## THE LUBBOCK AVALANCHE

 WIER SUCCESSFIL N EVERY MAY

VISITED ENTHUSIASTIC ABOUT THE FAIR
GREATEST ATTENDANCE EVER IS EXPECTED


AGRielltural Possibuitirs of SOUTH PLARIS ARE UNDEEELOPEDD


EXPERIMENT STATION CROPS ARE SUPERIOR TO THOSE
ON OTHER FARMS; SHOWS NEED OF IMPROVEMENTS
EDUCATION FEATURES KARPER'S WORK
The Fact That Too Much Land and Too Small Production Per Acre
is Hurt ful to the Farming Industry Here is Undisputed by Those Experienced in Better Farming.


The value of the farm lands ad-
atent to tabbock is only partially
Susinesmet is realized
and stockm



Five Year Hunting Trip of Scientists Will Start Soon

 Yinto
等
 Bonetime during the esologecal yeen

## THE SCHOOL KIDDIES－－－

Must be Clothed Right and Fed Right

You Will Feed Them Right If You Let Them Have－

## BUTTERFLAKE BREAD 3 TIMES A DAY

THEY LIKE IT
For Sale by All Leading Dealers

## Martin＇s Bakery

Cold Drinks－Pastries and Whitman＇s

HARCOUR＇T \＆CO．
Manufacturing Engravers and Stationers， School and College Stationem Christmas Cards． aredding Snvitations．Stine Social and Pusiness Stationer动登。所

THE AVALANCHE IS－ Exclusive Representative in Lubbock

Phone 14 and We Will Call With Our Samples and Prices

## Just a Reminder

 MENSend your suits down today and have them clean－ ed and looking new for the biggest event of the year－

THE SOUTH PLAINS FAIR！ Phone 86 Right Now！
Lubbock Tailoring Co．
The Only Modern Dry Cleaning Plant On the South Plains．


# $\bar{A}{ }^{\prime}$ 

BLACK TREAD TIRES
With New Features CORD•ROAD KING•PARAGON
Supreme in Appearance. Mileage, and Non-Skid Security
HOME SERVICE STATION, Lubbock
> " 10,000 HATS A YEAR"

The newspapers the other day told of a woman who wears 10,000 hats a year. We don't know how she does it; but we do know that you can make four or five stylish sport hats to match your sport sweaters at a very small cost. Dennison Crepe Paper
is the secret. Let us tell you about i.
The Citr Dingo woic
Rexali


Phone 422
West Broadway


YOUR THEATRE welcome fair visitors

## TUESDAY

## NE GRAY'S Story

## "THE LAST TRALI"

Just ask any who saw this great Western Picture last night. It is the best that
to see it today.
"LOVE AND DOUGHNUTS"


RICHARD TALMADGE
in TAKNG CHANCES
WEDNESDAY
-One Day OnlyRichard Talmadge in
TARING

## CHACCES

If you like thrills don't fail to see this wonderful picture. Dick Talmadge will thrill you all the way from New
York to Mexico, Dick performs a multitude of agile hair-raising stunts nev-
er before attempted on the screen.

## THE ADVISER

Don't fail to see this great Adults Adults
Children

## THURSDAY

What Would you do if you had one-The Answer is-See TTER GOOD BAD MIFEE

## She's a joyous, tempermental lady, that at times you would like to "shake"-But you love her withal."

Husbands-Wives-Sweethearts-Other Wives are all in-Husbands- wied
terested in her.

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Treat Sundy Setho dis
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ficent tencher
The grow

## -0g yip

## The cout the cone cead, and keep 1.


aloo
PATHE NEHS








Fair Time is Dress-Up Time

## You Will Get Clothes Service Here!

In buying Adler Collegian Clothes there is assurance of satisfaction. These clothes, like most other lines we sell, are nationally known for keeping you looking your best.
When you buy nationally advertised lines, you buy merchandise that the manufacturer MUST stand be hind. He has a reputation to uphold. Furthermore you are assured that the price is right and that you are getting FULL VALUE for your money
BE FAIR TO YOURSELF DURING THE FAIR BY COMING HERE FOR YOUR CLOTHES
New 2-Pant "WOOLY-BOY" Suits for Boys, New "IDE" Collar attached Shirts, new "MALLORY" Hats, New "CAMPUS" Caps, New "NOTASEME Hosiery.

WELCOME TO

## L. E. Hunt \& Company

"We will make right that which is not right"
$\qquad$

| 三 | YOUR INSURANCE RATE--- <br> Investigate our rate service: Others have profited by it, why not you? Let us have your insurance business and rest assured that it will be attended to | $\equiv \equiv$ |
| :---: | :---: | :---: |
| UBBOCK INSURANCE AGENCY Sam S. Denman, Mgr. Phone 96, Conley Bldg. Briggs \& Denman. |  | always on the job. DAY PHONE .---.-. 96 NIGHT PHONE--_- 332 |
| $\equiv \quad \equiv$ |  | $\equiv \equiv$ |



MOST PEOPLE KNOW-
That if it is a City Farm or Ranch Loan They can get the Best Service and Options here.
CLAUDE B. HURLBUT
City. Farm and Ranch Loans.
Citizens National Bank Building
Lubbock, Texas

## C. D. SHAMBURGER LUMBER

 SOLD ON INSTALWe Sell Sherwio-Willimese Prints and Varnithes.
L. H. M'LARTY, Manneger
L. H. M'LARTY, Manager Pen

| Phone |
| :---: |
| 1614 S |
| 19 |

1614 Sisteenth Street, Phone 604


$\square$


Why we urge motorists to use SUNOCO




- -2


Here is real economy for you! Saves money Insures wholesome perfect food
Contains No Alum
Dr. Price's is the greatest baking powder value on the market. Of unvarying high quality, it produces food of the finest texture and flavor. Never leaves a bitter taste.
Your grocer may have some cans of
Dr. Price's left at the extraodinary Dr. Price's left at the extraordinary special sale price recently offered. Ask him about it. Send for the "New Dr. Price Cook Book," 1001 Independence Boulevard, Chicago.

Large can, 12 ounces, only $25 c$

## We Join in Welcoming You to Lubbock

Hundreds of our customers, no doubt, who reside out of our city, will be here during the Eai. We will gladly show you through-our modern plant, which though uneompleted, will give you an idea of our effort to give the best service at all times.

## Texas Utilities Company

## BEGINNING FRIDAY MORNNG SEPT. 29fh

Rain or Shine the Sale Begins! Everything goes! Nothing Reserved! Don't forget to be ed! Don't forget to be
here when the doors open!

## G

 LMILS HIS \$50,000 STOH SHOES, LADIES' READY-TO-WEAR, TO THE ARFIRST COME! FRRST SERVED WE MEAN BUSINESS STRAIGHT FROM THE SHOULDER. BE HERE WHEN THE ORS OP IS SOLD. MR. MIILS HAS PUT THIS STOCK IN THE HANDS OF PIERPOINT BROTHERS, OF OMAHA, NEB, WITNSTRUCT PASSITUP!

## IE DRY GOODS, SHOES, LADIES-REIDI

we are sending out thousands of these big double pace circulars to cover this entire coury for f GOODS, NOW WHILE YOU HAVE THE CHANCE TO BUY THEM AT CLOSING OUT PRICES. YOU CANNOT AFFO TO PASS To buy goods at these prices! COME AnD be Convinced! - We are going OUT of business just dulck as AROUND KNOWS HIM TO BE A SQUARE BUSINESS MAN, FROM THE WORD GO AND IS NOW GIVING YOU AHNCE OF TO YOU SIMPLY BECAUSE HE WANTS TO GET OUT AND FROM UNDER. THIS SAIE BEGINS FRIDAY MORN' SEPTEN ENTIRE STOCK IS SOLD OUT. BUILDING FOR RENT. FIXTURES FOR SALE! HERE IS A CHANCE FOR SOMEBY TO GO

DRESS GOODS 1 lot Wool Dress Goods, was 82.00 , now . $\quad . . . .98 \mathrm{c}$ 1 lot Wool Dress Goods, was \$1.75, now …...75c 1 lot Wool Dress Goods, was, $\$ 2.90$, now .... $\$ 1.19$
1 lot Wool Dress Goods, was $\$ 2.00$, now .... $\$ 1.19$
1 lot Wool Dress Goods, was $\$ 2.00$, now . ..... $\$ 1.19$ Don't overlook our Silks, they all must go!!

> GINGHAMS!
> Hot Dreqs Ginghams, was
> 18c, now.....12 1-2c

1 lot Ginghams, niee sat tems, was 25 , now $19 c$

1 lot Gingham, all colors, 1 lot Men's Sox, all colors, was 20 c , now.... 15 c ( 11 pairs for..... $\$ 1.00$
1 lot Ginghams, fancy pat- 1 lot Men's Sox, was 20 c , tems, was 50 c, now 39 c
$H$ IotPercales, all colors, 36 lot Men's Sox, was 15 , inches wide, was 25 , now

19c
1 lot Bleached Musin, 36 inches wide, was 25 , now .19c
1 lot Unbleached Muslin, was 18 c, now... $131-2 c$ 1 lot $9-4$ Pepperel Sheeting, was 6 Cle, now . 48 e
1 lot $9-4$ Bleached Sheeting, was 65 c , now. .48 c I lot Outing Flannel, dark and white, was 25 c,

Ladies' Silk Hose in all colors and must go at greatly reduced prices!
Cotton Picking Hats, all to go at each
1 lot Misses and Ladies House Dresses, at Big Bargain Prices.
1 big lot Men's and Boy's Odd Pants, Less than Wholesalel-All Must Goll?

Ladies, Missond Children's Swers, a big lot, all prit to move them durinhis sale.
Grips and Suikes Cases All to go tholesale and les!!

Store Will Bössed All Day Thursd-Open Friday for Buss!

## BEGINS FRIDAY MORNI; SEP



# TICLOSE OUT Remember the Date! FRIDAY mominc SEPT. 29ith <br> Don't Forget the Time and Place!-Here is Your Chance! You Cannot Afford to Pass it Up! <br> We Are Going To Quit Business for Good! <br> <br> HE ARE WALLS, LOCK, STOCK AND BARREL! 

 <br> <br> HE ARE WALLS, LOCK, STOCK AND BARREL!}

EN THE ORS OPEN FRIDAY, SEPTEMBER THE 29th, AND WILL CONTINUE UNTIL THE LAST DOLLAR'S WORTH IEB., WITNSTRUCTIONS TO LEAVE NOTHING UNDONE. EVERYTHING MUST GO! IF PRICES COUNT YOU WILL NOT

## REIDY-TO-WEAR AND BLANKETS

IRE COURY FOR FIFTY MILES AROUND! RIGHT NOW AS WINTER IS COMING AND YOU WILL BE NEEDING. THESE OT AFFO TO PASS THEMUP. NEVER BEFORE HAVE YOU HAD A CHANCE LIKE THIS, AT THIS TIME OF THE YEAR S JUST DLICK AS POSSIBLE. MR. MILLS HAS BEEN HERE IN BUSINESS FOR 6 YEARS. EVERYONE FOR 75 MIIES YOU A MNCE OF A LIFE-TIME TO LAY IN YOUR WINTER SUPPLY WITH THE PROFIT ADDED. HE IS GIVING IT ALL MORN $\operatorname{SEPTEMEBER} 29 t h$-BE HERE WHEN THE DOORS ARE OPENED. SALE WILL CONTINUE UNTIL THE R SOMEB Y TO GO INTO BUSINESS. DONT PASS IT UP!
ies, Missend ChilIren's Swers, a big ot, all pri to move hem durit is sale. sand Suilses Cases Ill to go wholesale nd less!
e Will Botsed All Thursd-Open y for Buss!

1 lot Men's Hamilton Brown Work Shoes, was $\$ 3.50$, now. . $\$ 2.63$

1 lotMen's Mule Skin work Shoes, nothing better, was $\$ 3.50$, now. . $\$ 1.98$ (A Genuine Bargain)
1 lot Men's Dress Shoes, tans and blacks, a real shoe, was \$6, now \$4.75

1 lot Men's Dress Shoes, was $\$ 6.00$, now . . $\$ 4.98$

ORNI SEPTEMBER 29TH!
MILLS, p.
BALL, M er of Sale

1 lot Men's Dress Shoes, Ladies Warm Shoes for was $\$ 5$, now. . . . $\$ 4.19$
Men's Dress Shoes, $\$ 8.50$

- to $\$ 10$ values, all to go at $\ldots \ldots \ldots \ldots \ldots . . \$ 6.98$ (These are the best)
4 lot Misses and Children's Shoes, all to go at unheard of prices. Will pay you to look them over-Winter is coming and the children will need shoes!
All Ladies Shoes at Cost and below. They must go! Come look them over. The prices are so low you cannot pass them up!
winter wear. House Shoes, plenty for all, and they must go! Buy now and save money!
If you intend making a winter trip, buy your trunk now at prices very low. Now is your chance.
Lay in your supply-Mens Ladies and Children's Underwear- - Everything in Union SuitsThey Must Go!
We are going to close them out!
1 Big lat Men's and Boy's Clothing-all new stuff and they must go!
-Our line of Ladies Ready-to-Wear cannot be beaten. We are -putting prices on them to move everything. They must go at some price. Come look them over during this closing out sale. You will be sure to buy for the prices will be right,
-Men's Overalls and Shirts at prices unheard of! Come and get them before they are all gone. They're good! Must go!
-Get your.Cotton Sacks and Ducking before it is too late.


## CANDIES--

During the balmy "out-of-doors" time, what hostess does not delight to serve a dainty, delicious bit of candy to a friend or two who have just "dropped in" during a neighborhood evening stroll. Or perchance, daddy's home-coming becomes doubly enjoyable to "wifey" and the kiddies, if they are pleasantly surprised with a box of JOHNSTON'S CHOCOLATES doubly enjoyable to
$\quad$ the kind we sell!

The LUBBOCK DRUG COMPANY
Three Steps Above the Earth


AROUND THE CLOCK
staklugr and sonnuart Lugrting

Furnishing the Home


 A neat and niffy chair can be A splendid umbrella rack can be out of a length of old stove


| AVALANCHE TME SAVEDS |  |
| :---: | :---: |
| L. B. HODGES, D. V. M. <br> Graduate Veterinarian Interstate Inspector Office Phone 208 Residence Phone 708 | ED. ARION <br> Piano Tuner, Phone 438 Leave orders at Simmon's Un dertaking Co.. South Side Square. |
| J. E. MURFEE \& SON <br> Real Estate and Fire Insurance Citizens Nat'l. Bank Bldg Phone 271 Lubbock. Texas | MRS. JULIA COOK <br> Hemstitching and Dress-Mak-ing.-All work Guaranteed and prices reasonable. <br> 1009 14th Street. |
| 6 PERCENT FARM LOANS 33 YEARS <br> see <br> JNO. L. VAUGHAN <br> Room 207, Security State Bank Bldg. | THE AVALANCHE <br> For High Class Commercial Printing <br> Phone 14 and Our Representa. tive will Call on you. |
| TEXAS LAND EXCHANGE <br> Owners Agents for Farms, Ranches and City Property Lubbock. Texas <br> C. W. Alexander <br> J. E. Alexander | F. M. MADDOX <br> FARM LOANS <br> AND <br> LIFE <br> INSURANCE <br> Office in Lubbock Stãte Bank Building Phone 302 |
| Guarantee <br> Abstract \& Title Company <br> Lubbock, Texas <br> Abstacts to Lubbock, Hockley, | A. M. HENSLEY <br> CONTRACTOR <br> AND BUILDER <br> I have several choice building loeations on which I will build residences for sale. See me if |
| Cochran Counties, and Townsites therein. | -yet-want a heme. <br> PHONE 629 |


doctored just the same, at $\$ 5$ a
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That if at first you don't succee
pay nine ecents on the dollar to your
creditors, and try again? That if at first you don't succee
pay nine cents on the dollar to yo
crediots, and try hatain?
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That a rollina That a bird in the hand is th
easiest way rot ent it?
That a rolling stone gathers $m$
mentum, which is more

## A LANDMARK

OF LUBBOCK'S PROGRESS

The steady and continuous growth of the Lubbock State Bank is a parallel to the sound growth of our town and city. Great strides have been made in the development of the resources of our community. These developments demand financial strength and ability.

And it is with pride that the officials of this bank watch the results of their determination to assist in every conservative manner every worthy enterprise that seeks to make its abode in the great South Plains Section.

The Lubbock State Bank "big--but Not only big in resources

## Spikes Brothers

The Cash Grocers
Ask a Question


 we have vindicated our ideas about saving money on groceries and we have lots of customers who will gladly testify to it.

If we were wrong, please explain why so many other grocery stores have followed our plan

## Spikes Brothers

The Cash Grocers
Friends of Those Who Save













LUBBOCK HIGH TAKES FIRST
FROM RALLS BY Rrom Ralls by 34 to
 Nom and , mity Some



## A. B. Conley, Jr.'s

Why - ? The 28th, 29th, and 30th are Fair Days and also the last three days we will be in this building. Our new house is all ready waiting for us, but first we are going to sell all of this big $\$ 75,000$ stock we possibly can.
Why - ? Many of the Fair visitors will come miles and miles to visit the Greatest Fair ever held west of Dallas-and we want to make their time and money do double duty

SOME OF OUR MANY BARGAINS WE ARE OFFERING THRU FAIR DAYS
Ladies Coat Suits, Fair Discount
Dresses, Fair Discount
Coats, Fair Discount, Corsets, Fair Discount $\quad 10$ percent Shoes, Fair Discount ........ 10 percent Men's Suits, Fair Discount -....... 10 percent MANY OTHER THINGS NOT LISTED

We Are Looking for You and Your Friends in Lubbock

## A. B. Conley, Jr.

Phone 185
Qantis mas server <br> <br> } <br> \section*{Miller's Grocery <br> \section*{Miller's Grocery IS A BUSY PLACE IS A BUSY PLACE <br> <br> -But never too busy to give each and every customer <br> <br> -But never too busy to give each and every customer attentive, personal, interested service. You can get your attentive, personal, interested service. You can get your very order. very order. <br> <br> THE H. E. MILLER <br> <br> THE H. E. MILLER GROCERY GROCERY <br> <br> PHONE 86 and 140 <br> <br> PHONE 86 and 140 <br> <br> The fastest growing grocery in Lubbock" <br> <br> The fastest growing grocery in Lubbock" <br> <br> } <br> <br> }

Then Accept
None But the
Eclipse


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Eclipse Windmills $p$
than any other power.
To build a windmill that will be the most economical investment for the purchaser is Kint in view in constructing the ECLIPSE WINDMILL.
were installed over 25 or 30 years ago. ${ }^{\circ}$ This remarkable record has not been attained by any other Windmill.
In the ECLIPSE in chadied all those ideas for making a windmill strong, durable and it which have been developed in 50 years experience in building windmills. It can safely be said that the Eclipse will pump a greater quantity of water, for the
ingest term of years, at the least expense, of any windmill built, without exception.
THE WESTERN WINDMILL COMPANY
Phone 127 THE WVNCFIESTER sToR:

## FAIR DISCOUNT!

10 percent 0 percent
$\qquad$
$\qquad$

Do You Want the Greatest Value for Your Money?
 Lubbock 267 yards.
others andes and othe
gains for 706 yards CHIROPRACTOR BROUGHT

INTO NATIONAL NOTICE


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\text { he has been awarded an honorary } \\
\text { degree of "Master of Chiropractic" }
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Our Rugs, Linoleums and Window Shades just ârrived.
Texas Furniture Co.
On Broadway, next to


## 渞

 to Lubbock.
## LUBBOCK MERCHANTS ARE PREPARED FOR YOUR COMING

Fall Shopping is now on and thousands of people who will attend the South Plains Fair here Sept. 28-29-30, will find the stocks of Lubbock's merchants up to the highest standard ever attained. Never before have the people of the South Plains had the opportunity to select goods that are new, possessing known qualities at such moderate prices.

## COMPETITION IS KEEN IN LUBBOCK

No other City in West Texas can boast of as large Stocks, as many stores engaged in còmpetitive business, as many engaged in exclusive furnishings! It follows naturally that goods are cheaper inLubbock.

WELCOME TO LUBBOCK AND TO LUBBOCK'S STORES
The Nation's Largest Markets have been scoured for the people of the South Plains and these stocks are displayed for your coming.

HERE ARE THE SUBSTANTIAL MERCHANTS OF LUBBOCK WHO HAVE PREPARED
-All


