

## "Very Latests" <br> by mary marshall.



| ceeds, form the backbone of ourAmywhere to public inspection. LikeAme figures in your income tax re- |  | gether, the Government will be ableto tell us whether home ownership ison the increase, whether there is a | of Congress among the states. That is still one of the purposes, though Congress itself has ben dilatory in |
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| That was a splendid trib | Herey |  |  |
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|  | atout cach individual imhmbtant, to |  |  |
| tion of the public centered on what the "big fellows" are doing, no won- |  |  | 1220, we had doubled that firimuen |
|  | Which it is important to. chow, |  |  |
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| room in the world any more for his kind of a business, or at least for |  |  |  |
| him as a business man.It is one of the most encouraging |  |  |  |
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| signs of the times that the Federal <br> Government recognizes the impor | stadil |  |  |
| tance of the local merchant and that fluence should stand out as the spokesman for the small $\qquad$ |  |  |  |
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|  | m |  |  |
| tablishment. The Department ofCommerce has been making a studyof the reasons for the failure of lo-cal merchants in several communi- | can |  |  |
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|  | will akk is Who is the head of the |  |  |
| he and his assistants have discovered |  |  |  |
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| to ignorance of the facts about their own business. Only about five or six |  |  |  |
| percent of the failures of neighbor-hood stores are traceable to chain- |  |  |  |
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| store competition; many more are h due to carelessness in credits and $p$ |  |  |  |
| ing, to inability to grasp the essen- |  |  |  |
| ing, to inability to grasp the essen- tial points of good merchandising and <br> to inexperience. |  |  | ach |
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Lubbock Contractor Out With Facts
$\left|\begin{array}{l|l|l|}\begin{array}{l}\text { ber rather than a specific person. It } \\ \text { applies on charges to points } 60\end{array} \text { to } & \text { average citizen. But why? Winter } \\ \text { can bo made one of the delightepl }\end{array}\right|$ applies on charges to points 60 to
300 miles distant, and will amount to made one of the delightful
healthful seasons of the year if on 10 cents in most instances, 5 cents in $\begin{aligned} & \text { in } \\ & \text { will take advantage of the opportun }\end{aligned}$ the remaining cases
"Person-to-person" a
will take advantage of the opportun
ties offers.
If you persist in spending particular person) and evening and
night "station-to-station" calls, $\begin{gathered}\text { If you persist in spending colther in hovering constantly about }\end{gathered}$ night "station-to-station" calls, how-
a stove or in front of a hot radiator
ever, will be dropped from 5 to 40
then indeed it is a season to be dread cents on calls to points 140 to 2,200
miles away. Report charge miles away. Report charges are made
when the telephone but not the perwhen the telephono but not the per-- $\begin{aligned} & \text { open, let the cold wind send the blood } \\ & \text { coursing through yon } \\ & \text { son wanted is reached. }\end{aligned}$ l "Growth in the use of long distance coursing through your veins, let the has been a fundamental cause of the $)$ bition and pep, then you will find it heduction," Mr. White said. "To
rene of the most delightful of all times meet this growth a wide spread system of long distance cables fast and storm proof is being developed, over-
head wire facilities have head wire facilities have been en-
larged and faster methods of handling calls have been put in use.
healthful season
Winter days. Snow flurrying in the
air. The furnace banked well every
air. The furnace banked well every
night. The threat of many cold
night. The threat of many cold
nights and frosty days in the air.
us We spend our days and evenings
in heated rooms. We become sluggish
mentally and physically. We hate the weather and endure it only for the
sake of better days to come. sake of better days to come.
To change all this is To change all this is it neces-
sary for us to get out-ot-dors more sary for us to get out-of-doors more
frequently. Take advantage of winer sports, or is that is impossible ere sports, or if that is impossible mosphere.
Don't say you haven't time, that vorre too busy. You will probably
$\qquad$ Texas building and loan companices
increased their assots $\$ 20,000,000$ t increased their assots $\$ 20,000,000$ is
1928 and now reprosent a total capital of $\$ 113,000,000$.

PAUL OWENS Sol Mrambed.

## 0. N. ALCORN

Transfer and Storage Daily Truck to Lubbock Long Hauls Our Specialty.

All Work Guaranteed.

Beautiful new Ford bodies on display
at our showroom

## $\operatorname{sind}$

## Slaton Motor Co.

 Slaton, Texas

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## A New Industry for Slaton

Everyone in the community who owns property would profit through the location here of a new industry．
But we have the equal of that industry．If －if everyone could see the advantage in keeping the dollar at home we would all profit in the end．
Start the year 1930 with that idea in mind －spend your dollars in Slaton．
The Dollars Spent In Slaton Will Help Slaton Grow．Dollars Spent Out of－Town Will Be of No Bene－
fit to Slaton．
The First State Bank J．H．BREWER，Pres．
W．H．SEWELS，V．P．

G．W．BOWNDS，Canlor．
KATRINA SAVAGE，Aset Cmis．

## CLARENCE GAUNDERS Sole owner ormynais

 FOOD FOR THOUGHT Prices for Saturday and Monday Watch our window for Mid－Week SpecialTomatoess

|  | COFFEE |  | \＄1．25 |
| :---: | :---: | :---: | :---: | Shortening

 PINEAPPLE


| ONIONS | 5 | 3 c |
| :--- | :--- | ---: |
| BREAD |  | 20 c |

Market Specials

| DRY SALT Ticicon ． 18 | BEEF ROAST 2 |
| :---: | :---: |
| HEAVY REX ${ }^{\text {famicion }} 25$ | HOME MADE CHILE 25 |


have made every effort to aid the in-
dustrial, agricultural and domestio
progress of the nation.
At the present time but 0.6 per cent
of the total revenues of the gas in-
dustry, and but 0.68 per cent of the
electric, are used for advertising. It is
doubtful if any other industry of
great size advertises so little. In the
opinion of many authorities a great
deal should be spent in utility adver-
tising in order to give the public a
thorough grasp of the operation of
the gas and electric industries.
rouITICS THIS WEEK


## IMPROVING

Antameman

E. E. WILSON \& SO.


BEST by TEST

## Our Wish To You

Our Hardware's Best; it stands the
LATON HARDWARE C
Slaton, Texas

## EDGAR WALLACE!

## he master writer of Detect

 Stories has written the great novel of his whole career.GUNMAN BLUFF" and we will publish serially beginning NEXT WEEK

Do not miss a single oinsta ment! It will thrill you. Puzzle you. Absorb you.

Beginning Next Week in

THE
City Drug
THESLATONITE

## Want To Trade

Hose and lot in Slaton for teams and

## R. S. JOHNSTON

Slaton, Route 2.



## The Joy <br> of Achievement

laudable of fuman emotions

The oy is douly great, when achieve
ment is sthe result of honest, conscientio and sustained effort to to accomplish

During the year now gone, we have been
diiligent in our erfortst to give you an nearly
a completely satisfactory Gas Service 3 possibie, and to acocompany that service with a uniform courtesy to all.
In beginning a new year we renew our re solve to merit your gocd will, your patron constant efforot on our purpart to everarke keep be be fore our minds the idea of a " 100 percent service and courteous treatment to allk"

WEST TEXAS GASCO.

##  FOR SATURDAY

| $\overline{\text { SUCAR }}$ |
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| $\overline{\text { Coffer }}$ |
| GRAPP ERUII |
| Baking poubibr |
| Praches |


TOMATOES




The Union Store the higgest little Sfore on the pla

Groceries, Gas, Tires and Tubes A Good Place to Trade.

HAVE YOUR SHEET METAL WORK DONE BY EXPERTS
Orders Promptly Filled-Work Guaran
LILES SHEET METAL WORKS


## CALDWELL'S

 THREE RULES

## Piggly Wiggly SATURDAY SPECIALS

| SUGAR | ${ }_{5} 9$ |
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| Lard | 1.103 |
| hominy | 13 |
| Peacifis | 25 |
| PERS | 24 |
| PICKILS | 23 |
| Coffele | 1.108 |
| Sprinch | 13 |
| BLACKBERRIIIS | .121/2 |
| CORN | 10 |
| SOAP | 24 |
| SYRUP | . 89 |
| PORK HaM RÖAST | 27 |
| VEALLOAF' | 19 |
| SUCAR CURED BACON | 26 |
| LOMGHORN CHilitict | 3 |



