## TITuthurk Allurnimy Aualaurthi

# LUBBOCK WINS TECH ON THE FIRST BALLOT 

## Locating Committee Went into Execulive Session in the Texas Hotelat Fort Werth at Nine O'clock and atter Five Hours Deliberation Unanimuusis Designated Lubbock as the Ofticial Location tor the Technological College

Special to the Avalanche
Fort Worth, August 8.-Lubbock was Unañimous Choice of the Locating Board for the Texas Technological College on the First Ballot at the five hour Session of the Board here today. The Decision was made following a six months study of the briefs of the 35 applicant towns and a three weeks tour of inspection of theterritory. At 1:42 o'clock Wednesday afternoon one of the members of the Board whose name was not divulged moved that a ballot be taken and his motion prevailed. The roll was then called and every member voted for Lubbock. The Board had been in session practically continuous since 9:00 o'clock Wednesday morning and during that time various other towns were discussed.



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## THE BIGGEST NEWS IN TODAY' PAPER

In addition to the tremendous reductions which are making the Leader's 'Sale stand out as an event of importance, we are, beginning this morning, presenting our

## AUGUST FÜR SALE <br> BUY NOW AND SAVE A LOT OF MONEY <br> Here's An Opportunity

for you to fill your "0. $\boldsymbol{\sim}$ (". Green stamp book in addition to the extraordinary values we are giving. You will receive one S. \& H. Green stamp on every dime you spend at this store.
You ask: "Does it pa) $\downarrow$ o save S. \& H. Green Stamps?" YOÚ KNOW IT PAYS! Does it pay to have a bank account? See our northeast window display of premiums given in exchange for these stamps.

## THE LEADER, Inc.

| Boy's Dollar Started State-Wide |
| :---: |
| War On All Cambling In Ohio |

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 and



## We're Not Bragging

 on OurselvesWhen we say that we serve the very best lunches in the City-we're telling facts.

Come down and eat one time with us and see for yourself!

Try a loat of Golden Cream Bread if you want good bread.

> Golden Cream Bread Makes Good Eating!

## MODERN

In Lubbock "The Hub of the Plains" The home of the TEXAS TECH, there is a tailoring company which has tried to keep pace with the growth. Investment of thousands of dollars-much greater than that found in other larger cities has been made because we have had faith in our City.

The Lubbock Tailoring Company is the only modern tailoring plant on the South Plains.

| Telegrams of Congratulation to the Chamber of Commerce |  |  | : |
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## CONFIDENCE

The resources of this bank are exceeded by the resourcefulliness of our customers. The resources of this bank are amply large to care for usual needs. The resourcefulness of our customerss is great enough to over-
come great obstacles. We have utmost come great obstacles., We have utmost The Lubbock State Bank The Eank For Everstody

## A Strong Bank---

An institution of service with ability to provide it.

## Citizens National Bank

## SERVICE

On service we expect to build our business until its scope is so great that ev eryone may profit by our usefulness.

There is great satisfaction in the use of electricity for lighting and cooking and for many other conveniences-and a great deal more satisfaction when you know that the current is on-all hours of the day every day of the year-a perfect, uninterrupted service.

## Texas Uilities C O M P A N Y



Bigger than a circus


## SAFE

 tre mown Member Federal Reserve System
Member of State Guaranty Fund

Securicy State Bank \& Trust Co.


## Lubbock

-The home of the TEXAS TECH.
-The home of HAMILTON FISH CIGARS.

Panhande Cigar Co. Distributors

| Wednesday's Gam From. Hubbers 4 |
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Amarillo Defeated Roswell Giants In Wednesday's Came




 MEAT PRICES SLASHED


## THE

City Drug Store

Buy Your Eastman Kodaks Here

Before you go on your vacation trip come in and let us show you our stock of Eastman Kodaks. Buy a good supply of films and keep a record of the beautiful seenes and happenings.

## THE

City Drug Store
The Rexall Store


## BUILD!

Build the Safe and Sane Way!

Build the

## Higginbotham-Bartlett Way!

You will find a Higginbotham-Bartlett Lumber Yard in your community. There is a service that you should take advantage of in that yardJust ask your local manager.

## The Town With The Goods

There is nothing on earth that can prevent Lubbock from becoming a great city! The spirit and ambition of her people is such to overcome great obstacles-to portray great opportunities as a commercial city and as a city of good homes.

## It's the Quality of Things and Their Usefulness That Counts Most

In the manufacture of Butterflake Bread, the same spint that distinguishes Lubbock's citizenship, that makes it stand out head and shoulders above its rivals, is exemplified. The same ambition inherent in the hearts of Lubock people to make a great city is in the manufacturers of Butterflake whose ambition is directed to building a great business.

## The Ups and Downs Will be Mét With Smiling Determination for Better Things

In the season's flight as marked by time conditions come that would break the spint of a less hardy people than the citizenship of Lubbock. Proudly we look upon our co-workers as they resolutely "bow their necks" in renewed determination to make for greater things civically.

## BUTTERFLAKE BREAD

Is a Quality Bread and its Quality is Leading it on to Higher Records.

Beginning with a great ambition to bake a loaf of bread in Lubbock the quality of which was surpassed by no other anywhere, Martin Baking Company have stood the ups and downs, each bringing about greater resolutions to build soundly on quality, fairness and the true West Texas spirit of co-operation in building our town, our county and section. We are firm believers in the things we work for because we have great faith in the power of quality.

## Martin Baking Company

Manufacturers of Butterflake Bread Lubbock, Texas

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FOR LESS THAN

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FOR SALE

## basiness in froceries, NOTICE-This is to let the plablic rent. Cash know that T have bought the North dle man or Side Grocery and will continue to to

FOR RENT

# See the New Fall Frocks In Your 0wn Home 

We have a colorful little fashion booklet which will bring the $m$ to you

On its pages appear most captivatingly Autumn's newest and smartest gowns:

Each model is illustrated in its original colors about each there is a brief, interesting little story, and they constitute, in their entirety, most valuable advance information on what is to be worn this Fall.
These dresses are from the New York designing salons of Peggy Paige-they are most charming models of this well-known creator.
Simply mail the coupon, and your style booklet will come by return mail. Or better still, drop in and see yourself in these smart new frocks.

> To Know the New Gowns, Mail This Coupon Now

THE A. B. CONLEY JR. STORE
LUBBOCK, TEXAS.
Please mail me your new Fashion Booklet, showing the Peggy Paige gowne

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THE STORE OF QUALTY AND SERVICE
SERVICES FOR PRESIDENT HARDING CONSUMED ONLY A FEW MINUTES THOUSANDS TRY TO SEE REMAINS

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First Christian Church
Services will be beld at
City Auditorium
SUNDAY, AUG. 12


## If You Are Tall and Slender

It is graceful to be tall and slender when we are well proportioned. But if we are not careful, as we grow older, we are apt to develop angles instead of curves, and unkind people call us not "slim" but "thin." The cure for this tendency is the persuasive moulding of those GOSSARD CORSETS designed to give youthful roundness to those lines of the tall, slender figures that are not sufficiently curved.
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mind. Remember that whatever your fig. are moderately priced, launder beautifully,
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ure may be there are Gossard Corsets with will outwear two or even three ordinary
just the support you need at yours age and corsets and will give you
weight to give you the proper proportions as you never knew before.
weight to give you the proper proportions as you never knew before.

## Barrier Bros.

Dependable Merchandise
west broadway: save gold bond saying stamps

## Lyric


 DAUGHTER
4Llouis Joseph Vance TUE LONE WOLF" O'FALSE FACES Gowns that will set the fraphions-ror-mititions of well-dressed women uwiounotiwson coon

## ALSO-

HAL ROACH Presents STAN LAUREL in "PICK AND SHOVEL."

## To Hon.W.H. Bledsoe

In behalf of Lubbock and the entire South Plains we take this method of expressing our heart felt thanks for your unselfish, untiring efforts in presenting so forcibly the qualifications of the Plains for the location of the Texas Tech College.

We owe you a debt which can never be repaid. You have won our admiration and we wish you the great success which is due one of your ability and character.
Our hats are off to you!

## Furniture \& Undertaking Company <br> 

For nearly twenty years we've served West Texans


[^0]:    ## Congratulation

    To you Gentlemen of the Tech Committee we offer our congratulations on so successfully presenting our claims for this valuable institution that Lubbock was the unanimous choice.

    Our hats are off to you, we wish to
    1 thank you.

    ## Themphill Ppice Co

