## LUBBOCK'S CRYING NEED IS A BIGGER HOTEL

## Tuthhork 3H1urntuy Aualanrlyp

## TAX REDUCTION DELAY IS LIKELY

TWO KILLED AND DETERMINED TO Lubbock Takes First Plaee in Stock 20 WOUNDED IN
SOLVE K. ST Judging at Canyon, Both in Team and Individual Score; Retained Kieser Cup
CASE OF GOV
MYSTERY FACTIONAL WAR


RUM VESSEIS ARE MEETING OF FAIR ORDERED SOID DIRECTORS BE
ATAUCTION CALLEDSOON
$\mathrm{F}^{2}=0$ UPHEID

OF WHITE IS
UPHELD


## Just Folks <br> "Heirlo" OUR LITTLE WORID


(Copyrighted 1924, by Edgar A. Guest)

FIRE THREATENS THEATRE IN MILWAUKEE

## 

KU KLUX KLAN EMBLEM is
$\qquad$ By United Press
HOUSTON, Texas April 5.
Ku Klux Klan cross bearing the
suription of Dollas Klan No.
tonight rested upon the grave

ver the newly turned grave the
rowd opened and nine robed and
ooded kenemsmen filed forward to
Dlace the Klan emblem upon the
rave.
the weather.

Wonst TEXAS: Sunday and : | Monday generally $\begin{array}{c}\text { fair; } \\ \text { much } \\ \text { not }\end{array}$ |
| :--- |

## TEXANS CALLED

 BEFORE OIL PROBERS|  |
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DRY RAIDMADF IN
HICH SOCIETV
CIRCLE
$\begin{array}{cc}=2 & \text { DRYRADMADFIN } \\ \text { HICH SOCIFTV }\end{array}$
hat information it sees mit, to
enate or the huse.
Few. Exemptions Asked.
Senator Moses. MRS. J. AT $_{\text {ST }}^{\text {SHOWEL }}$ 3:40 THIS MIED
$\qquad$

## ABOUT TODAY'S AVALANCHE.

In today's. Avalanche, 36 pages in all; there is nearly twenty-three hundred inches of advertising devoted to local
merchandising: 24 columns of colored. comics, excluaive features of this paper; and nearly 100 columns of news material.
your As the contents disclose, this is not a special edition of your paper, but shows only a natural growth of Labbock
and the South Plains reflected in its own Daily Nowspaper.

With a Host of Varied Bargains This Store Greets April's Trades Day To-Morrow--Values Were Never Better
Five weeks have rolled around since our last Dollar Day. We know you are ready for real bargains after this long wait. Here they are. a page of them that represents the limit in
value giving. Note the class of goods offered-every item one that you have in mind for an immediate or very near need. The great interest shown in these monthly events speaks very strongly for the values to be obtained and

## Reductions are Offered This Time That Have Never Been Offered Betore-.-Every Item Priced One Dollar




## As They Come and Go How. whr w wen and whire



## LYNCH HAT WORKS



## Piggly-Wiggly THANKS!

Yes, we are mighty sorry that thousands could not crowd into the first PIGGLY WIGGLY opening in Lubboek yesterday. However, we are sure that this condition will not keep you from taking advantage of the facilities we offer. Barnum was a wise old showman and he was acquainted with human nature to a great extent. Therefore, we refer to what he said:

NESS


Barnum Said
"There's one born every minute"-but people who do business with us are never. fooled.

## Piggly-Wiggly

NUMBER ONE
R. \& R LINDSEY MONDAY AND TUESDAY Black Oxen" tells women how to regain wouth and beauty.

## Phone 999

For a ride in our new Reo Checker Cab. A ride in the new Reo Cab will convince you of the difference between will show and Six cylinder taxis, and the Checker cab Co . is going to offer the people of Lubbock and vicinity. TAXICAB SERVICE THAT IS SECOND TO NONE PHONE 999
ABBOTTS CHECKER CAB CO.

The Secret Fear
lear that the day will come when through accident. breakdown, or illness the ability to earn a living will be gone. It isn't often any of us bring out this exists nevertheless-and no better time than NOW will ever be available.

GOVERNMENT STATISTICS SHOW
that most men are dependent on friends, rela tion, or charity at the age of 65 . It is not neces65 policy will make you independent of when that age is reached see us for particulars.

## THINK IT OVER

NEIL H. WRIGHT
SOUTHLAND LIFE INS. CO
Phone $56 \quad$ Citizens Nat1 Benk Blds.



Hundreds Attend Giving Away of the Beautiful Livingroom Sute Saturday at

## Simmons Furniture Co.

The event just staged by us is becoming more and more popular Our store was literally packed to overflowing Saturday attending the giving away of the second suite of furniture toward our mark for the year-that of giving away enough furniture to furnish a nice home-complete. The suite just given away-was a Three Piece Blue Cut Velour overstuffed living room suite and would indeed grace the costliest home

## SUIT GIVEN TO ROPESVILLE LADY

The beaútiful suit was awarded to Mrs. Floyd Munday of Ropesville. formerly of Lub-
bock. The winning number was 162.600 people registered at our store during this event. We cordially invite every one to attind our next obe which is to take place
soon. when we will give away a beautiful dining room suite. Watch for event.
soon.
ment.
MUSIC FURNISHED BY WESTERN STAR ORCHESTRA We entertained large crowds Saturday afternoon between the hours of ${ }^{3}$ and 4 o'clock.
This music was furnished by the Wesfern Star Orchestra and seemed to be thoroughly nioyedbiby all. Come back asain.
ent

PLEASE REMEMBER $\operatorname{IN}$ THE FUTURE
When buying furniture, buy good furniture-you can always find the. best that can be
produced by America: largest Furniture Manufacturers at our store. Whether you wish to completely furnish a beautiful home or be just in need of an odd piece of furniturewe have what you want and our price are dificuit to duplicate. See our beautiful stock mplete, before buying elsewher

## Simmons

Furniture \& Undertaking Company
Phone 438
NORTON BAKER, Manager


## Thithburk Alarntuy Aualanthe <br> LUBBOCK, LUBBOCK COUNTY, TEXAS, SUNDAY, APRIL 6; 1924

## Early Days on The Plains



Buy the Best and
Save the Difference



$\stackrel{\text { PACE FOUR }}{\text { WAYSIDE OBSERVATIONS }}$ KANSAS CITY, Mo.. April 5.-, moved on and business resumed.
The Kansas City Street Ratway
Compary has been in the hands of I was standing near the curbing
receivers for several years, I. do the other day waiting for a street
not know anything thout its bugi car. A man and little girl of six

| EUROPEAN HORDES ARE |
| :--- |
| RUSHING TO THE |
| ARGENTINE |
| BUENOS AIRES (By Mail |
| BU |
| the United Press) The law that |
| has shut out large groups of immi- |
| grants from the United States has |
| done Argent tira a giod turn by di- |
| recting many thousands of desirable |
| Furopewo -settlers toward the River |
| Platte. |

$=2$

The Good MAXWELL

Club Coupe
The Basis
ForWise Metor Car Buying Let us tell you how the good Maxwell i: made- Learn about its skillful design the care that is thisishedtos ecture quarity ft materials and precision of all work mants -in short how goodness sis built into it for the sake of long life and Giet these vial facts before you velect a car this spring-open orenclosed. Then youlll be atle to buy wisely.

GEORGE F. MULKEY, DEAIER
LUBBOCK.
G. BERT DAVIS \& C0.

## Band <br> and <br> Orch <br> estra <br>  <br> Water <br> Proof <br> Heated <br> Tent <br> Big TentShow

April 7, and All Week Opening Play
"The Broken Idol"
A 4-Act Society Drama Auspices American Legion

Tent located 2 blocks north of Court House

## Michelin--Goodrich

 Two of America's Best Cords
BY LOCAL PEÖPLE AND EDUCATION
IN HEALTH RILES DIRECT RESULT


| E OF LIQUOR |
| :---: |
| KEPT BY OFFICERS |

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os puas som
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THERE ARE LOTS OF PEOPLE WHO---
-believe you are asking for

GOLDEN CREAM

THE BETTER BREAD
-when you say bread. 1t's the taste that causes it!

Golden Cream Bread is baked only in a modern bakery-

## The Electric Bakery


They're Building Homes

Y $\mathrm{Y} O U$ WILL BE PROUD OF A HOME IN

## Morningside Addition

Every day that passes sees development in this high class, close-in, restricted residential section. You should go out to Morningside Addition today, take the family along, view the site and see the development. You can vision a residential section of much importance if you are acquainted with Lubbock and its prospects for future growth: Lots in this addition can be purchased now on very attractive terms and prices:

## Only $\$ 25$ Cash Required <br> Only $\$ 10$ a Month

No Taxes or Interest in 1924
With your home in Morningside Addition, protected against, "shacks" and
mercantile stores, you are only 10 blocks from the business section of the

## No City Taxes To Pay

Another thing-there have been many purchases made in Morningside and
the demand is still growing. Morningside is a real needed addition, offerW. E. BUSH and H. P. LEHR

## RENT

$\overline{\text { At the Rent Car Station you can hire a cr and drive }}$ it yourself-cars of the better makes. When you drive one you will enjoy every minute if the time. Come down early today and rent a car -take that little trip you've been planning. You wll find our charges very reasonable. Ours is a daj and night service-at your service every minute of the time.

## CAR

It's not the wear, but the care of your car hat counts -it is always uphill for one that is not proeerly cared for. Like the Chinese doctor, it is the pide of our mechanic in the prevention of trouble-s much as curing it. We have a mechanic that is secend to none -if you need repair work on or the adjistment of your car-then bring it to us. Gas Oil, ad Greáses at all times.

TEXAS TO SEE ACTIVITY R. R. BUILDING



## Phone 785

DON'T FORGET-
H. A. DAVIDSON'S FEED STORE Now located on Ave. G, north of the West Texas Gin, just a few steps off the square. If in need of feed stuff, field seeds, or garden seed, be sure to see us.


# DEMONSTRATION! HURILY-THOR Electric Washing machine BELINNING THUSSAY, APRIL 10TH 

Mr. Haughawout, factory representative, will be at our store in person beginning Thursday, and will demonstrate the merits of America's finest and most dependable-constructed Electric Washing Machine. Make a note on the calendar right now so that you will be sure to take advantage of this educational demonstration.


HURLEY-THOR NO. 32 above, has a luminoid revolvingreversing cylinder to which dirt and grease can not cling. There are Hurley built Washers at different prices. All have electric wringers with soft cushion rollscan't break buttons.

## UNUSUAL OFFER!

## FOR 30 DAYS ONLY

## $\$ 2.50$ <br> DOWN

Think of it! \$2.50 cash puts the famous Hurley Thor Electric Washing Machine in your home during this 30 day offer only! The world's finest washing machine put to work for you for less than the cost of a week's washing! Positively the greatest offer ever made on the THOR. The money the THOR saves as you use it will more than meet the payments.

## Learn Why More Than $\mathbf{8 0 , 0 0 0}$ Women Use the THOR

Come and see the demonstration, investigate the special offer-for 30 days only! You'll know why one out of every four electric washers in use is a THOR.
The Hurley-Thor pays for itself as you use it.


## What's Your Idea of Life Anyway?

The way some people go along without the conveniences modern invention has offered, you would think they were making preparation to live here several thousand years; that they were storing up a fund that would keep them for at least a hundred years without work. . Health is your priceless possession and nothing that is reasonable for you to do to prolong health, make housekeeping lighter and life more pleasant will be so profitable. The THOR Electric Washing Machine positively has a place in the modern home, in the home where the welfare of the mother, wife or sister is at stake. You will live longer if you live RIGHT, while at it. Life isn't a job-it's a privilege, and you should make the most of that privilege or opportunity.

## Thithburk Athrntny Aualanrlye <br> LUBBOCK, LUBBOCK COUNTY, TEXAS, SUNDAY, APRIL 6, 1924

VOL. 2 , NO. 137
FULL LEASED WIRE UNITED NEWS

## "ON TO BROWNWOOD" IS BECOMING LOCAL SLOGAN

Photograph Sketch of Administration Building Of The Texas Technological College


The above picture is a drawing of the first of the several buildings that will be erected by the state of Texas, which will make up the group of buildings that will compose the plant of the new technological college to be erected in Lubbock, work will begin at an early date. In our issue of last Sunday we gave a story of the meeting of the board of regents of that school, at which time the report and recommendations of the President, P. W. Horn, was received, and the board unanimously voted to carry out his suggestions, and the plans of the architects were received and approved. The photographic sketch shown above is of the new administration building of the Texas Technological College, showing the front view of the building and the second floor plan, together with a general plan, showing the layout of the school as agreed on by the architects, President Horn and the Board of Directors at a meet ing Friday, March 28.

At this meeting the plans suggested by President
Morn and the architects were approved by the Board
Horn and the architects were approved by the Board is to be limited to freshmen and sophomore students,
\& Directors and the general plan of the achool, which
organized in four departments,
(b) A college of liberal arts
(a) A college of liberal arts.
(b) A college of household economics.
(c) A college of agriculture.
(d) A college of arge.
such, a basis to develop democratic ideas.
That the idea of self-support for students be fostered mportant sub-divisions of The month of textile engineering.
 During the first year of the on to students. In addition, the following buildings have been made
a D. WARREN ENTERS Candy Company as salesman for MANY ATTEND THE OPEN - as with each sele of five gall TAILOR BUSINESS IN LUBBOCK completed plans for th
president's residence.
president's residence. asoine, one half gallon of good given free.
This feature
C. D. Warren has bought the
$\qquad$
(1) First u
(2) First unit of women's dormitory
(3) First unit of agricultearal building
(4) First unit of textile building.
(5) Necessary units of heating plant, etc
and figure plans covering these buildings. In addd and it will probably take sixty daws to finish the The building program
about $\$ 1,000,000.00$.
le of five gallons of $\mathrm{DR}^{\gamma}$
Golden West Tailer bought the


Speclal train TO CONVEMTION BEING PLAMED THREE WAYS OF MAKING TRIP CONSIDERED BY
LOCAL COMMITTEE
"On To Brownwood," the
slogan adopted by the direcslogan adopted by the directors of the Junior Chamber of
Commerce in a rousing meeting Commerce in a rousing meeting
Friday afternoon, is fast becoming the motto of every progressive and live wire citizen of this
thriving metropolis, which has thriving metropolis, which has
run away with everything in run away with everything in
sight and which intends to keep
her lead her lead.
The Junior Chamber was asked

by the directors of the Senior chem | by the directors of the Senior cham |
| :--- |
| ber |
| that Lo bebbock responsible. for seeing | resented at the sixth Antequately rep-

vention of the West Texas Cham-
ber of commerce which will be held ber of commerce which wivll be held
in Brownwood on Tuesdny, Wed-
nesday and Thursday, May 13 , 14
and 15 , The In Brownwood on Tuesday, Wed-
nesday and Thussda, May 13,14
and 15 , the Junors with their
characteristic enthusiasm have al
ready started the ball to rolling. ready started the ball to rolling.
Thee Ways buggested.
There are three. Ways our folk
 by the both Chambers of Com-
merce.
It It is understood that the camp-
ing, fainitites-will too very inade.
quate for this ocasion when 30 .
oot or 40,000 visitors will be in the city, and that the businese section
will be roped off to prevent autnos will be roped off to prevent
from using the streets, $\$ 25$. Cost Approximately
$\mathbf{T} 25$.
The railrond and Pullman The railrond and Pollman fare
for either the special Pullmans er
special train wiil not be over sta
per person, which will cover all ex.
penses, with the exception of the hecessary eats,
Special Palimans, if that is it
way selected to make the trip, will
 morning, May 16 . will not leav
A special train worn and
Lubbock until Monday
evening

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buil
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Lue
ake Lubbock's bonvention wiere all be meld.
aeld.
ake advantage of are poing to
resented
 May 13, 14 and 15 , to wood on
Lubbock and the Textise Tech as
they have never been advertised before. will be between thirty and
There
forty thousand visitors in attendance at this convention, thousend-
of them from seetions outside of West Texas and committees from
both the Senior and Junior Chambers of Commierce are planning to
tell every one of them all they want
to know abouf the subject most
of them are deepply interested in in
the great Texas Tech which will
 Dr. Horn, president of the Teeh
is to be one of the principhal speak.
ers on the program at Brownwood. and we can't pogram at less than Brive him.
the support of one of the bigrest the support of one of the biggest
representative delegations it the
convention. We owe th to him, to
the Tein. to Tutwock and his. $\begin{aligned} & \text { selves } \\ & \text { Every business, firm and insti- } \\ & \text { tution in Labbock will be expected }\end{aligned}$ to be represented wy be expected
to be be reat one
individual, preferably the owner proprietor, preferably the owner, ownary. And every
additional loyal ciltiens. proditional loyal citrizens is and urg
adi to come on along and hep, put
edabbock and the Tech acroes in
Lat big way don't forget-the ladies are
and doing too. Special entertainment going too. Special entertainment
features are being arrange at
Brownwod for the ladies, and the
committee in char Brownwood for the ladies, and the
committee in charge is going to
makee special drive to got si
many of the Labbock ladies to at many of the Labbock ladies to at-
tend so well.
In othords this is an ocoget
ton when Lubbock can show to tha ion when Lubbock ean show to the
outside world and espenilly to
al of Weat Tens, for whom the
Teech is ouilt, what the real tab-

Report of Home Service American Red Cross for March


LRAM LINDSEY

## Monday and Tuesday "BLACK OXEN"

## In which Corinne Griffith and Conway Tearle take the leading parts



## There's Something Different About This Picture

Using as a basis the scientific discoveries of a celebrated European doctor, who through gland treatment met with considerable success in restoring vitality to those well along in life, Gertrude Atherton, the celebrated novelist, wrote "Black Oxen," one of the recent best sellers.
With a theme that is decidedly out of the ordinary-rejuvenation as exemplified in a woman of 60 , who has her youth and beauty restored to such an extent that she could pass as 30 , possessing the charm of youth but retaining the brilliance of mind and wisdom aequired during a generation in a European court, and picturing a romance between her and a man many years her junior, "Black Oxen"proves to be one of the most interesting of recent productions.
"Black. Oxen" is a picture that will appeal to both men and women, and especially interest the latter because of its theme. Even if the basic idea does not convince you, it furnishes the basis for an exceedingly interesting and intriguifg picture that will please most people enthusiastically.
-also-
Comedy "THE CYCLIST" Clyde Cook


## Memorial

 Day 1924It seems in the far distance, and yet we urge you to place your orders now for monuments, to insure delivery by that date.

Last year some who placed their orders late were disappointed on delivery. We pride ourselves on the promptness of our service, and yet it takes just so long to do this work as it should be done and as you would want it done.

We have four carloads of materials bought, to add
to our already big stock on hand, to insure a wide selec
tion and a complete service to you this Memorial Day.
THE EARLY ORDERS ARE SURE OF DELIVERY
SOUTH PLANS MONUMENT CO.
703 Main Street
Members Memorial Craftamen of Americ

##  <br> MONEY TO LOAN

The Temple Trust Company, office in the Conley Building, Lubbock, through its vice president, T. B. Duggan, lends vast sums of money on Lubbock city property as well as farms and ranches.

## -Inspections are made promptly

—We tell you "yes" or "no" immediately
-We determine the amount on the 'ground'
The undisputed fact that Temple Trust Company lent over one million dollars for the financing of South Plains development in 1923, reveals the magnitude of its work, the quality of its service and the value of its loan poliey.

Millions of Dollars Available Right Now! YOU WANT A LOAN? WE WANT TO LEND!

## At Lubbock Friday and Saturday April 18-19

## Bigger and Better In Every Way

This year the automobile dealers of Lubbock will have access to nice, spacious quarters wherein they can fully show the advanced models for 1924. There is more interest in automobiles at this time than probably ever before shown. You will want to see the many improvements, the great strides that are being made in one of the nation's largest industries. Come, you will have an opportunity of comparing all makes sold on the South Plains at the Spring Automobile Style Show. There will be plenty of entertainment and surely you will make ${ }^{\text { }}$ your purchase on these two days and drive a new car on Easter morning Address all inquiries relative to this exhibition of automobiles to

Lubbock Morning Avalanche
The South Plains' Only Daily Newspaper
$\overline{\mathrm{WIN}}$
BUII MAY

WIND DAMAGED CENTER SCHOOL BUIIDING；A BRICK STRUCTURE MAY BE BUILT FOR NEXT TERM
．


This Week Only！ an mat outir FREE

## ＂Get Acquainted＂Sale



Lubbock Drug Company
THIE NXIL store－

##   <br>  <br> <br> Don＇t This Look Good

 <br> <br> Don＇t This Look Good} sititutions and and the
fective immed
virt
PRESIDENT HIL ATATENDING



 SOUTH TEXAS TRUCK CROP
HEAVIEST RN MANY
LUBBOCK MORNING AVALANCHE，SUNDAY，APRIL 6． 1924 PLANT A TREE：

Woich Enter New Fletal vaded a hitherto unoceupied por－ LONDON，Eng．，April．5－A Ber－the Rhineland．The Dispeld District of lin dispatch to the Central News
reports that the thineland．The dispatch，states

Compare our prices．Come see for yourself

| FABRIC | CORDS |
| :---: | :---: |
| $30 \times 3$ Premo－．－．－$\$ 6.00$ | $30 \times 3$ 1－2 Fec |
| 30x3 1－2 Premo ．．．．．． 6.50 |  |
| $30 \times 3$ 1－2 Goodyear－－－ 6.75 | $\begin{array}{lll}30 \times 3 & 1-2 & \text { Federal } \\ 30 \times 3 & 1-2 & \text { P．P．Federal oversize＿－} \\ 13.95\end{array}$ |
| 30x3 1－2 Goodrich ．．－ 6.75 | $\begin{array}{llll}30 \times 3 & 1-2 & \text { Standard } 4 \ldots \ldots \\ 3120\end{array}$ |
| 30x3 1－2 Firestone ．－． 6.75 |  |
| 30x3 1－2 Red Top Fisk 12.85 |  |
| 30x3 1－2 Rugged Federal 11.95 | ${ }_{32 \times 4}^{32 \times 4}$ Federal |
| 30x 31 1－2 Standard $4-\mathbf{8 . 8 5}$ |  |
| 31x4 Red Top Fisk ．－ 15.25 |  |
| 31x4 Standard 4 ＿．．．－－ 12.75 |  |
| 32x4 Premo－－．－．－．－ 10.95 | $33 \times 4$ $34 \times 4$ Hoandard 4 － Hood |
|  |  |
| We guarantee there are no sec－ |  |
| We guarantee there are | $33 \times 5$ U．S．Royal－－ 3 － 24.95 |
| onds or tires with serial num－ | $33 \times 5$ <br> $33 \times 4$ |
| bers buffed off． |  |

## Buy Here－Pay Cash and Pay Less－Bank the Difference

## Standard Tire Company

Lubbock，Texas



PRINCIPAL FTGURES IN THD NENS OF THE DAY.








ATTACKS ON DAUGHERTY ARE CONTINUED.




 The equally famous $k$
tereret conferences.
: MEN AND WOMEN WHO FIGURE IN THE NEWS OF THE DAY. ${ }_{\text {a }}$






 the mother or Mra. Georss chilid










MEN WHO FIGURE IN THE DAY'S NEWS.



# Thithturk AHInntuy Aualaurlhe 



PRCE Two UNIOUE PENSION PLAN OPENS IN ARGENTINE " five years.
Everyone or orregrier, who has a quarter cen
tury of work in for anyone, incluny capacity, and
himself, to
his credit is entilid on which he can live the rest of The president today signed
decree making the new pension
law effective On that date everyone who has
labed 25 years may immediately ng. Those with years yet to work
must pay five per ent of thei
salary into a national pensif
from whet per cent of their
from which a the rowar pension fund
er workers are to the eld
must


## gray GROUP FOR 1924 The finest bodies The finest boaies on light cars

SAM S. DENMAN
LUBbock insurance agency fre, atomomic. pate ciass muvance Phones: Day 96; Night 332
Cotton Exchange Building LIST YOUR RENTAL PROPERTY WITH US

## COTTONSEED MEAL and HULLS

$\mathrm{nc}-\mathrm{y}$




Lubbock Cotton Oil Co.
 $\mathrm{N}^{\text {OWHERE }}$ in tho moderatid priced foild will Hou fidd automobil. boite ogunitito the.
 coach work. For the finind time poup meo offert bodies of this typo at thel low Gray price. Mechanically, the carn are characterized by the same proven economy and dependabilit which won for Gray the world's official econom coast to coast run.
In comfort and refinement of appointments, in completeness and convenience of equipment the Gray
See the Gray Group at the Automobile Show. You will appreciate that here are the greates alues ever offered you.





## A FEW OF OUR ITEMS FOR TRADES DAY

Read What Two of Lubbock County's Prominent Farmers Have Experienced Using

# BENNETT NEW COTTON 

The H. T. Kimbro Grain Company,
Lubbock, Texas, March 25, 1924.
Lubbock, Texas.
Gentemen-1 see your advertisement of the BENNETT NEW COTTON SEED.
Please reserve me some seed.
In 1915, which was not a good cotton year, I planted 17 acres in BENNETT NEW COTTON, and gathered 12 bales, eech weighing more than 500 pounde while other varieties of cotton made one-third of a bale to the acre; I believe this is the beet cotton for thin country.
S. S. RUSH.

The H. T. Kimbro Grain Company,
Lubbock, Texas, March 20, 1924.
Lubbock, Texas.
Gentlemen-Please reserve me 50 buahels of the BENNETT NEW COTTON SEED. In 1913 I planted 65 acres of the BENNETT NEW COTTON. I had gathered only 20 balee when my crop was hit by a hail storm. It seemed useless to try to
pick any more, but I gathered a total of 56 bales from the 65 acres. Youre truly.
(Signed)
JOE HERZET.
AS USUAL AT
THE LEADER, INC.

# RIDES DAY! 

 ick Cens Need no Introduction to Trades 'alue These Values Need no Introduction; Speapr Themselves. Wonderful Bargains You Stores Represented on These Pages.

## EXTRA SPECALL

CAKE OF JONTEEL SOAP

With the purchase of a package of either Jonteel Cold Cream, Vanishing Cream, Combination Cream or Face Powder.

## CTTY DRIG STORE

SPECIALS OF SPECIAL INTEREST TO WOMEN
20 PER CENT OFF ON WOMENS WEAR
BIG VALUES IN MILLINERY
The conservative woman will find it worth her while to investigate the astounding values offered for Trades
Day only-don't fail to visit our store Monday early.

MALLARD SISTERS
Ladies ready-to-wear
MRS, L. H. BARKHAM, MILINERY In Avalanche Building-just across from Post Office

## GROCERY SPECLALS EXTRAORDINARY

We are offering Trades Day Specials that will appeal to the Farmer as well as be of much interest to Lubbock Citizens.
BE SURE AND VISIT OUR STORE MONDAY. REAL VALUES AWAIT YOU.

## MARTN \& WOLCOTT

Phones 309 and 310

## GROCERIES

TRADES DAY.SPECIALS

[^0]HODGES BROTHERS
Phone 25

## NO BETTER VALUE ON THIS PAGE

When we say that we feel that way. For one day - Trades Day we are offering women of Lubbock and county an unusual value.
7 yards 36 -inch Best Grade Bleached Muslin
$\$ 1.00$
GARRETTS
Millinery Special! for TRADES DAY
 We offer one lot of very pretty spring hats 1.2 price plus ....... $\$ 1.00$ Another lot of extra val-
ues, priced See our specials on large See our specials on large
drape veils - Monday
only. The Vogue Balcony of Leader Stor

## 10\% Off

## BASEBALI. PLAYERS TAKE NOTICE

We will give a special reduction on Base Ball Gloves Mits, Balls, Bats, Masks, etc., in the famous Spaulding and Goldsmith lines for Trades Day only. A complete line of sporting goods can be found at

NISLAR HARDWARE CO.

## H. E. MILLER GROCERY

-offers quality groceries at prices that will please you and service that will make you come back for more.
H. E. Miller purchased the C. A. Rayburn Grocery (formerly Palace Grocery). and will conduct same continuing to give you the best for less-we solicit your patronage-

Give Us Your Next Order
Phone 261

Broadway
Phone
675

HAVE YOU A
PHONOGRAPH?
If you have don't fail to take ad-
vantage of this Trades Day Special 3 Columbia - Records Regular prices 75 c to $\$ 3.00$ each

## RIX

Furniture \& \& Undertaking Co Big Spring-Lubbock-Lamesa

## $\$ 25$ Free

-to party suggesting name for our store-come in and register-your suggestion may be the lucky one.

## OUR GROCREY PRICES

Colorado recleaned Pinto Beans, extra special value

 H. A. BERYY

Lubbock's most convenient place to buy groceries.

## $10 \%$ off

ON ALL
RUBBER GOODS, STATIONERY AND SAFETY RAZORS

For One Day-Trades Day only. Compare these values - you will find them difficult to duplicate.

SHEPARD.SMITH DRUG CO. North Side Square

## EXTRA SPECCIL TRADES DAY ONLY

6 ft . width only, grade D Linoleum, per square yard .............................- 95c
If you need linoleum, this is your opportunity to buy it at lowest prices.

SIMMONS
FURNITURE \& UNDERTAKING COMPANY

## DON'T FORGET ABOUR OUR CURTAIN CLEANING DEPT.

Spring cleaning is now getting under way. Sandstorms have come and gone. Everything should be brightened for the spring months and least of all in time and expense to you is the cleaning of your curtains if you send them to our plant.


> WE WIL NOT STRETCH THE OUT OF SHAPE THERE WILL BE NO RAVELLED EDGES WE POSITIVELY CLEAN THE WITHOUT INJURY

Taking into consideration the completeness of our cleaning establishment, we believe that you can see that today Lubbock is being served in this line in a far superior way in which many cities only enjoy. We appreciate your business and your interest in our endeavor to make our plant worthy of your growing patronage.

## LUBBOCK TAILORING CO.

| By. WILL H. MAYES, Department of Journalism, <br> University of Texas |  |
| :---: | :---: |
|  | too proud to accept a grauity, a, exempt from any charges. Meny thought, prefer to suffer rather than aceept a charity. The family of moderate income is often too poor to pay large medical and hos pital fees and consequently y is no and servies 14 the publio is to and if the churches same thing ase a proper limion, the fese should the limeot number the largest number of peeple may be able to avail theme pital service. of course privats hos <br>  <br>  of San Anvelo news report tell see her sick hour-year old boy. ranged for yood-bye and went to join her was something in the news recorr of commendation for the actress action in tearing hereseff awa her dying boy in repponse |
|  |  |
|  |  |
| IF IT'S USED FURNITURE YOU WANTwe have it <br> O. K. FURNITURE COMPANY <br> We Buy, Sell, Repair or Exehange SEALE \& LANDTROOP |  |
|  |  |

BONDED WAREHOUSE!
STORAGE AND DISTRIBUTING FEED AND FUEL THOMAS GRAIN COMPANY

$$
\text { Pbone } 324
$$



Scientific Prescriptions
Accuracy is the most important element in the compounding of medicines.
We combine scientific accuracy with prompt service and moderate prices.
A complete assortment of the most reliable and
scientific Baby necessities, always on- hand
The City Drug Store


WE HAUL ANYTHING SERVICE TRUCK CO. Phone 565

# \section*{} <br> FIRESTONE 

THE MARK OF QUALITY

## Balloon Gum-Dipped Cords

It is already an accepted fact that the Firestone Gum-Dipped Cord is one of the
big things accomplished in tire building. The public and the automotive industry have registered overwhelming approval. We are familiar with the facts about the Balloon Gum-Dipped Cord; how it has so materially bettered riding comfort, safety and car conservation, without sacrificing mileage or increasing fuel consumption. Ask us to explain why the special Firestone gum-dipping process is essential to successful balloon tire construction. We will tell you how the thin sidewall is made stronger and more
flexible by impregnating every fibre of the cords with special rubber compound. With Balloon Gum-Dipped Cords the difficulties and hazards of rough roads disappear. For these great air-cushions easily absorb obstacles and roll smoothly over depressions.
The broad, pliable treads cling to the slipperiest road surfaces, giving far better braking control. Skidding or slipping is almost impossible. Traction is made far more effective.
See us for complete information regarding the application of these wonderful tires to your car.

## At Dealers Prices Plus $\$ 1.00$

## Kelly-Springfield \& Firestone Tires

For a limited time only we are offering car owners an opportunity to buy Tires at dealer's price plus $\$ 1.00$. We guarantee every tire and you can't buy better, so buy today, before the size you desire is gone.

## Gabriel <br> We will We will equip your car with Firestone Bal loon Cords and Gabriel Snubbers. If after Soon Cords and Gabriel Snubbers. If after days you are not highly pleased we will remove them without cost. This offer ap- plies to Snubbers or Tires al Cumben Snubbers <br> Thirty leading manufacturers regularly equip one or more

Gabriel Snubbers bring physical luxury and mechanical economy in such marked degree that
$2,000,000$ cars are Gabriel equipped
Gabriels smooth out rough roads. They make driving and riding easier. They save the car from the damaging jars and jolts. They prevent many body squeaks and
rattles. They save motor and frame from stress. rattles. They save motor and frame from stress Thirty leading manufacturers regularly equip one or more
of their models with Gabriels. Thirty-one others drill of their models with Gabriels. Thirty-one others drill holes in the frames of their cars so that installation is
quick, easy and inexpensive. Wuick, easy and inexpensive.
With such overwhelming trade and public endorsement as this, why should you deny yourself the comfort and economy which Gabriel Snubbers bring?
pair work-Cadillac Car
Storage, night and day.

## JOE HILTON DEALER <br> at Capillac garage




[^0]:    20 bars of P. \& G. Soap _\$1.00 4 cans Red Sockeye Salmon .....- $\$ 1.00$ 9 cans good corn .....-............... $\$ 1.00$
    8 pounds shoulder steak . $\$ 1.00$ Good Ribbon Cane Syrup, per gallon 90 c 루를

