

Amarillo Daily News

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Only morning newspaper in the Amarillo Country. Covers the Panhandle of Texas, Eastern New Mexico, Southern Colorado and Western Oklahoma from twelve to twenty-four hours in advance of Denver, Dallas, Fort Worth, Oklahoma City and other papers carrying telegraphic dispatches.

SUBSCRIPTION RATES

The Daily News will be delivered by carrier anywhere in Amarillo, or by mail outside of the city, for \$6.00 a year, or 60¢ a month, in advance.

LEASED WIRE ASSOCIATED PRESS

LUBBOCK SURVEY SHEET

Lubbock, railroad and agricultural center, a city with in the bosom of the South Plains, through its Chamber of Commerce has mailed to the News an industrial survey of the city of Lubbock and of Lubbock County.

In this survey Lubbock has taken a comprehensive and searching view of itself and the result is one in which every citizen of the South Plains should take pride.

Here are some of the things it reveals. In the survey of Lubbock there is invested in various stocks \$376,000. The commercial interests of Lubbock monthly turn over in salary \$29,000 to 400 persons. The average salary paid per person each month is \$53.00, which is \$20 a month higher than the average salaries in Chicago and \$18 a month higher than the average salary in New York.

In 1915 the stores of Lubbock did a business amounting to \$2,627,000 and the 1915 postal receipts were \$34,098.41. There are 7118 local telephone calls each day as against 2639 in 1912. The efficiency of the telephone service is 98 per cent and the number of switchboard operators has been doubled in four years.

The survey shows that the city has a centralized fire department. There are 2137 individual depositors in the banks and the city's deposit for the city of Lubbock is \$227,322. Lubbock itself has a population of 4,700.

Jumping from the city to the rural conditions the farming is equally as good. There are 419 rural families in Lubbock County and certainly there is no farm tenant problem for 63 per cent of the farmers own and till their own soil. And here is the glory that is to be in Lubbock County. It has 370,000 acres of available farmland for cultural and livestock purposes, and only 232,051 are in use. One can readily see the proportions the city of Lubbock will reach when all these acres are put under the plow. There are 153 farms in Lubbock County, which will hold 10,344 tons of feed.

The survey which Secretary M. T. Lucius and his colleagues have prepared at so much labor also shows Lubbock to be in the shallow water belt, the average depth of its wells being 50 feet. The kafir yield of the county is 31 bushels to the acre, milo maize 7, feterita 36, Indian corn 42, peanuts 30, wheat 13. Milo yields four-fifths of a ton to the acre, and Sudan grass three-fourths a ton yields 19.25 of a bale per acre.

Here is the livestock census of the county—Horses 2912, mules 1113, hogs 9315, beef cattle 23,972, dairy cattle 122, sheep 4128, poultry 60,187.

Despite the rosiness of the showing Lubbock remains standing still. Last week one hundred head of steers were brought into Lubbock under the Lubbock School of Agriculture Development plan. One hundred thousand dollars is appropriated for the development of the industry.

The plan, concisely, is that the Lubbock Chamber of Commerce pooled \$100,000.00 with which to develop the dairy industry in this county—the farmers secure these cows on three years time, notes bearing 7 per cent interest per annum—only about one of interest is 10 per cent—and the principal and interest is paid by application of one half of the value received from the sale of butter. Good milk and springs as they are allowed to sell, they must raise the notes right—this in order to bring up the grade of cattle.

Lubbock has held up a mirror to itself and looks at its appearance altogether becoming. It would be interesting to see just what every county look like on the Lubbock plan.

WHAT ABOUT THE FAIR?

The life of the Panhandle State Fair is at stake. That is a regrettable admission, but a true one. The splendid operation which has been the greatest single factor for the upbuilding of the Panhandle that it has ever had must either go forward or die.

In simple, concise language the Fair Association issued formation yesterday. With practically every exhibitor of this year year booked to return in 1917 and with a big list of new exhibitors asking for space, this is the situation which faces the people of Amarillo.

At least \$50,000 or \$60,000 must be put into new buildings. The barn-like structures of the past will no longer serve. The new exhibitors are bringing costlier showings to Amarillo than ever before. It stands to reason that they will not put them in the same shabby buildings on the ground now. Even if they could the buildings are not large enough to house them.

What are we going to do about it business men of Amarillo? The Daily News is not at this time offering any plan. Our object is simply to get the matter before the house for consideration.

We cannot believe that the Fair is to be allowed to die. We cannot but believe that the \$50,000 or \$60,000 will be forthcoming. But it must be forthcoming at once. The preparations for the 1917 Fair ought to be under way right now.

Let us get down to brass tacks and see the situation just as it is. The Panhandle State Fair must go on and grow bigger.

Twenty-eight thousand Americans are fighting the battles of the Allies. They are failures as far as American citizenship is concerned.

An exchange advises that the costume of a widow should be fetching, but a smart hunting garb should be avoided.

HARD TEST FOR CITY DRIVEN CARS

Requiring the kind of a driver who can handle a car in any emergency is the test that the city of Lubbock has set for its drivers. The city council has passed an ordinance which requires that every driver of a motor vehicle in the city must be able to handle the car in any emergency.

The ordinance is a hard test for the driver, but it is a necessary one. The city of Lubbock is a growing city and the number of motor vehicles is increasing rapidly. It is necessary to have a high standard of driver to handle the cars in any emergency.

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Why pay for duty—when you buy cigarettes?

Import duty doesn't add a thing to the quality or taste of a cigarette—it's just a valueless expense.

Piedmonts pay no duty—because they are Virginia-Carolina tobacco—grown right here in the United States. Golden, lively and mellow as southern sunshine itself.

Tobacco experts will tell you that Virginia-Carolina is the best cigarette tobacco that grows on earth.

Leggett & Myers Tobacco Co.

"A package of Piedmonts, please."

Piedmont

The Cigarette of Quality

10 for 5¢
Also Packed 20 for 10¢



"Ettie Burke"

At the GRAND THEATRE, Wednesday, Thursday and Friday

Dollar Day Window Tomorrow

Big values in this window which will be our last Dollar Window until after Holidays.

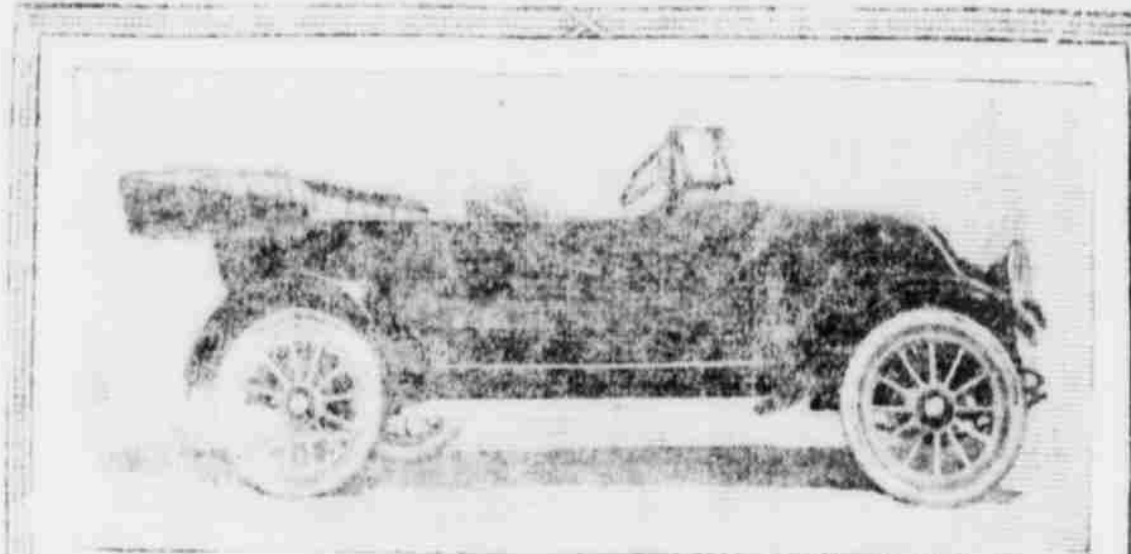
E. E. Pickerell
THE JEWELER

GARDENING IS NOW RECEIVING ATTENTION

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Population Increasing
WASHINGTON, Nov. 18.—The population of continental United States has passed the hundred and three million mark. Officials of the Treasury Department in their monthly money circulation statement, issued today, say that on November 1, the population of the country was 102,000,000.

Aggressive Personal Motion
In the United States, electrical power is being used in a more aggressive manner than in any other country. The use of electricity is increasing rapidly, and it is expected that it will continue to do so for many years to come.



The New Series Franklin Cars Have Arrived

The most economical and easiest riding car at any price. They will not freeze. Come in and see the newest models.

Wolflin Bros.

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