding that he must bring forth fruits meet for repentance before he can expect the fatted calf to be killed.

"Meanwhile, what of the Armenians? If the Turk is to be given a chance, shall the Armenian be denied a chance?"

"If one thinks that the Armenians are a people without a future, he will grievously err. True, today they are down and out. They have no country and no nation wants them. In Syria and Russia they have a meagre industrial opportunity; in America only 100 can be admitted each year; and already there are 50,000 too many in Greece. Like Noah's weary dove, the poor Armenian seems to find no place on which to rest the sole of his foot.

"But if you think you can keep him down, you need to think again. He has his faults. He is stubborn and individualistic, but he is industrious, capable, clever in skilled trades, self-reliant, saving and deeply religious. He does not beg and he does not despair. You cannot keep him down.

"The Armenians are a great race, with a fiery-furnace history of 2,000 years during which the common ore has been acquiring the temper of finest steel. I saw a boy drawing a portrait of Washington in one of our Near East Relief orphanages. It was not a bad portrait. The boy is 12 years old and speaks five languages. He is entered for the American University in Beirut next year. There are many others as gifted. The 100,000 Armenian children Near East Relief has been caring for are not the scum but the cream of a great race. They are the survivors of the fittest. As I have spoken to thousands of these boys and girls and watched them at their work, I have said 'Thanks to America, Armenia is far from dead.' Their future is not a thing to be settled by theorists. They will settle it themselves, and they will probably be a long time settling it, but in the long sweep of time, they will prove to the world that the great American effort in their behalf has been thoroughly worth while. The completion of this task of training

the future Armenian nation confronts America today; the real task is just emerging. Near East Relief has become one of the biggest and most pressing humanitarian opportunities in the world today."

ALL MUST WORK AT "JAZZLESS" UNIVERSITY

By United Press
SILOAM SPRINGS, Ark., Sept. 20.—A "jazzless" university in a "jazzless" town—where courses of study play a more important part than football schedules, and students are more interested in their studies than social fraternities and sororities.

That is the vision of John E. Brown, evangelist, philanthropist and self-made man, who already has established here a unique college, named after him, which is run on the basis of "pay-by-work."

The John E. Brown College is an institution of higher learning with an enrollment of about 300 boys and girls whose parents are not financially able to send them to college. The students work in the morning and go to school in the afternoon, or vice versa.

Beautiful Site
The new institution of learning which is to be named the John E. Brown University, is to be located at Sulphur Springs, Ark., where recently Brown purchased 80 acres of land and several suitable buildings nestled snugly back against the beautiful Ozark mountains.

Brown obtained financial backing for his educational institutions from the many friends he has made while traveling over the United States with the Salvation Army as an evangelist.

Must Pay Way
"I am going to establish the new university at Sulphur Springs for young people whose parents want them to grow up without being influenced too much by 'jazz' tendencies of the present day," Brown says. "It will be necessary for the students to be able to pay their own way."

Brown could have spent the money on his college here but he rea-

soned the two types of schools might not mix, the one being a work-as-you-go institution, and the other quite different.

Poverty stricken, Brown started to make his way working in the limit mines near Rogers, Ark. One night at Rogers he heard a Salvation Army program and was highly impressed. He joined up, and today is one of the most widely-known evangelists in the south and west.

MOULTON DISPLAYS FINE SAMPLE OF SUDAN

LITTLEFIELD, Sept. 20.—B. E. Moulton, one of the progressive farmers of this section, residing about one and a half miles east of town, brought in last Monday a fine bundle of Sudan seed, the finest in the head ever seen in this part of the country.

The exceptional weight of the seed was noticeable, all the grains being of excellent color, plump and heavily set on the brush.

Mr. Moulton has 60 acres of this Sudan, which his neighbors estimate will go from 450 to 600 pounds per acre. On 40 acres of this he had previously cut 25 tons of fine hay for his dairy cattle.

Sudan is one of the leading crops of this section, and when one considers the very low expense of making it, it will in many ways prove more profitable than cotton.

There are thousands of acres of fine Sudan growing in this vicinity this year.

MANY TOURISTS STILL CROSSING SABINE RIVER

By United Press
ORANGE, TEXAS, Sept. 20.—Tourists are still crossing Sabine river here by the scores, setting a record for tourist at this season of the year. Indications are that the stream of cross country travelers will last much longer this season than ever before.

INSTALLATION OF LIGHT PLANT IS NOW IN PROCESS

LITTLEFIELD, Sept. 20.—R. E. McCaskill, of Electra, who two weeks ago closed a deal with the city to install an electric light plant in Littlefield, is here this week beginning operations.

He has purchased lot 6 in block 21, just south of the Higginbotham-Bartlett lumber yard and will erect thereon a fireproof building, 28x40 feet to house the plant.

Mr. McCaskill states that he has bought one 25-h. p. and one 50-h. p. Fairbanks-Morse engine, together with all the necessary electrical equipment for the plant and that some of it is in transit toward destination. This equipment, he declared, will be sufficient to take care of a town of 5,000 people. He will also put in a building and open a modern electrical store for the accommodation of the public, where all kinds of modern electric appliances such as irons, stoves, light connections, fixtures, etc., may be purchased.

Mr. McCaskill states that he expects to have the plant in operation before the first of November, making connections in the business district first, and then take the residences as fast as he can get them.

FARMERS ORGANIZE IN JOHNSON COUNTY

CLEBURNE, TEXAS, Sept. 20.—A meeting of farmers in this section, interested in the production of Honey Ball melons, was to be held here recently for the purpose of organizing the Johnson County Honey Ball Association.

The meeting was to be held under the auspices of the Chamber of Commerce and plans for the meeting were made by H. A. Oliver, head of the chamber.

The watermelon acreage in this county will probably exceed five hundred next year according to Oliver.

A Woman Hung

Lubbock, Texas

A woman hung her arms around her husband's neck, and said: "Let's have our lives insured with the TEXAS LIFE INSURANCE COMPANY."

Agents are wanted—attractive contracts. Your opportunity awaits you at room 210 Leader Building. Call and let us explain in detail.

TEXAS LIFE INSURANCE COMPANY

K. L. RIGGS, Mgr. West Texas.

Room 210 Leader Bldg. Phone 261 Lubbock, Texas.

Harold Lloyd wasn't "Girl Shy" - - - he was clothes shy



"dress well and succeed"

in affairs of the heart, as well as in affairs of business, the first step toward becoming a winner is to look like one. You Can't get ahead with shabby clothes holding you back. Let your appearance reveal your hopes; not your circumstances. Privately, you should of course live within your income, but publicly, go a little beyond it.

You can buy a perfect fitting suit of Adler-Collegian make for a mere \$37.50.

McWhorter-Roberds
Men's Wearing Apparel

Clean Clothes Last Longer

A South-Plains Institution Located in Lubbock

For years this plant has sought by reason of its superior service to serve the entire South Plains. It is a tribute we pay to Lubbock and to its citizens when we say that the ambition of serving this great territory has been realized to a full extent. From every point in this territory we number patrons of Lubbock's superior Cleaning and Pressing Plant—The Lubbock Tailoring Company.

We Operate The Plains Most Modern Cleaning Establishment

For years this plant has led in equipment. We have installed in our Plant thousands of dollars worth of the latest and best cleaning machinery. We have an organization that has studied and put their best efforts forward in making this plant one of service—of superior service in every manner.



We Clean Clothes—all kinds—the Most Delicate Fabrics Cleaned Without Injury

There are so many kinds of fabrics—so many delicate dresses—expensive—that it takes a superior cleaning plant to withstand the invitation to send your clothes here regardless of how delicate the cloth may be. We guarantee to clean perfectly—all kinds of fabrics—without injury.

Our System of Cleaning Is Unique

Unlike most cleaning plants—the gasoline that touches and cleanses your clothes is crystal clear, free from all impurities—even the dirt that is removed from your clothes is carried out of the cleaning tumbler instantly. Only the purest of clean gasoline ever touches your clothes. Then by a vacuum process all the odor is removed from your clothes. Then on the best steam presses operated by experts they are pressed and ready for our delivery wagon which makes prompt delivery to all points in Lubbock.

This system of cleaning is as near perfect as modern cleaning machinery can make it. Clothes cleaned here last longer—the nap is raised, there is life and long life left in clothes cleaned in this plant regularly. You have no excuse whatever to fail in making use of such a plant as this. It is economy to patronize the Lubbock Tailoring Company. Do so!

Lubbock Tailoring Co.

The Oldest Tailoring Plant on the South Plains—The Largest and best Equipped.
Phone 85—Eric Posey, J. C. Sanders, Johnny Spikes—Lubbock, Texas.

TEXAS

1910

1924



Time's Wonder-

ful History of

Butterflake Bread

The one adequate guarantee of any product is a long record for reliability.

Proof of enduring quality rests solely with time. Time, alone, tells the full truth.

Butterflake bread is the logical outgrowth of almost 15 years of careful baking

For many years we have concentrated on the development of Butterflake Bread, making it better and better with each passing year; improving, refining, and perfecting it; bringing it to an even higher state of leadership.

And Time, meanwhile has been telling a wonderful story of Butterflake Bread. Our records show that Butterflake has steadily gained in preference thru these fifteen years.

What this enviable record means to you is so obvious as scarcely to require discussion. The fine results of a policy of "doing one thing well" constitutes proof rather than mere promise of quality.

It speaks of a degree of dependability, economy and value which sets a Standard for bread.

This is the story which Time tells for Butterflake Bread—and Time tells the Truth.

Martin's

BAKERY AND CONFECTIONERY

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LUBBOCK, TEXAS.

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