

# THE SLATON SLATONITE

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Vol. XVII.

Slaton, Lubbock County, Texas, Thursday, March 1, 1928.

Number 27.

## SLATON'S NEW \$77,000 TELEPHONE SYSTEM IN USE

### Citizens Asking In Petition for Issue of Bonds

Realizing the urgent and immediate need for more and better fire fighting equipment for Slaton, property taxpaying citizens are this week signing a petition addressed to the mayor and city commissioners, asking that an election be called at the earliest practicable time, to determine whether or not bonds totalling \$25,000.00 shall be issued to make these necessary improvements.

Trustees of the local fire department J. W. Hood, S. S. Forrest and L. A. Wilson, are said to be the authors of the petition, and they, with the co-operation of other reliable and substantial citizens here, are attending to its circulation.

The petition which already bears the signatures of a number of property owners here, is as follows:

Slaton, Texas, Feb. 21, 1928.

To the Honorable Mayor and Commissioners,

City of Slaton, Texas:

We, the undersigned, residing within the corporate limits of the City of Slaton, Lubbock County, Texas, being qualified voters within the limits of said city, and paying taxes upon property individually owned by us within said city's limits, do hereby petition the honorable Mayor and Commissioners of the said City of Slaton, Texas, to be held as soon as considered practicable, and which we urge to be held before May 1, 1928.

For the specific purposes hereinafter, to-wit:

(1) To determine if the City of Slaton, Texas shall issue bonds in the sum of \$15,000.00, the proceeds of which shall be used for erecting and equipping a suitable building which shall serve as fire hall in the City of Slaton, Texas, for use in housing fire fighting equipment maintained, or which may be maintained by the City of Slaton, Texas, which building shall be adequate and sufficient as the judgement of the said Mayor and Commissioners shall dictate; and

(2) To determine if the City of Slaton, Texas shall issue bonds in the sum of \$10,000.00, the proceeds of which shall be used for extending and enlarging the municipal water system of the city of Slaton, Texas.

### Fire Keyrate Is Lowered to Minimum Mar. 1

Mayor S. F. King is in receipt of telegraphic advice from T. M. Campbell, Jr., State Fire Insurance Commissioner, that a good fire record credit of fifteen per cent, effective March 1, has been awarded to Slaton.

This credit comes, it is pointed out, as a result of the town having, during the past three years, a minimum amount of fire hazards, and the efficiency record of the Slaton Volunteer Fire Department.

The credit means a saving to every property owner in Slaton, meaning an approximate saving to the entire town of \$45,000.00 annually, according to estimates of local fire insurance men.

That this low rate may be maintained, leading citizens are this week circulating a petition asking for a bond election of \$25,000.00, the amount to be used in equipping the town with, and maintaining a more efficient, more dependable fire-fighting equipment.

No noticeable dissensions are expressed by citizens as the petition is presented to them, it is indicated, as it is believed that the majority of the property owners have recently acquainted themselves with the present urgent needs of the town for better protection from fire hazards.

Following is the telegram received by Mayor King:

Austin, Texas, Feb. 25.  
S. F. King, Mayor, Slaton, Texas.

Slaton receives fifteen per cent good fire record credit effective March 1.

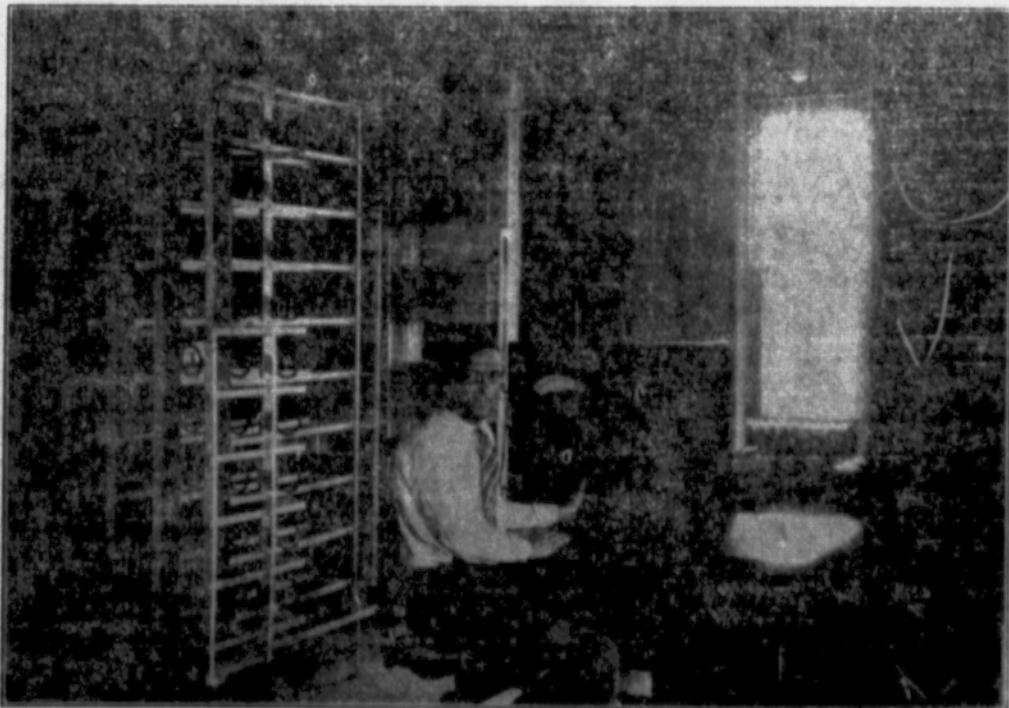
### Views of Slaton's New Telephone Plant and Officials.



The \$77,000 office building, shown above, is thoroughly modern in every way, and accommodates the latest and best equipment known in telephone science.



Here we have shown above the common battery or "flashlight" system switchboard now in use in the new Slaton exchange. Seated at the board are these operators: Mrs. Lea Fairies, left; Mrs. Vada Willis, center; and Miss Dora Mae Davidson, right.



The interior of the telephone plant is shown above, a part of the main frame and test board being in view. E. F. Fryor, wire chief, is seated at the board.

### Telephone Lineman 'Paddled Own Canoe'

A canoe enabled Alton E. Farr to link up Mad River Valley in Vermont with the outside world at the time

Notify all agents.  
T. M. Campbell, Jr.  
Fire Insurance Commissioner.

of the big flood last November. Farr started out from Waitsfield in a canoe, which carried himself and the necessary telephone equipment. He stopped along the river and repaired the poles and wires for a distance of twelve miles and thus brought the valley in contact again with the outside world.

J. S. Edwards and son, Earl, and Howard Swanner, were in South Plains Wednesday, witnessing the coming of the first train into that new town. Mr. Edwards is one of the founders of South Plains, and has considerable property interests there.

You can save money on Stoves and get the best at Elrod Furniture.



T. A. White, district manager of the Southwestern Bell Telephone Co., is shown here. Mr. White personally supervised a "cut-over" from the old "cranking" system to the new flashlight system of telephone service. This occurred last Saturday night, and by Monday almost all details of the change had been completed satisfactorily.



Above is Mrs. Electa B. Williams, Slaton chief operator, who has looked forward to the new telephone system for a long time, anxious to give Slaton people the best possible telephone service. She is very proud of the new plant, and believes Slaton people will be greatly pleased with the modern service and equipment.

New is the time to get a Sealy Mattress at cost—\$50.00 Sealy for \$35.00.—Elrod Furniture.

### World's Longest Phone Line Through El Paso

Eleven of the longest telephone circuits in the world, including the longest, Los Angeles to New York, pass through the El Paso office of the Mountain States Telephone and Telegraph Co.

Two transcontinental circuits from Los Angeles to New York pass in and out of the office. These circuits carry pictures across the country by telephoto process transmission. This makes an important news picture available on the other side of the continent very soon after it is taken.

Five Los Angeles to Chicago circuits, three Dallas-Los Angeles circuits and a Denver-Los Angeles circuit pass through the plant.

These are not tapped by other lines or by any toll stations. New York rings Los Angeles direct and vice versa. There is enough business between each of the terminal cities to monopolize the circuits at nearly all hours.

More than 1,000 miles of the circuits are in the state of New Mexico and over this section must follow the line of the southern transcontinental circuits.

This line roughly follows the old Santa Fe trail entering New Mexico at the northeast corner, through the famous Raton Pass, 8,000 feet above sea level, and down to Santa Fe and then to Albuquerque.

L. L. Berry and family of Quanah, are visiting here with his parents, Mr. and Mrs. J. F. Berry and sisters, Mesdames T. O. Petty and O. N. Alcorn, and families.

### CHANGE WENT INTO EFFECT ON SATURDAY

One of Finest in West  
Texas; Adequate for  
City's Future.

Last Saturday night, Slaton people began using a new and completely modern telephone system which has been in the process of building for several months. The Southwestern Bell Telephone Company finished the work sufficiently for the "cut-over," from the old system to the new last week, and the actual change took place at the time above indicated.

The cost of the new telephone system is \$77,000.00, according to officials of the company, and represents the last word in modern equipment for cities the size of Slaton. Nothing remains to be done, practically, except to install new telephones for the subscribers. This will be cared for as rapidly as possible, according to T. A. White, district manager for the Southwestern people.

The work finished thus far includes: a brick office building costing \$8,000.00, equipped with every modern convenience; a new common battery of "flashlight" type switchboard, which was especially built in New Jersey for this city; and new telephone cables through virtually all parts of the business and residential sections of Slaton. When the new telephones are installed, the entire project will be done.

Slaton's new telephone system will care for the city's growth for several years, it is said by the telephone company officials. The city's population is now about 6,000, while the new system will accommodate about twice that many if necessary, it is declared.

With the improved service now in effect, it is expected that many Slaton people formerly not using telephones will secure connections immediately. The service will be as good as in the much larger cities, it is stated, and this will encourage wider use of telephones here, Slaton citizens have declared.

The Slaton system is one of the best in all West Texas. It is more modern than any other in a city of similar size, telephone officials state, because the equipment has just been manufactured and embodies the most scientific ideas known today.

Completion of the \$77,000.00 telephone system for Slaton brings to a successful conclusion a project upon which the Slaton Chamber of Commerce began working in 1925, according to J. W. Hood, president of the Slaton Chamber of Commerce. At that time, P. K. Baker, of Dallas, visited Slaton and personally promised the new system as it is now being finished. Mr. Baker is the assistant general manager for the Southwestern Company in Texas. Although considerable time has elapsed since the first negotiations were completed, it was all consumed in planning and getting the work done. No time was lost, according to the telephone company's officials. The local Chamber of Commerce is very proud of the new telephone system, said Mr. Hood this week, and is glad to have had the opportunity of influencing the telephone company to make the extensive changes here.

When the final tests were being made last Saturday before "cutting-over" to the new system, T. A. White, district manager and the following other telephone company representatives were in the city looking after the details of the work: Roy Autry, Mack D. Oliver, Bill Stephens, and T. J. Ball, of Amarillo; Tom Stewart and F. L. Jost, of Fort Worth; and R. M. Porter, E. Landers and F. O. Webster of Dallas.

Formal opening of the plant will probably be held later, Mr. White said Saturday.

You can save money on your Ice Box and Refrigerator now. Get them at almost cost.—Elrod Furniture.

## Shoes are not High-Priced, When Quality of Material is Considered

(From The Pacific Shoeman).

For several months a large proportion of shoe retailers have been bucking against higher prices. They did not welcome higher prices. They did not want to see higher prices. They began refusing to believe that there was any need for higher shoe prices.

At first many refused to buy at higher prices and as time developed the evidence that they must pay more they have had to consider which of these unpleasant alternatives they should choose.

The choice we believe to be the most vital question facing the average shoe retailer today.

Shall he pay the increased prices for his standard grades and raise his own prices to his customers or shall he undertake to keep his prices stationary by cutting the quality of the shoes he sells?

It may be remarked that there is no one course which will be best for all; that the correct policy for one man would be the wrong policy for another dealer. To a certain extent that of course is true, but we believe that the store which can afford to or which can successfully sacrifice quality in order to keep prices down is an exceptional store.

For the purpose of this discussion we prefer to leave out of consideration those exceptional stores, because we believe they are few in number and are exceptional in other respects, also, or such a policy would not be logical for them.

In the case of the regular average

shoe retailer, he is continually striving to gain new customers and to increase his volume of business, but his main reliance is upon his present "established trade;" the customers who have bought more than one pair of shoes in the store and who come back because they were satisfied with the way they were treated and with the shoes they bought.

It is a common failing with most of us to appreciate lightly those things which seem to "come easy"—those things which we get without spending much of either money or effort. The patronage of "regular customers" sometimes falls in this class. Many of us, in our striving for increased business, think too much about possible ways and means for holding all the customers we have.

These considerations have a direct bearing on the vital question of whether a shoe retailer should maintain prices. We believe it may be helpful in clarifying the way to the correct decision by considering which course would be most likely to succeed in the matter of holding the established trade—for no average shoe store can win new customers fast enough to succeed in business, if at the same time it loses any heavy proportion of its established trade.

The favorite cry of the retailer who bucks against higher prices, is that he can ask his customers to pay more for shoes when almost everything on the calendar is coming down in price or at least not going up.

The facts are that hide prices today are a good 60 per cent higher than a year ago today; leather is up in proportion and any certain shoe must cost more today than a year ago. Those are the facts. As to whether it is either wise or necessary for the retailer to say anything about higher prices, there is difference of opinion. Some feel explanation of higher prices is necessary. Others feel that price changes should be ignored; that the proper course is to show one shoe at one price, another at another price; to explain how each one is excellent value for the money and to entirely ignore the fact that both shoes cost more than they did a year ago (or even a few months ago).

Our leaning is the latter course. At the same time we see no objection whatever to a quick and frank defense of higher prices if the matter must be mentioned at all.

But in the case of the man who has not the courage to defend higher prices, what will he do if he undertakes to cut quality in order to avoid raising prices? Will he have the courage to tell the customer that he is giving him a shoe inferior in quality to what the customer has been accustomed to get for the money?

We guess not. And that is why we believe cutting quality in order to

keep prices down will prove a very dangerous policy.

E. C. Simmons has been conceded universally to have been one of America's greatest merchants. It was he who gave to American retailing the axiom:

"The recollection of quality remains long after the price is forgotten."

Satisfied customers come back.

It is our opinion that the retailer who wishes to stay in the game and make a success, will find it much safer and more successful to maintain quality and move prices than to maintain prices and move quality downward.

### Rotary-Anns to Stage Program Friday Night

Tomorrow evening, Friday March 2nd, at eight o'clock in the Slaton Club House the Slaton Rotary Club will stage "Ladies Night," at which time the program will be put on exclusively by the wives of Rotary members, and the banquet will be served by a committee of young ladies from the Slaton High School.

J. B. Williams, Jess Swint and Allen J. Payne were appointed some time ago as the Club's committee to confer with the ladies relative to preparing for this event, for it is conceded that it will be an event, but if this committee knows what is in store, or if anyone knows that fact, no information has leaked out, beyond the fact that the ladies have been meeting often and working hard, and that they have something planned out which will be both a treat and a surprise. Heretofore, on ladies night, certain Rotary-Anns have had places on the program, but this is the first time in the history of the local Rotary Club that an entire Rotary pro-

gram has been placed in charge of of the ladies.

Last Friday the program consisted of a debate on the subject, "Could the United States now safely abandon her historic policy of Nationalism?"

Lloyd A. Wilson was called on by the scheduled affirmative debaters, Will H. Smith and J. K. Rogers and presented the affirmative of the question, while Floyd C. Rector and A. G. Taggart ably upheld the negative, but were seriously handicapped by the want of time, the hour being up before either of them got to speak.

Mr. and Mrs. E. Barton and daughter, Mrs. Ivy Moore, and niece, Miss Levay Howe, returned Sunday from Sweetwater, where they visited for a few days with Mrs. W. F. Lee and family.

W. E. Hestand and C. L. Alexander did jury duty at Lubbock this week.

#### A SPLENDID FEELING

That tired, half-sick, discouraged feeling caused by a torpid liver and constipated bowels can be gotten rid of with surprising promptness by using Herbine. You feel its beneficial effect with the first dose as its purifying and regulating effect is thorough and complete. It not only drives out bile and impurities but it imparts a splendid feeling of exhilaration, strength, vim, and buoyancy of spirits. Price 60c. Sold by

CATCHING'S DRUG STORE

## Special Offer

The Semi-Weekly FARM NEWS

---and---

THE SLATON SLATONITE

Both for One Year, Only

(For a limited time, only)

# \$2.00

### PROFESSIONAL DIRECTORY

#### REAL ESTATE LOANS

LOW INTEREST RATE

GENERAL INSURANCE

J. E. BARNES

KESSEL BLDG.

#### Funeral Home

Slaton, Texas

Embalming and Funeral Directing. Ambulance Service. Phone 25—Day or Night. Agents for Lubbock Floral Co.

#### A. H. FINE

SLATON, TEXAS  
Will Contract your Concrete and Stuccoing Work  
Let me figure your bill.

#### T. O. PETTY

PHONE 94

For Plumbing, Gas, Windmill and Repair Work  
105 N. 5th St.

#### DR. J. B. JACKSON

DENTIST

208-210 Ellis Building

Phone 535-939-J Lubbock, Tex.

#### Dr. J. B. Williams

DR. G. W. SHANKS

DENTISTS

Benton Bldg. Slaton, Texas

#### W. L. Huckabay, M.D.

Slaton, Texas

Special Attention Given to Diseases of Women and Children  
Office in City Drug Store  
Phones: Office 243; Res. 175

#### NELMS & ALLEN

CHIROPRACTORS

Carver Graduates  
MRS. NELMS, Assistant  
Massage Electro Therapy  
Phone 540, Leader Bldg.  
Lubbock, Texas

#### BOONE and BOONE

CHIROPRACTORS

301 Myrick Bldg.  
LUBBOCK, TEXAS

#### ELLIOTT & LOKEY

Wiring, Electrical Supplies and Radios

PHONE 940

Service Calls Answered Promptly

#### HOUSE PAINTING AND PAPER HANGING

All Work Neatly Done

J. B. STALLINGS

#### Lubbock Sanitarium (A Modern Fireproof Building) and Lubbock Sanitarium Clinic

DR. J. T. KRUEGER  
Surgery and Consultations  
DR. J. T. HUTCHINSON  
Eye, Ear, Nose and Throat  
DR. M. C. OVERTON  
Diseases of Children  
DR. J. P. LATTIMORE  
General Medicine  
DR. F. B. MALONE  
Eye, Ear, Nose and Throat  
DR. J. H. STILES  
General Medicine  
DR. L. P. SMITH  
General Medicine  
MISS MABEL McCLENDON  
X-Ray and Laboratory  
C. E. HUNT  
Business Manager

A chartered Training School for Nurses is conducted in connection with the Sanitarium. Young women who desire to enter training may address the Lubbock Sanitarium

#### HAVE YOUR SHEET METAL WORK DONE BY EXPERTS

Orders Promptly Filled—Work Guaranteed. Tanks, Troughs, Suctions, etc.

#### LILES SHEET METAL WORKS

165 N. Panhandle Ave. Phone 195

#### ANY KIND OF REAL ESTATE

ANYWHERE ---

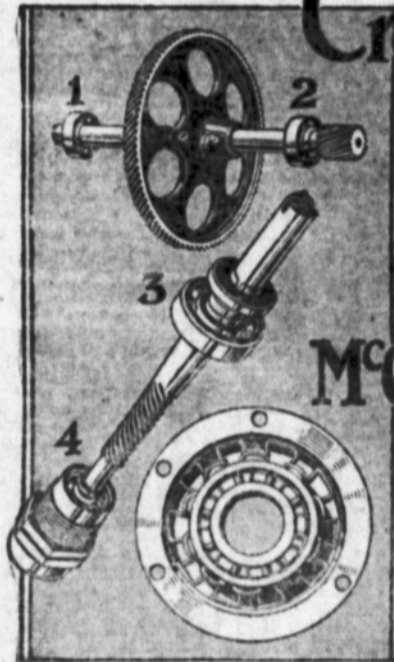
Anchor Your Savings to the Ground,  
Buy and Live in Your Own Home.

For lots West of County Park, see me for prices and terms.

Phone 134 Office Slaton State Bank Bldg.

J.T.OVERBY, Real Estate

## World's Easiest-Running Cream Separator



The NEW McCORMICK-DEERING  
It has 4 Ball Bearings

EVERY high-speed point has high-grade ball-bearings, and ONLY the New McCormick-Deering is so equipped. It takes much of the work out of the morning-and-evening separating. No wonder it makes a hit with every man and woman who sees and turns it. And that's only the



start. The NEW McCormick-Deering has many other points of improvement. It is setting new records in clean skimming. Drop in here and see something really modern in separators. We are demonstrating every day. Six sizes—hand, belted, and electric—for one cow or a hundred.

### THE SLATON HARDWARE CO.

"The Winchester Store"

To look up and not down, to look forward and not back

is the spirit of the First State Bank in Slaton.

"FRIEND OF THE FAMILY"

## The First State Bank

Capital \$40,000.00

"SIXTEEN YEARS SERVING SLATON AND SLATON COMMUNITY"

**The Slaton Slatonite**

Published weekly on Thursday at  
Texas Ave. at 7th St. Phone 18

Slaton, Lubbock County, Texas.

Mrs. W. Donald, Publisher and Owner  
E. W. Collier, Jr., Editor

Subscription price, per year - \$2.00

Display advertising rate,  
per single-column inch - 35c

Entered as second class mail matter  
at the postoffice at Slaton, Texas.

If politics is a chess game, we voters can at least boast of being the pawns, that is, if any of us think that is anything to boast about.

Certain politicians advise soft-pedaling the wet-and-dry issue. They probably get their tip to do this from the speak-easys.

It looks more and more like the Republicans are going to nominate Herbert Hoover for their presidential candidate. Well, we can stand eight more years of it if the Republicans can.

The prospects are that Dan Moody is going to serve out his whole first term as governor without starting any scandal to make good newspaper copy.

Another thing that makes man a queer animal is that he can know so much about himself and still have the courage to look in a mirror.

While others are making their non-stop flights through the air, we propose to keep on making our non-start flights down here on the ground.

Possibly the jury freed the Indiana governor because they feared if they convicted him he would abuse his constitutional powers by issuing to himself a pardon.

The Prince of Wales is reported to have had the honor the other day of shaking hands with a waiter. The nearest we ever came to that honor was the privilege of decorating the waiter's waiting palm.

We knew, of course, when Eastland sprang her story of finding the horned toad alive after being in the corn-crook 31 years, that others would try to equal that feat, but never did we expect that little incident to develop so great a champion as the Dallas taxidermist who says he has had horned toads, after killing and stuffing them, to get up and run away. That man deserves the dog whether he gets him or not.

The fellow who says that an advertising board along the highway shuts off Nature's beautiful scenery, unwittingly pays a very high tribute to the drawing power and efficiency of the board, unless, of course, it is just an awfully big board.

We wish we had some way of telling, when a fellow asks our opinion about this or that candidate, whether he is seeking enlightenment on how to vote, or whether he is just butting in to find out where we stand.

One fault we find with politics is that issues are made for the campaign and not the campaign for the issues.

Can a crook be blamed for cherishing the hope that his vocation may someday turn out to be respectable, when all about him he observes the socially elite paying \$2.50 for a dime novel?

A poor excuse is as good as the best if it is plausible enough to allay a wife's suspicions, but it has the disadvantage of having to run that risk.

We cannot help envying the man who has to pay a large income tax, and then on the other hand, in the present state of our exchequer, we are daily thankful that we do not have that tax to pay.

Wade Morton at Daytona Beach the other day drove a car at the rate of over 104 miles an hour, and in view of the fact that the fellow was not going anywhere at all, he seems to have been in an awful hurry to get there.

One trouble the candidate who would be a friend of agriculture must face is that by the time he gets through promising the farmer all he wants, he has so committed and compromised himself that he has lost the city's vote, without which he cannot be elected.

A Pittsburgh lady wants to go over Niagara Falls in a barrel on July 4th, which shows that she has ambitions.

**COMMERCIAL LAW COURSES**

We commend the Slaton Public schools on having a thriving commercial law course in their curriculum. Thirty-four young people of Slaton, we are informed, are enrolled in this course, and the number includes both boys and girls, which is still better.

More and more women are entering business and the professions, but whether they do or not, nearly all of them find it necessary in more or less degree to come in contact with the world of business. There are thousands of widows, sometimes suddenly widowed, who possess property, have on hand proceeds of life insurance policies, and otherwise find themselves in a position where they should be fairly well versed in elemental principles of business and of law.

The average woman's ignorance of business and those simpler rules of law relating to contracts, banking, commercial paper, real estate conveyances, the law of domestic rights and relations, etc., is not only proverbial but sadly lamentable. Heretofore to be a woman was to cause it to be inferred as a matter of course that she knew next to nothing about business. Now that is in a measure being remedied.

Commercial law courses deal with vital and practical things. In such courses the pupils gain knowledge of facts and principles which will be used by them in daily life, so that the relative importance of such study as compared with foreign languages, the classics and higher mathematics becomes obvious.

It has been said that the first business of the individual is to live, but that is too general and indefinite. Economic wants press upon the individual which thus far have never disturbed us.

A self-styled expert says that women fail in business because of their lack of vision. We do not know about that, but it does seem that the ladies are for the most part unable to see themselves as the men see them.

One reason why this column abstains from offering to its readers wholesome advice on this and that subject is because we are aware that folks belonging to this day and generation do not want and refuse to accept advice.

It is said that political oratory will be marshaled at Chicago in the fight on a gas tax. The case will probably be docketed as Gas versus Gas.

With the perfecting of the airplane and rapid transit, we favor issuing a prospectus on our beautiful scenery: "Gorgeous Grand Canyon of the Colorado, Petrified Forest, Yosemite Falls, Golden Gate Harbor, Mount of the Holy Cross, Carlsbad Cavern, Mammoth Cave, snow-capped mountains, cool Canadian rivers, etc. etc. Only one to three days' fly from our own public square!" Howzat?

**SOMEBODY SAID**

SOMEBODY SAID there's much more than a week's difference between the telephone equipment Slaton was using last week and the equipment she now enjoys the use of. The new system is working fine.

SOMEBODY SAID farmers are now busily engaged preparing the soil for another crop, all of which goes to show that the Slaton country's farmers are of the industrious sort.

SOMEBODY SAID many trees and much shrubbery were planted here on Arbor Day. Some didn't even wait for the designated day, but spread their tree planting program out over the entire week.

SOMEBODY SAID Slaton should have better fire fighting apparatus, and should have it right away. Beyond question, that is one of Slaton's present needs.

SOMEBODY SAID the new Santa Fe train schedule, going into effect March 4, will mean better mail, express and passenger service for Slaton.

vidual first, and it may be said precisely that his first business is that of acquiring a livelihood, and in that business the vast majority of all honorable people are engaged, and will continue to be engaged. It is an engagement that perforce carries them into the business world, where certain definite rules are recognized, and those rules make up commercial law. Knowledge of them is valuable, important, necessary—indispensable.

And what justly astonishes the men is woman's capacity to learn, and her fidelity in practicing the rules of the game. The average woman, given an equal intellectual footing and opportunity with the average man, is his superior, and, commercially speaking she has higher ideals, a keener sense of honor, and thus far in human experience a reputation that surpasses the reputation of the male for keeping her engagements of a business nature. In most cases where she fails it is usually due to her ignorance of the game, and ignorance is being put to route by our commercial law courses.

And these courses be it remembered, are not designed alone for the woman who intends to enter business or a profession as a career. She, it is true, needs such a course, but so also do the housewife, the mother, and all who are potential widows, need it. All need it as a vital part of a well rounded education, and as a tool in life, whether living be looked upon as a business or as an art. Fact is, living is both a business and an art.

**EXCHANGE SHOTS**

**RESULTS COUNT**

Many things are sold under the guise of advertising, but not all of them bring results commensurate with the amount they cost. Statistics show that only three forms of advertising are worth the money; newspaper, show-window, and direct mail, with newspaper advertising at the top of the list. Results are what count, and nothing can beat the home newspaper. Other things may look good when the smooth-tongued salesman is presenting the proposition, but they fail to get the results.—The McLean News

But, even statistics will not convince all advertisers—not near all of them. The smooth-tongued salesman of advertising grafts and schemes has it on the local newspaper man, for the reason that he makes the merchant believe his plan is something new, something big, and something he cannot afford to turn down. While the local editor can only call on the merchant once a week, state his business in a fair square, legitimate manner, leaving off the high-powered sales argument, and the merchant, forgetting that newspaper advertising heads the list as an advertising medium, turns him down and waits for the fly by night schemer. Though let the editor overlook making a new-mention of something taking place, where the merchant was concerned, and he will certainly hear from it. Many seem to forget that the newspaper couldn't exist without a liberal patronage and seem unmindful also, of the fact that to advertise in the local paper is using the very best medium obtainable. Some of them even refuse to give it a fair trial.

Some of them even refuse to give it a fair trial.

F. A. Miller, editor of the South Bend Indiana Tribune says:

THAT if parents of the present day did their full duty less trouble would be experienced with obstreperous children.

No parents can expect to rear children who approach a state of perfection if those parents put society, picture shows, the theatre and motoring above everything else and permit their children to shift for themselves.

Failure of parents to make a delightful place for children is one potent reason why home possesses no attractions further than as a place to eat and sleep.

Consult the policewomen and they

will tell you that many girls seek amusement elsewhere because mother or father or both make home anything but a place of joy. The front room might be mused or the floor marred by the noise of youthful voices might be annoying so the youngfolks must go elsewhere for pleasure and the immaculate home remains immaculate even if the morals of the children are subjected to dangerous contacts.

Isn't it almost time these fathers and mothers appreciate the sacred responsibility God invested in them when he was good enough to give them these children? Think about it fathers and mothers.



**The House that Grew...**

Sometimes the old house just naturally has to expand. You can make the extra rooms at low cost by partitioning with Sheetrock, the fireproof wall-board.

Sheetrock, which we sell and recommend most heartily, is made of pure gypsum rock, in great, broad sheets. Saws and nails like lumber. Decorates perfectly (all joints concealed). Let us show you a sample and estimate for you.

**SHEETROCK**

**PANHANDLE LUMBER CO.**

**Santa Fe Improvement Program for 1928**

Railways serving a growing country are never finished. They must add yearly to the number of cars and locomotives in order to care for increasing traffic. They must build extensions and provide second and third tracks. They must provide larger terminal yards and longer and more sidings. They must provide heavier bridges and larger and more commodious stations, roundhouses and shops.

This expansion in facilities requires additional cash investment in the railroads of this country, amounting to over half a billion dollars annually.

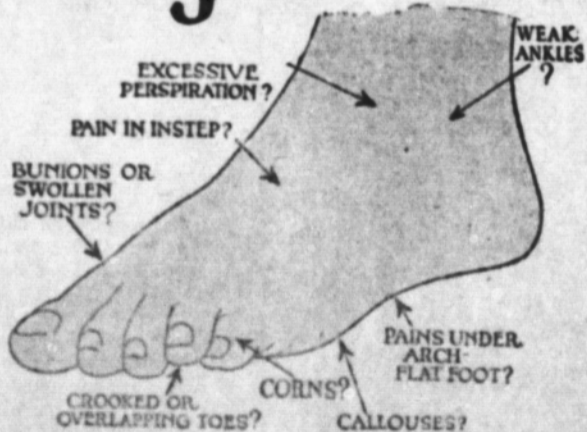
The Santa Fe proposes to spend 45 million dollars on its program for enlargement of such facilities during 1928.

Orders have already been placed for 3,850 new freight cars, 75 all-steel passenger train cars, and 771 miles of new steel rail, of which 490 miles will be 110 lbs. to the yard and the balance 90 lbs. When this steel is laid the Santa Fe will have 2,182 miles of 110 lb. rail all laid since January 1, 1925. Orders have been placed for steel for bridges, ties have been purchased, and work on more second track and other improvements is in progress.

The Santa Fe puts this large additional investment of new money into its property to increase its capacity, to render service, to promote safety, and to take care of the growing needs of the country it serves.

W. B. STOREY, President  
The Atchison, Topeka and Santa Fe  
Railway System.

**Do You Suffer from Painful Feet?**



Foot Comfort Expert from Chicago will be here  
FRIDAY, MARCH 2  
To Give Free Demonstration

On the above date we will have at our store, through the courtesy of Dr. Wm. M. Scholl, famous foot authority, a Foot Comfort Expert from his own staff, sent here for the benefit of our patrons. We urge every foot sufferer to make the most of this unusual opportunity.

Over your stockings feet, this Expert will make Pedo-graph prints, which will show the exact nature of your foot ailment. He will then demonstrate how the scientific method and improved appliances perfected by Dr. Scholl instantly relieve your painful feet, and restore them to health and comfort. Absolutely no charge for this service. Be sure and remember the above date so as not to miss this opportunity.

TO PHYSICIANS—You are invited to refer or bring your foot-troubled patients to our store during this demonstration. The latest improved appliances and method of Wm. M. Scholl, M. D., for relieving and correcting painful feet will be fully explained.

**Kessel's**

# SALE

## JONES DRY GOODS,

GREAT SPRING SALE  
Watch for Circulars

OSCAR KILLIAN, Local Manager

SLATON, TEXAS

**MORGAN MENTIONS.**

Miss Louise Thompson spent Wednesday with her sister, Mrs. Jesse Massingill, and attended the surprise party given for Mr. and Mrs. Roy Ham.

Prof. C. A. Lawrence returned Saturday from Comanche, and our school was taken up Monday.

Our Literary Club will have an entertainment Friday night, March 2. Everyone come and enjoy the plays and speeches.

Mr. and Mrs. Rhodes gave the Community a party Saturday night and a large crowd gathered to enjoy the evening.

Mrs. Leo Cosgrove and children spent one afternoon last week with Mrs. T. J. Higgins.

Mr. and Mrs. J. W. Calvert attended church at Southland Sunday night.

The news is rather late, but Mr. and Mrs. Earl Lancaster are the proud parents of a little daughter.

Miss Chlore Belle Calvert was the guest of Miss Ruth Johnson, of Southland, Sunday.

J. W. Calvert returned home from Waco last Sunday, where he attended a family reunion.

**NEW HOME.**

Mrs. A. A. Michel left for her home in McCamey last Wednesday. She has been visiting her parents, Mr. and Mrs. H. R. Minor, the past two weeks.

Mr. Bill White has been visiting his parents, Mr. and Mrs. J. W. White.

Mr. Tom Clements, of Chickasha, Oklahoma, is visiting his brothers, Messrs. J. W. and Creed Clements.

John Alderson was carried to the Lubbock hospital to be cared for after being run over by a mule. His arm was so badly lacerated that it required twelve stitches to close the wound. He is getting along nicely now and is at home.

Misses Beulah Smith, Velma and Tencye Hanecck were home for the week end.

Ray Warnell, son of Mr. J. H. Warnell, is improving nicely from an appendicitis operation in a Lubbock Sanitarium. He has returned home.

Mr. and Mrs. S. L. Paynter and family, of Lubbock, visited in the home of Mr. and Mrs. R. L. Smith last Sunday.

Mr. and Mrs. J. W. Fulton, who have been living in Plainview, visited Mr. J. P. Fulton this week end.

Mr. and Mrs. J. W. Fulton left Monday to make their home in California.

Last week end Mr. and Mrs. J. D. Ganaway, of Amarillo, visited Mrs. Ganaway's parents, Mr. and Mrs. J. P. Fulton.

E. E. Hancock spent Feb. 22 with homefolks. While in New Home he visited our school and addressed the students in general assembly.

Mr. Truett Smith was home for the holiday.

Wilmer Smith, New Home High School student, is in bed with influenza this week.

H. C. Kyle, recently of Amarillo, has accepted a position in the service department of the Scudder Motor Co. Mr. Kyle has specialized in Willys-Knight Whippet work, it is stated, and is thoroughly familiar with the mechanism of these cars.

**Good Job Printing at The Slatonite Office!**

GET YOUR  
DRINKS, CIGARS, CIGARETTES and  
CONFECTIONS

at

**SLATON CONFECTIONERY**

Next Door to Post Office

**OPENING—SATURDAY, March 3**

—formerly the McWilliams Service Station, under new management. Your patronage earnestly solicited.

**FREE**—With every 5 gallons of gas purchased on opening day, 1 quart of that good old pure Pennsylvania Oil, free.

**SUDDEN SERVICE STATION**



at the Palace, Friday, March 2, 1928.

We are now located in our new office building, 227 South Ninth St., a further indication of our faith in the future of Slaton.

We wish to make it a home of service for our patrons. We want you to feel free to bring to us any question affecting your gas service, and assure you of prompt, efficient and courteous treatment.



**Announcements**

The Slatonite has been authorized to announce the following persons as candidates for public office, subject to the action of the Democratic Primary in July, 1928. Voters of Slaton and Lubbock county are requested to give careful consideration to those whose names are listed as follows:

For District Judge, 99 & Judicial District:

CLARK M. MULLICAN, of Lubbock. (for re-election)

CHAS. NORDYKE, of Lubbock.

For County Judge:

D. E. KEMP, of Slaton.

For County Attorney:

BENJAMIN KUCERA, of Lubbock.

For Sheriff:

H. L. (Bud) JOHNSTON, of Lubbock. (for re-election)

C. A. HOLCOMB, of Lubbock

For County Clerk:

AMOS H. HOWARD, of Lubbock. (for re-election to 2nd term)

For County Treasurer:

VIRGINIA FANN, of Lubbock.

For Tax Collector:

MISS ANNIE FORD, of Lubbock.

For Tax Assessor:

A. J. CLARK, of Lubbock.

For Commissioner of Precinct No. 2:

R. C. (ROLLIE) BURNS, of Lubbock. (For Re-Election)

CHAS. B. METCALFE, of Lubbock.

For Public Weigher, Precinct No. 2:

J. T. PINKSTON, of Slaton (Re-election)

For Mayor City of Slaton: (City election to be held Tues. April 3)

S. F. KING (re-election)

W. G. REESE

A Lucky .....  
**Bargain Strike**  
Now in Full Swing

The Cearley Dry Goods Co., steps forward with a movement to help you with the problem of making your hard-earned Dollar go the limit. Their sale will act as a warning signal to hundreds that NOW IS THE TIME TO BUY.

<p><b>L L SHEETING</b> 36 in. unbleached, to go during this Lucky Bargain Strike— <b>121-2c</b></p>	<p><b>DRESS SHIRTS</b> Men's—lot of Men's Dress Dress Shirts, valued \$1.20 - \$2.25, in all sizes— <b>89c</b></p>	<p><b>SATEEN</b> 36 in. in the Pastel Shades, during this Quick Price Selling— <b>17 1-2c</b></p>
<p><b>SHEETING</b> 9-4 Brown Sheeting, to get acquainted in our new location we feature now— <b>29c</b></p>	<p><b>WORK SHIRTS</b> Good grade of Blue Chambray Work Shirts. Plenty roomy and cut full, strongly seamed for hard wear. All sizes— <b>49c</b></p>	<p><b>GINGHAMS</b> 32 in. Fast Color—Plenty of it—during our Lucky Bargain Strike— <b>11c</b></p>
<p><b>SHEETS</b> —Another merchandising master stroke—WALDORF Sheets, 81x90, specially priced— <b>79c</b></p>	<p><b>COVERALLS</b> Another master stroke in real value giving—Children's Coveralls, up to size 8— <b>89c</b></p>	<p><b>PERCALES</b> 36 in. Fast Colors, unusually good grade, at money saving prices— <b>14c</b></p>
<p><b>PRINTS</b> Wash Prints in all the newest patterns at money saving prices— <b>16c</b></p>	<p><b>OUTING</b> 32 in. in Stripes, Plaids, Solid Colors, to go at money saving prices— <b>13c</b></p>	<p><b>ART TICKING</b> Price never found to compare with this Art Bed Ticking, a very good grade— <b>18c</b></p>

**WARNING—DON'T BE MISLEAD**  
Knowing that this event is over shadowing anything ever attempted in Slaton, unscrupulous competition will use almost any tactics to divert your attention. Don't be kidded. Watch our ads—watch prices. Find the Cearley Dry Goods Co., on Ninth St.

**Cearley Dry Goods Co.**

SLATON,

TEXAS

**Old-Timer in Race For Public Weigher**

The Slatonite has been authorized to carry in the announcement column the name of J. G. Harper as a candidate for Public Weigher for Precinct No. 2, subject to the action of the Democratic Primaries, to be held July 28, this year.

Mr. Harper, who lives about four and a half miles northwest of Slaton, is well known, very probably, to the voters throughout the precinct, as is any other resident of this section. He has a reputation of being a fair-dealing, honest, progressive citizen and expresses the belief that if elected to the office of public weigher he will encounter no difficulty in serving the taxpayers to their entire satisfaction.

Recently, Mr. Harper has purchased 40 acres of land just north of the Santa Fe shops here, and his present intention is to move with his family sometime during the summer or early fall it is stated.

Between now and election time, Mr. Harper states, he will attempt to see all the voters of the precinct personally, but in the meantime, he says, your influence for him will be appreciated as well as your vote on election day.

The Slatonite trusts all the voters of the precinct will give Mr. Harper's candidacy their earnest consideration.

**Cowboy Band Will Play for New Yorkers**

Ablene, February 28.—West Texas will be represented on Broadway this summer.

The Cowboy Band of Simmons University, the original and only cowboy band in the world, has been booked by Gilbert Sandefer, manager, to appear at the leading theatres of Manhattan from July 1 to September 20.

Previous to the New York engagements, the band will play all along the road on the way, being booked by Frank T. Kintzing, nationally known agent who handles engagements for Creators and other large bands. They leave Abilene June 1 in new 34 passenger parlor busses to arrive in time for the New York dates.

Sandefer had no difficulty in interesting the theatrical men of the great city in the band. The "cowboy idea" was something new to them and they told the Simmons representative that his hand could stay on Broadway as long as it liked.

While in New York, Sandefer also signed a contract bringing Galli-Curci, world's greatest soprano to Abilene. She will sing at the university auditorium on the evening of April 2.

**Tom Mix Presented In Flying Role**

In his new picture, "Silver Valley," which comes to the Palace Theatre for Saturday night, March 3rd, matinee and night, Tom Mix, the Fox Films Cowboy star is presented as an aviating ace. It's a novel treatment of a popular subject and goes to prove the watchful eye of producers keep on signs of the times.

Apparently, Colonel Lindbergh had scarcely made his landing in Paris before Fox Films studios at Hollywood were resounding with the roar of airplane motors. Mix was first with "Silver Valley," and then Edmund Lowe stepped out in "Publicity Madness," both high flying stories of aviation.

Let there come a sudden fad for submarine week-end parties and it may be presumed that Fox will have an under-sea picture before the first periscope rises above the water. As a matter of fact, he did produce "Down to the Sea in Ships" shortly after the submarine became so extremely unpopular, although the most talked about subject on earth.

In "Silver Valley" Mix portrays the character of blasé modern cow-puncher who seeks thrills in the cockpit instead of the saddle for a time. Characteristically, he finds them and the results entertain copiously audiences. Dorothy Dwan plays the leading feminine role opposite Mix and experiences as many aviating thrills as he does. A capable cast gives first rate support and Ben Stoloff, the director, performed an excellent piece of work.

J. M. Porterfield left Monday for the Santa Fe Hospital at Topeka, Kansas, where he will undergo examination, and probably an operation before returning.

T. W. Covington and family are moving this week to Phoenix, Arizona, where they expect to make their future home. Mr. Clark, recently of Clovis, N. M., who is proprietor of the rent car station here, has leased Mr. Covington's farm near Slaton, it was said. Before leaving Slaton, Mr. Covington ordered the Slatonite sent to his Arizona address.

**Interest Grows in Young Folks' Class**

The Young folks of the Church of Christ are doing good work. We are gaining new members each Sunday, and we hope our organization will continue to grow in the future.

Last Sunday evening we enjoyed a good program which was conducted by some of our working members. After the program, we had a business meeting for the purpose of electing officers. Ray Collar was elected president of the class; Miss Maxine Kimmel, treasure and Clark Self, reporter. Other interesting things, concerning methods we could use in making our class grow, were brought up. It was decided to have a social meeting of some kind twice each month.

We all enjoyed a party at the home of Bro. Collar last Thursday evening. Those present were: Paul Foutz, Misses Ellen and Ollie Mae Gaither, Herbert Gaither, Carl Self, Ray Collar, William Lane, Evelyn Sikes, Juanita Cooper, Floyd Roberts, Junior Roberts, Sevo Campbell, Otis Splawn, Luster Gentry and Miss Maxine Kimmel.

As soon as the weather gets favorable, we are to have a social once each week for the purpose of gaining new members for the class. The class invites anyone to become a member who would be interested in working for the good of the class.—Reporter.

Carroll McMurray of Stamford has accepted a position at Hord's Service Station and will begin work there the first of March.

**BEN VERCAMP**  
Ben Vercamp, age 78 years and 1 month died at the home of his sister, Mrs. Henry Kitten, on February 18. Funeral services were held from the Catholic Church here Monday, February 20, at 10 a. m. burial following in Englewood cemetery.

**SUDDEN SERVICE STATION WILL OPEN SATURDAY**

A. W. Pitchford, formerly brakeman on the Slaton division of the Santa Fe, will open the Service station here, formerly known as McWilliams Service Station, Saturday of this week, it has been announced. Sudden Service Station will be the name of the new business, Mr. Pitchford states.

**CIRCLE ONE MEETS**  
Circle No. 1, of the Baptist church, met last Monday with Mrs. A. R. Keys, studying the third and fourth chapters of Romans. Renewed interests being taken and we want to keep it. Everyone come to Mrs. W. E. Martin's next Monday at 2 p. m., and bring someone with you to study the fifth and sixth chapters of Romans.—Reporter.

Carl Evans, of the Evans Cleaning Plant was a business visitor to Plainview Tuesday.

Mrs. J. Leonard Hord and daughter, Jane Ann recently returned from Waco where she visited her parents.

D. C. Fawcett and family spent Saturday night and Sunday in Tulia, visiting Mrs. Fawcett's relatives.

**Use Numetal WEATHER STRIPS**  
FOR WINDOWS AND DOORS  
On the Job Continuously Rain or Shine Cold Weather or Warm Weather—They are Permanent and Economical

Shut out bad weather  
Shut out cold, draughts, rain and snow  
Keep out dust and noise  
Inexpensive—Quickly installed

**PLAINS LUMBER CO.**  
Phone 282

**The Cream of the Tobacco Crop**

**LUCKY STRIKE CIGARETTES**  
"IT'S TOASTED"

**Lucky Strikes are the Favorite Brand of Paul Whiteman—**

"It was but recently, when I started to act as master of ceremonies with my band at the Paramount Theatre, that I realized how vital perfect voice condition was to a performer. I have always been a consistent smoker and fortunately, Lucky Strikes were my favorite brand. I like their toasted flavor and, best of all, I can smoke as often as I like, without fear of irritating my voice, which is becoming a great asset in my work."

*Paul Whiteman*

**"It's toasted"**  
No Throat Irritation—No Cough.



**PIGGLY WIGGLY**

Soap	P. & G. 10 Bars	.37
Salmon	GENUINE PINK Per Can	.17
Milk	CARNATION Large Can	.10
Tomatoes	HAND PACKED No. 2 Can	.09
Pineapple	DEL MONTE Crushed No. 1 Flat Can	.12
Macaroni	AMERICAN Beauty AMERICAN Maid Per Pkg.	.06
Pickles	RFD BALL Sour MASON Quarter Jar Per Quart	.26
Apricots	CALIFORNIA Pack Per Gallon	.58
Cocoanuts	BAKERS Shredded One-Half Pound Pkg.	.19
Meal	GOLD MEDAL FANCY CREAM 24 Pound Sack	.64
Elgin	Mayonnaise Good Housekeeping Seal on Every Jar, 8 oz. jar Sandwich Spread Good Housekeeping Seal on Every Jar, 8 oz. jar	.24
Coffee	Blossom Peaberry 3 Pound Can	.116
Matches	PHOENIX 6 Boxes	.17

**Market Specials**

Hamburger Steak	PER POUND	.18
Pork Sausage	PER POUND	.22
Pork Roast	PER POUND	.20

**FORD COUPE COMING.**

P. G. Stokes, manager of the Slaton Motor Co., left Wednesday evening for Dallas, and will drive back another new Ford car, giving the company two of the new models with which to demonstrate to their prospective buyers, it was stated early today.

A coupe is the type of the new car purchased, it was said. Mr. Stokes expects to return here sometime during the day Friday.

**INSTALLING NEW BOXES.**

Service men of the Southwestern Bell Telephone Company are busy this week installing new telephones in the business and resident houses of the town, the new boxes being necessary due to the recent change-over from the old system to the new.

Within the next ten days or two weeks all telephones will have been changed and the "cut-over" entirely completed, according to telephone officials.

**NEW SLATON PASTOR.**

The Rev. William H. Phillips, formerly president of the Central Nazarene college at Hamlin, Texas, and also pastor of the Nazarene church there, has accepted the pastorate of

the Nazarene church in Slaton. He is now actively engaged in his work here. His family will move here from Hamlin this spring.

Organized only recently, the Nazarene church in Slaton is worshipping in the city auditorium, but Rev. Phillips states that the church expects to erect a new church building this year.

**WILL MOVE SOON.**

J. W. Elrod, furniture dealer here, will move to Sweetwater about April 1, he stated this week, following the receipt of a letter from the builder of the business house there which he will occupy with a furniture store.

The letter received by Mr. Elrod is as follows:

Sweetwater, Tex., Feb. 27.  
Mr. J. W. Elrod,  
Slaton, Texas.

Dear Sir:  
I thought I would tell you that we are a long way on the building. Have the walls up ceiling high. Think of we have good weather will be ready by April 1, perhaps a little sooner. Have had so many people say they were glad we are going to have another furniture store. Wishing you success, I am

Yours truly,  
J. H. SNELL.

**First Christian Church**

Sunday, March 4.  
At 11 o'clock, church election, no services.  
Sunday School, 9:45 a. m.  
Bible Class, 2:30 p. m.  
Subject: "Is Christ now reigning on earth."

**PRESBYTERIAN AUXILIARY.**

The ladies of the Presbyterian Auxiliary met at the home of Mrs. S. A. Peavy Monday for Mission Study.

The subject was "Indians of the Northwest," and was led by Mrs. F. A. Donnell.

Those present were Mesdames Ernest Pogue, George Jones, Robert Bechtel, F. A. Donnell, Prentice Tate, Maxey and K. L. Scudder.

**ENTERTAINMENT ENJOYED.**

Slaton was entertained by another Santa Fe troupe Monday night, Feb. 28.

This is one of the best concerts that the company has brought to our town and the people thoroughly enjoyed their offering as was evidenced by their hearty applause after each number. This applause was graciously responded to by generous encores from each member of the company.

There is one thing about this troupe that is exceptional. They were all favorites and each was an outstanding artist in her line.

Helen Gillett-Neal, the charming soprano, has made quite a place for herself in the musical world, both in New York and Chicago, having appeared in Grand Opera in these cities. She came to us however from the Pacific coast, where she is just as well liked as in the east.

Georgia Williams, the ever popular violinist, did not disappoint us in the east, and we predict for her continued success. Her whistling encores indicate her versatility and musical ability to entertain.

Arlene Washburn, a reader of rare ability, was hilariously received each time and her choice of encores prove that she is a master at analyzing an audience, as well as entertaining one.

Eunice Landrum is the Pacific coast winner of the elimination contest by the National Federation of Women's Clubs to select a candidate for the nation-wide contest held in Chicago. In this national contest Miss Landrum was accorded third place which means she is the third ranking pianist in the United States. Everyone was unanimous in her praise and Slaton is indeed fortunate to be permitted to enjoy this particular type of entertainment without cost to her citizens. It was characteristic of the things that G. R. Miller, Sept. of Reading Rooms, always brings to us and we are grateful to him.

—Contributed.

**FIRE DOES DAMAGE.**

Fire, believed to have had its origin

from the ignition of a brooder stove, late Monday, badly damaged a chicken house belonging to Dr. W. L. Huckabee in the southeast part of town. The fire department arrived at the blaze, however, in time to prevent complete destruction of the building. Loss was estimated at approximately \$200.00.

**NOTICE OF ELECTION.**  
STATE OF TEXAS,  
COUNTY OF LUBBOCK,  
CITY OF SLATON.

Notice is hereby given that an election will be held within and for the City of Slaton, Texas, on the First Tuesday in April, A. D. 1928. The same being the Third Day of April, A. D. 1928. For the purpose of electing a Mayor for the said City of Slaton, Texas. To serve two years, and until his successor shall have been duly elected and qualified.

Said election shall be held in the City Hall, in said City of Slaton, Texas, for one day only, and the Polls shall be open on said day from eight o'clock in the forenoon until six o'clock in the afternoon of said day.

All persons who are qualified electors under the Constitution and Laws of this State, and who have resided within the Corporate limits of the City of Slaton, Texas, for six months next preceding said election, shall be qualified to vote at said election.

M. W. Uzzell, and J. W. Hood, are hereby appointed judges of said election, and I. M. Brewer, and Earnest Ward, are hereby appointed Clerks of said election.

Said election shall be held as nearly

**Wilson Returns From Trip Caused By Hotel Project**

L. A. Wilson, secretary of the Slaton Chamber of Commerce, was out of the city from Monday until Wednesday night, working in the interest of the new hotel project for Slaton which is being sponsored by the Chamber of Commerce.

The trip was made in order to hasten definite action on the erection of a new and modern hotel, fully adequate for Slaton's needs, Mr. Wilson stated. He visited parties who have recently shown interest in the hotel project for this city.

Upon returning home, Mr. Wilson said he believed prospects are brighter for completion of the project than at any time recently. Additional details are to be worked out within the present month, he explained.

Due to his absence Tuesday night, the board of directors of the Chamber of Commerce did not have their regular meeting at that time.

**JUS-FOR-FUN CLUB MEETS.**

The regular meeting of the "Jus-Fur-Fun" Club met with Mr. and Mrs. Arthur Dennis of Lynn St., Saturday evening, the 25th. A pleasant evening was enjoyed.

**VANITY FAIR BEAUTY**

**PARLOR**

Prompt, courteous service. Efficient in Every Detail.

Telephone for Appointment. Phone 252

**DE-MONSTRATION**

On Saturday, March 3, we will demonstrate the late improved

**LETZ Feed Grinder**

Inquire our office for place of demonstration, and be sure to attend.

**SLATON MOTOR CO.**

**Congratulations**



to the Southwestern Bell Telephone Co., and to its local officials and employes. We are proud of our new telephone system.

**JONES DRY GOODS Inc.**

Oscar Killian, Mgr.

**"Miles Ahead"**

We believe, and are almost positive, that Slaton is now far ahead of any other town of its size in Texas, in telephone equipment. In making the recent improvements, the Southwestern Bell Telephone Co., like us, were "looking ahead." And we congratulate them and their local employes.



Ours is No. 55

**SLATON HARDWARE CO.**  
The Winchester Store

We are still here, and our Telephone Number is still

**NUMBER ONE**

Congratulations to the Southwestern Bell Telephone Company on their progressiveness and far-sightedness in giving Slaton such modern, such convenient and up-to-date telephone equipment.

**Panhandle Lumber Co.**

Slaton, Texas



**WELCOME TO OUR CITY**

We heartily welcome the new and modern telephone system we now have in Slaton. We are grateful to the Southwestern Bell Telephone Company for their progressiveness—and they have our co-operation.

**HOME FURNITURE CO.**

**South Plains Area Council Meets Mar. 6**

The annual meeting of the South Plains Area Council, Boy Scouts of America, will be held in the Chamber of Commerce room, in the city hall, at Lubbock, in the afternoon of Thursday March 6, it was stated this week by the officials of that organization. The session will begin at 2:30. Regional Scout executive J. P. Fitch will be present at the meeting, according to present plans. Mr. Fitch is regional Scout Executive of Region 6, comprising the states of Texas, Oklahoma and New Mexico. Every troop of the area should have representatives at this annual meeting, other than their scoutmasters, it is pointed out.

**Should Take Care Of Lateral Roads**

Commissioner J. T. Pinkston, of District No. 2, has requested The Slatonite to call farmers' attention to the fact that in plowing their ground they should be very careful not to drag their plows, and other farm machinery across the roads of the precinct where danger of cutting up the roads is involved. Last year it will be remembered, some of the roads were badly damaged by white plows and listers were being turned at the ends of the rows, and this request is made early in the season, so that all will take notice, and try to avoid damaging the lateral roads of the precinct, which the commissioner has carefully cared for during the fall and winter months.

**Aggie Studes Trained for Stock Show**

**TWELVE STUDENTS TRYING OUT FOR FORT WORTH SHOW CONTEST.**

Agricultural students who are competing for the junior livestock team, have visited various parts of the South Plains in the past few weeks in order to secure practice in judging several farms near Lubbock were visited, and calls were also made at Bradford, Lorenze, Shallowater, and

Pettit's Sheep ranch. This team, which will compete with other colleges at the Southwestern Exposition and Fat Stock Show at Fort Worth next month, will be selected from John Burroughs, R. C. Tom, Anderson, Raligh Middleton, Corley, Grimes, Odgen King, Marr, Claude Hope, Jackson, and Bernis Carmichael.

Professor R. C. Mowery is coaching the class and will select those who will compose the team shortly before the Fat Stock show opens. Mr. Mowery is noted for his coaching ability, having won several times with vocational agriculture students when teaching in the Lubbock High school, and for his work last year with the junior team of Tech, which placed second in the contest, beating Texas A. and M. College, and having the first two high point men of the contest.

At the final workout, March 3rd, the class will select three team captains, who will in turn choose three men. In this way three teams will be formed from the class and practice judging will be on competitive basis between the teams, rather than between individuals as has been the previous practice.

Mr. Mowery stated that the selection of the team will be based upon three average grades: 1, first six weeks of work; 2, next three weeks of work; 3, final week of practice. In this way, students who are trying to make the team and who have had limited practice stand a better chance of making the team than they would had an average grade of the whole practice period been taken. Some students develop into good judges in the last few weeks of practice, Mr. Mowery said.—Tech Torvadr.

**Prof. Renner Speaks At San Angelo Dairy Meet**

Professor Renner left Lubbock last Thursday for San Angelo, where he spoke before the Dairy School, February 24th. Mr. Renner who is head of the Dairy Products Manufactures, spoke on "A Review of the Standard Milk Ordinance Inspection Code."—Toreador.

**THE BEST IN EVERYTHING**  
**Best Drugs -- Best Drug Sundries**

We desire to supply the wants of the people who desire the best of everything. You will find nothing inferior in our stock of high class drugs and drug sundries.

To our many satisfied customers, we thank you for your business during the year just closing. May we serve you in 1928?

**Teague's Drug Store**

*For Economical Transportation*




**Smoother and more Powerful!**

Performance that is thrilling thousands of new owners every day

Smoother—more powerful—more comfortable and more distinctively styled... the new Chevrolet is sweeping to heights of success the like of which no new car ever enjoyed before! In every city and town, Chevrolet sales are surpassing even last year's record, which made Chevrolet the world's largest builder of automobiles.

If you have not yet driven the new Chevrolet you cannot imagine what thrilling performance can be provided in a low-priced automobile. Numerous new engineering features including alloy "invar strut" constant clearance pistons and mushroom type tappets! A wheelbase of 107 inches! Non-locking four-wheel brakes! A steering mechanism fitted with ball bearings even to the front axle knuckles! And marvelously beautiful new bodies by Fisher!

No matter what car you may be driving—no matter what automobile of this type you have owned in the past—come in today! We have a demonstrator waiting for you—and proof is in the driving.



**The COACH \$585**

The Touring or Roadster \$495  
 The Coupe \$595  
 The 4-Door Sedan \$675  
 The Sport Cabriolet \$665  
 The Imperial Sedan \$715  
 Utility Truck (Chassis Only) \$495  
 Light Delivery (Chassis Only) \$375

All prices f. o. b. Flint, Michigan  
**Check Chevrolet Delivered Prices**  
 They include the lower handling and financing charges available.

**Jackson Chevrolet Co.**  
 QUALITY AT LOW COST

**CHINA WARE**

Imported Semi-Porcelain Chinaware, just received from Holland.

Set 8 in. Dinner Plates, 59c  
 Set Cups and Saucers, 59c

Imported from Japan. Decorative hand-painted Cups and Saucers, to sell at the low Acorn Store price—  
 Cup and Saucer 12c

31 pc. Semi-Porcelain Dinner Set \$1.98  
 31 pc. Decorated Dinner set \$2.98

Set of six Water glasses 19c

**New Low Prices on Rugby Cord Tires.**

We are in the tire business to stay, and want to make friends with all the people who buy tires.

Rugby Cords are made by Fisk tire and rubber and guaranteed to be firsts.

Tires Tubes  
 30x3 1-2 Reg. \$5.00 \$1.20  
 30x3 1-2 O. S. \$5.50 \$1.30  
 29x4.40 Bl. \$6.50 \$1.40

**Compare These Prices.**

A National Chain Store Organization



**The ACORN STORE**  
 ALWAYS  
 DEPENDABLE MERCHANDISE

Men's all leather Work Shoes, pr. \$1.98

Men's all leather Dress Oxfords, black or tan, pr. \$2.98  
 Others up to \$4.98

Men's blue and gray Gigantic Work Shirts, each 79c  
 Men's extra long sleeve and body Work Shirts, blue and gray, each 95c

Youth's blue and gray Work Shirts, 12 1-2 to 14 1-2, each 69c and 79c

Little boys' blue Shirts, age 6 to 12, each 69c

Men's Keen Kut triple-stitched, high back Overall, guaranteed not to rip, pair 98c

Men's Genuine Broadcloth Shirts, colors blue, tan, white and fancy patterns, each 98c  
 Over fifty-two dozen to select from.

Young Men's fancy, light color, assorted patterns in Dress Pants. A real value. Pair \$2.95

Men's genuine Broadcloth summer weight Underwear. An underwear that cant be beat in price and quality, only 79c pr.

A complete new assortment of Men's and Boys' Caps in all the leading colors, one and eight piece tops. Each 79c - \$1.19 - \$1.59 - \$1.89

Genuine 12 Moon Silk, imported Pongee, guaranteed washable. At the everyday Acorn Stores low price of

49c per yd.  
 Natural Color Only

32 in. Dress Gingham, fancy patterns, yd. 15c  
 32 in. Gingham, solid and checks, yd. 12c  
 36 in. fancy patterns in Challie, yd. 16c  
 36 in. Brown Muslin, good heavy weight, yd. 10c and 11c  
 36 in. Bleached Hope Muslin, yd. 15c  
 Fruit of Loom, yd. 19c  
 Printed Cotton Crepe, a large selection of colors in light backgrounds and floral designs, at an unusually low price of 19c per yd.  
 Clarks O. N. T. Sewing Thread, 100 yd. spools, per spool 4c  
 A large assortment of fancy trimming Buttons, all colors, per doz. 9c

# 150 Fine Dresses, Coats, Suits 150

LOOK

## 150

Fine Dresses, Coats, and Suits.

These garments will be sold at less than Regular Wholesale Cost.

Four Big Trunks of Drummers Samples, Saturday Only.



LOOK

## 150

FINE GARMENTS

will be thrown on Sale Saturday Only, at prices that you cannot afford to pass. Drummers Samples.

Saturday Only

**SATURDAY**  
March 3

## SATURDAY SPECIALS

**SATURDAY**  
March 3



### DRESS GOODS

Charming materials that will make the prettiest of frocks for spring and summer wear. Materials for every type frock—in a range of colors and designs that will furnish innumerable suggestions for smartly individual models. And now is the time to plan your wardrobe—come in and make your selection from a complete stock.

48c - 98c - \$1.25 - \$1.49  
\$2.00 and up



### SPRING FOOTWEAR

We are offering a very complete line of Fine Footwear for the entire family, all new colors, styles and trims. Here you will find just the type wanted, all moderately priced.

Children's Price Range—  
\$1.25 and upward  
Ladies' Price Range—  
\$3.95 and upward

### SPRING COATS -- SUITS -- DRESSES AND ENSEMBLES

**SATURDAY, MARCH THE THIRD, ONLY**, we will have on display **FOUR BIG TRUNKS OF DRUMMERS SAMPLES** of Dresses, Spring Coats, Suits, Ensembles. These garments will be delivered to you right from the trunks. This is an opportunity you will not have again in many years to come. It will be well worth your while to come and purchase two or more of these wonderful garments—at prices **FAR BELOW** what you would have to pay at **WHOLESALE COST**. **LAY ALL YOUR WORK ASIDE AND BE HERE EARLY SATURDAY MORNING TO GET**

FIRST CHOICE  
THE PRICE RANGE

\$4.89 - \$6.89 - \$8.89 - \$10.89 - \$12.89 - \$14.89

\$16.89 - \$18.89 - \$19.89

And Upward

### COATS ---- SUITS

This assemblage of coats and suits includes Fashion's newest conceptions, in the newest colorings and materials. The quality and workmanship are excellent—and the prices are most moderate. A wide and unlimited selection as to design, material, coloring, and detail. Youthful flattering models for the young girl and for the more matured woman—for tailored, sports and dress wear.

### CHERRYBELIE WASH DRESSES

New frocks—daintily feminine or tailored—greatly varied as to material, design, and detail—and every model as charming, as individual, as personable as every woman knows a dress should be—

\$1.95 - \$2.45 - \$3.45 and up



### 300 HATS

The newest models in millinery in a collection that embraces everything from a tiny coche to a large garden hat. Many of these hats have been adapted from original models that sell for many times the price asked for these. All the newest straws, fabrics, and trimmings are here—in all the wanted colors.

\$1.95 - \$2.45 - \$2.95

\$3.45 - \$4.95

\$3.45 - \$4.95 - \$5.95



### SILK HOSIERY

All the new shades in sheer, medium and heavy weight hose. Chiffon and thread silk of a clear, even weave. Reinforced at points of hard wear.

48c - 98c - \$1.25 - \$1.95  
\$2.25 and \$2.45

# Cypert Dry Goods

SLATON, TEXAS

NORTH SIDE SQUARE



### Safety Meeting Is for Public, Officials Say

A very interesting and instructive program has been arranged for the next safety meeting of the Slaton division of the Santa Fe, it is indicated in a letter received by the Slatonite early this week from C. W. Taylor, chief clerk of the Slaton division. The letter follows:

Editor, The Slatonite: Our next Division Safety Meeting will be held in the High School auditorium at 8 p. m. Tuesday, March 6.

This meeting will be open to the public, and we are very desirous of having a packed house. Judge Clark Mullican, of Lubbock will make a short talk, also, A. R. Tillman, safety supervisor, of Albuquerque, N. M.

We expect to have some form of musical entertainment, and will try to make the meeting enjoyable, as well as instructive. Superintendent J. C. Barton will be chairman of the meeting.

For the year 1927 we, the Slaton division, made the best safety record on the entire Santa Fe system and we are out to set up a new record for 1928.—C. W. Taylor.

On former occasions, it has been the pleasure of the Slatonite editor to attend Santa Fe safety meetings, and the routine carried out at these meetings is always very interesting and instructive. Those who attend next Tuesday evening are sure to go away feeling that they were well paid for the time spent there.

S. I. McMurry of Stamford was here last week visiting his sister Mrs. T. P. Hord.

Mr. L. R. Cypert is in Dallas this week, buying ready-to-wear and Millinery for Cypert's Dry Goods here.

Mrs. W. A. Petty, of Houston, is here on a visit to her son, T. O. Petty and family.

W. E. Olive, J. S. Edwards, S. E. Staggs and J. W. Nesbitt, were in Sweetwater Saturday attending a meeting called by the West Texas Chamber of Commerce, looking toward eradicating cotton boll worms from West Texas.

### Gas Co., Occupies New, Modern Bldg.

This week, the West Texas Gas Company moved their local office to the company's new building, 227 South Ninth St., and the affairs of the company are now being transacted in their modern attractive home. The building was recently completed by Contractor M. O. Napps, of Slaton.

J. L. Ryan of Amarillo, superintendent of city plants for the company, was here Wednesday looking after the affairs of his department. E. B. Carroll is local manager for the company, and he invites their patrons to visit and inspect the gas company's new home.

### Minter Uzzell to Preach Here Sunday

Minter Uzzell, 18-year-old son of Mr. and Mrs. M. W. Uzzell, of Slaton, was licensed to preach by the local Baptist Church last Sunday.

Following that ceremony, it was announced that young Uzzell would occupy the pulpit at the Baptist church next Sunday morning in the absence of the pastor.

Minter expects to go to Plainview Monday, where he will enter Wayland Baptist College.

### F. C. Rector Buys Ragsdale Ins. Agcy.

F. C. Rector, who for the past several months has been a member of the firm of Ragsdale Insurance Agency here, has purchased the interest of his partner, R. W. Ragsdale, it was announced this week. Mr. Rector is now the sole owner of the business, it is stated.

### Southland Lumber Yard has Fire Loss

The Panhandle Lumber Company's yard at Southland suffered fire damage about noon Thursday which caused the loss of about 1,200 cedar fence posts, valued at three or four hundred dollars. J. W. Hood, manager of the Panhandle Lumber Co., here, went to the scene of the fire in response to being notified about it. He said a bucket brigade was organized to combat the flames, no outside aid being necessary. The fire is supposed to have been started from a nearby gin.

### Fifteen Schools In Girls' Basket Tourney Saturday

Fifteen girls' basketball teams from different parts of the South Plains will meet here Saturday at the high school gymnasium for an all-day tourney, starting at 10 a. m. The following teams have entered: Lamesa, Post, Southland, Idalou, Meadow, Estacado, New Home, Hardy, Union, Canyon, Graham Chapel, Posey, Ricesville, Hackberry, and West Ward of Slaton. The teams are coming at the invitation of the Slaton schools, and a rather large attendance is expected upon the games during Saturday and Saturday night.

### Born Wed., First Birthday in 1932

Birthday parties and candles and cakes and things may not be few, but they'll be far between for little Billie Monroe, born Wednesday evening, Feb. 29, to Mr. and Mrs. A. M. Martin, of Slaton.

Little Billie Monroe, weighing seven and a half pounds, having been born on the extra day in February, which comes only once in four years—on leap year—will, therefore, enjoy a rare birthday only once every four years. Aside from that handicap, he and his mother are doing splendidly, it is reported.

A. M. Martin, the proud father, is brakeman on the Slaton division of the Santa Fe. W. A. Brooks, an artist at The Slatonite, is the grandfather of little Billie Monroe.

Mrs. J. B. Williams is visiting with relatives in Wichita Falls.

### DON'T FAIL

to investigate

### Lightning Cotton

EARLY—40% LINT  
Easy-to-Pick, Hard to Blow Out—1 to 1 1/16 inch staple.

You should try some of this cotton.

SEE  
**J. H. BREWER**  
First State Bank

K. L. Scudder and H. C. Kyle, both of Scudder Motor Co., were business visitors to Ralls Tuesday.

G. A. Hysell, of Lovlan, Colo., brother of Mrs. G. L. Sledge, is visiting in the Sledge home this week.

Mrs. H. J. Gentry and son, Luster, and daughter, Ella Lois, and son, Bruce, and wife of Lubbock, went to

Lockney Sunday to visit Mrs. Gentry's parents, Mr. and Mrs. P. M. McDonald.

### DR. MEADOR

Gives Osteopathic and Spinal Chiropractic Adjustments.  
Office Singleton Hotel  
27-3p

### THE BON TON CAFE



No. 56

Joins in rejoicing over our new telephone equipment. Just take down your receiver and phone us—you don't have to "wind" it.

### THE BON TON CAFE

"The Best Eats in Town"  
W. E. DORSETT, Prop.

## Hokus Pokus Specials for Saturday

HAMS	NIAGARA Skinned, 10-12, Per lb.	\$ .25
CRACKERS	2 lb. box SNOW FLAKES, Per box	.24
PICKLES	SOUR, Qt. Jars, Per qt.	.25
TAMALES	RATLIFFS, No. 2 Cans, Per can	.12
CRACKERS	BROWNS 15c Saltine Flakes, per pkg.	.11
TOMATOES	No. 2 Cans	.08
HONEY	1/2 Gal. TEXAS COMB	.78
PORK & BEANS	No. 2 CAN	.08
FIG BARS	BROWNS Turkish Bars, per lb.	.12
CORN	No. 2 Standard, Per Can	.11
DILL PICKLES	QT. JARS, Per Jar	.25
SALT BACON	PER POUND	.12

Just received complete stock of fresh bulk Leonard Garden Seed.

AMOUNTS OF \$2.50 AND OVER  
DELIVERED. PHONE NO. 197.

### Money Talks

## Palace Theatre

The Bright Spot of Slaton

FRIDAY, Mar. 2  
SATURDAY

### RICHARD DIX



March 3, Matinee and Night

### TOM MIX

IN A TALE OF TRIALS  
TEMPTATIONS and TRIUMPHS

### "SILVER VALLEY"

A romance of the range and a rider of the skies.

Also 2-ACT COMEDY  
NOVELTY FILMS  
AND 20 VALUABLE PRIZES

Monday - Tuesday  
March 5-6

### "EAST SIDE

### WEST SIDE"

With GEO. LARKIN and VIRGINIA VALLI

Expect to see a Big Show

Wednesday and Thursday

March 7-8

WALLACE BERRY—RAYMOND HATTON in

### "FIREMEN, SAVE MY CHILD"

COMING SOON  
"HULA"

## The Progressive Spirit



In the recent improvement in the equipment here of the Southwestern Bell Telephone Co., the progressiveness and far-sightedness of that substantial organization is clearly shown.

We join all Slaton in expressing our thanks and appreciation for such a progressive step by the telephone company. We congratulate the local employes and officials on having such modern, convenient equipment with which to serve their patrons.

## Slaton Motor Co.

LINCOLN  
Slaton,

FORD

FORDSON  
Texas

## Policy of Telephone Company Expressed in Address of President

Following is an address, delivered for the 1927 convention of the National Association of Railroad and Utilities Commissioners in Dallas, in which the policy of the Southwestern Bell Telephone Company is interestingly expressed by Walter S. Gifford, president of the American Telephone and Telegraph Co.:

Broadly considered, you as Public Utility Commissioners and we in the telephone business, are engaged in a common enterprise; our success must depend on mutual confidence and understanding. In the current performance of our daily tasks it is possible to lose sight of the ultimate goal and aim of our endeavors. With the thought in mind that may prove helpful, I wish to state very briefly the principles that guide the management of the Bell System.

There are today over 428,900 stockholders of the American Telephone and Telegraph Company and no one of them owns as much as one per cent of the capital stock. The business of this company and its Associated Bell Telephone Companies, whose common stock are largely owned by this company, is to furnish telephone service to the nation. This business from its very nature is carried on without competition in its usual sense.

These facts have an important bearing on the policy that must be followed by the management if it lives up to its responsibilities. The fact that the ownership is so wide-spread and diffused imposes an unusual obligation on the management to see to it that the savings of these hundreds of thousands of people are secure and remain so. The fact that the responsibility for such a large part of the entire telephone service of the country rests solely upon this Company and its associated companies also imposes on the management an unusual obligation to the public to see to it that the service shall at all times be adequate, dependable and satisfactory to the user. Obviously, the only sound policy that will meet these obligations is to continue to furnish the best possible telephone service at the lowest possible cost consistent with financial safety. The policy is bound to succeed in the long run and there is no justification for acting otherwise than for the long run.

It follows that there is not only no incentive but it would be contrary to sound policy for the management to earn speculative or large profits for distributions as "melons" or extra dividends. On the other hand, payments to stockholders limited to reasonable regular dividends with their right, as the business requires new money from time to time, to make further investments on favorable terms, are to the interest both of

### PREVENTS INFECTION

The greatest discovery in flesh healing is the marvelous Borozone, a preparation that comes in liquid and powder form. It is a combination treatment that not only purifies the wound of germs that cause infection but it heals the flesh with extraordinary speed. Bad wounds or cuts which take weeks to heal with the ordinary liniments mend quickly under the powerful influence of this wonderful remedy. Price (liquid) 50c, 60c and \$1.50. Powder 30c and 60c. Sold by

CATCHING'S DRUG STORE

### Long Troubled by Constipation

"Black-Draught has been a family medicine with us for fifteen years," says Mr. F. M. Huntley, of Neeho, Mo. "I read about it first in the Ladies Birthday Almanac and what I read there sounded so convincing I made up my mind to try Black-Draught, as I had been troubled with constipation for a long time.

"I found Black-Draught to be the ideal medicine for this trouble. It gave me quick relief. Frequently I had had headaches and pains, due to toxic poison. By taking a course of Black-Draught I gave my system a thorough cleansing, and I have had little or no trouble since then.

"Now, if I am becoming constipated, I take several small doses of Black-Draught, and am very soon feeling fine."

Costs only 1 cent a dose.

**BLACK-DRAUGHT**  
For Constipation, Indigestion, Biliousness

telephone users and of the stockholders.

Earnings must be sufficient to assure the best possible telephone service at all times and to assure the continued financial integrity of the business. Earnings that are less than adequate must result in telephone service that is something less than the best possible. Earnings in excess of these requirements must either be spent for the enlargement and improvement of the service furnished or the rates charged for the service must be reduced. This is fundamental in the policy of the management.

The margin of safety in earnings is only a small percentage of the rate charged for service, but that we may carry out our ideals and aims it is essential that this margin be kept adequate. Cutting it too close can only result in the long run in deterioration of service while the temporary financial benefit to the telephone user would be practically negligible.

Our policy and purpose are the same as yours—the most telephone service and the best, at the least cost to the public. Without overlooking the fact that we lack the big money incentive for maximum profits and the drive for improvement that results from active and strong competition, we believe the telephone company is organized to make continuous and effective progress.

Professor Cabot of the Harvard Business School made the following comment on the Bell System: "The thing is a modern miracle which I can only explain to myself by assuming that the men who conceived, created and have developed the telephone were men of the rare auto-motive type whose driving power came from within, and who, therefore, did not need the external stimulation which competition alone can give."

Undoubtedly a very great factor in the continued progress and improvement of telephone service is the intangible but quite real spirit of service that has become a tradition in the telephone business, but the results of the Bell telephone business have a broader foundation than the one Professor Cabot recognized. It is fundamental in our plan of organ-

ization to have headquarters and in our laboratories several thousand people whose sole job it is to work for improvement. They are engaged in studying what is used in the telephone business and how it is used and endeavor to find a better thing or a better way. Of course, the people who are engaged day by day in trying to maintain a high standard of telephone service are doing their part, and an important part, in increasing the quality and keeping down the cost of service, but progress is assured by having a large group of scientists and experts devoted exclusively to seeking ways and means of making the service better and cheaper.

It is now nearly 20 years since the State Commissions generally took over the duties of regulating telephone companies. During those twenty years the physical results of your regulation and our operation are impressive. In 1907 there were about 6,000,000 telephones in the United States but they were only partially interconnected, while today there are over 18,000,000 telephones in the United States so interconnected that it is possible for practically anyone of the 18,000,000 to be connected with reasonable promptness with any other one of the 18,000,000. Thus today, practically anyone anywhere can talk by telephone with anyone else, anywhere else in the country. Moreover, anyone in the United States can now converse by telephone with anyone in Great Britain, Canada, Cuba and the principle cities of Mexico. This is real progress in extent and facility of communication, but we realize that we are still far from our ultimate goal.

With your sympathetic understanding we shall continue to go forward, providing a telephonic service for the nation more and more from from imperfections, errors or delays, and always at a cost as low as is consistent with financial safety.

### SICKLY, FEVISH CHILDREN

Children suffering from intestinal worms are cross, restless and unhealthy. There are other symptoms, however. If the child is pale, has dark rings under the eyes, bad breath and takes no interest in play, it is almost a certainty that worms are eating away its vitality. The surest remedy for worms is White's Cream Vermifuge. It is positive destruction to the worms but harmless to the child. Price 25c. Sold by

CATCHING'S DRUG STORE

### UNION NEWS

By Eight Grade English Class

A very interesting game of ball was played at Posey, last Friday, between the Union and Posey girls. They all played hard, but Union succeeded in defeating Posey 16-13.

The Union girls basket ball team expects to play a game at Slaton Tuesday evening, and they also intend to enter the tournament, Saturday.

Cary Payton, Cecil Ussery, George and Jim Sooter attended the council meeting of the 4-H clubs at Lubbock last Saturday.

The ladies of the Union community met at the teacherage, Thursday and organized a club. The following officers were elected: Mrs. B. F. Ussery, president; Mrs. Dan Payton, secretary.

School is progressing nicely. The attendance is good, and the interest is excellent. We are now taking our monthly tests, and Mr. Myers the work is very satisfactory.

Mr. and Mrs. C. M. Gilbert from Oklahoma have been visiting Mrs. Gilbert's parents in Slaton since Christmas. They were visitors in the J. F. Gilbert home Sunday.

Mr. and Mrs. B. F. Ussery and family were visitors of Mr. and Mrs. J. R. Raymond of Southland Sunday.

Mr. and Mrs. Clarence Hale of Lubbock are visiting her parents Mr. and Mrs. Price.

Mr. J. H. Gilbert was in Ropes Saturday night.

Mr. and Mrs. J. H. Hamilton visited Mrs. Duff Gamble, Friday night.

Mr. and Mrs. Lee Jones visited Mr. and Mrs. S. J. Presley, Sunday evening.

Mr. and Mrs. B. F. Ussery and family visited Mr. and Mrs. Gamble, Saturday night.

Lorene Mullenix visited Irene Hay Sunday.

Eloise and Ella Fae Peterson visited Miss Dollie Tony Sunday.

Eloise and Ella Fae Peterson, Bertie Berry and Chester Griffin were absent from school Monday.

Mr. and Mrs. J. W. Lamb, Enid Griffin, Miss Orado Pounds and Earl Peterson visited Mr. and Mrs. H. W. Jeter Sunday.

Margie Lamb visited Missie Gambles Sunday.

Miss Modess Denny spent Saturday night with Louise Staples.

Mr. and Mrs. Oda Williams were visitors at the singing Sunday night.

Miss Iva Presley spent Saturday with Miss Effie Hamilton of Wilcox.

"For beating of your wife, I will fine you \$1.10," said the judge. "I don't object to the dollar, but what is the 10 cents for?" "That," said the judge, "is the federal tax on amusements."

### BUSINESS MEN ARE BROADCASTING FOR TRAINED HELP

Yet, hundreds are walking the streets hunting employment. Why does this condition exist? BECAUSE THEY ARE NOT QUALIFIED. Business men demand training and efficiency. You cannot get by without it these days. This school is the connecting link between you and a good business position which we secure for you.

WRITE, PHONE OR CALL  
LUBBOCK BUSINESS COLLEGE  
(An Accredited School)

1303 1/2 Texas Avenue LUBBOCK, TEXAS

### LET US HELP

Beautiful Your Home

With Fruit, Shade and Ornamental Trees, Evergreen Flowering Shrubs, Roses, Climbing Vines and Bulbs.

### THE AUSTIN NUSERY

W. H. MARTIN, Agt.  
Slaton, Texas



### "Get the Saving Habit" -----

YOU can follow no better example than emulating the man who has a definite saving plan—who visits his bank regularly and deposits a certain percentage of his earnings weekly.

That is what you might term systematic saving.

Open a bank account today!—NOW!—Lay out definite systematic savings plan—then adhere to it religiously.

Get the saving habit!

You'll always have money for the proverbial rainy day.

## Slaton State Bank

### Officers:

R. J. MURRAY, Pres.,  
W. E. SMART, Vice Pres.,  
W. E. OLIVE, Active Vice Pres.,  
CARL W. GEORGE, Cashier,  
J. S. TEKELL, Ass't. Cashier.

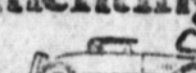
### Directors:

R. J. MURRAY,  
W. E. SMART,  
W. E. OLIVE,  
CARL W. GEORGE,  
W. S. POSEY.

## Notice! Farmers

I have secured an allotment of one thousand pounds of the New Grain Sorghum "Algeria" originated by Claude B. Hurlbut. Come in at once and get some of this seed. This grain is superior in every way to maize, kafir or hygeria.

## Slaton Produce Company

A gasoline refiner has no right to make your motor his experimenting station.  CONOCO Gasoline was a tried and perfected product before it was offered to the public

THE triple test MOTOR FUEL  
 1 Starting  
2 Acceleration  
3 Power and Mileage

**CLASSIFIED ADS**

**SUDAN SEED**—4 cents per lb. at Fred Kahlich place, on Rt. 1, 3 miles northwest of Slaton.—George Angerer 26 9p

**FOR SALE**—Kerosene burner for bath heater. Call at The Slatonite office. 23 tfe

**TYPEWRITERS**—For sale, trade or rent.—G. W. Bownds. 27-tfe

**FOR RENT**—Well furnished front bedroom, southeast exposure, private entrance.—Phone 135-J. tfe

**THOROUGHBRED**—White Wyandotte eggs, \$1.50 per setting; \$5 per hundred. Baby chicks, 18c each.—Mrs. S. D. Martin, Southland, Texas. 26-4tp

**FOR RENT**—Two room house, on S. 11th St. Inquire at Slatonite office. ic

**WANTED**—Housework by young lady. Call 363-W. 1p

**FOR SALE**—Good seven room house, modern. Sidewalks, orchard shade trees, garage, other out buildings. Will sell on easy payment plan, like rent. Apply at Williams Auto Supply 26 tfe

**FOR RENT**—Nicely furnished 3-room apartment. Modern.—225 South Sixth St. 1c

**LEVELLAND Farm** for sale cheap, small yearly payments starting Jan. 1st, 1930. Bargain in this farm.—J. T. Overby. 26 2c

**FOR SALE**, or to trade for Slaton property—7½ acres of land one-half mile west of depot, Clyde, Texas. Also Two acres in orchard, 4-room house,

good well water, in the heart of the truck farming section. For further information, see L. E. McCranie, at Acorn Store.

**LOST**—Small, white dog, slightly speckled on back, bob-tailed, Fox Terrier. Return to: D. M. Meek, Slaton, for reward. 1p

**SINGLE COMB REDS**, Coffman strain, eggs \$1.50 for 15; \$8 per 100. Purebred Bronze turkeys, eggs 50c per egg. Mammoth Toulouse geese, eggs, \$2 for 7.—B.H. Costin, Rt. 1, Box 119, Slaton, Texas. 25 3p

**WANTED**—To do light hauling, baggage, express, freight, cans, trash, manure, etc.—any kind of light hauling. Will set out trees, do any kind of work. See G. L. Sledge, at 140 W. Panhandle Ave., or call Walker Furniture Store. 27-2c

**FOR RENT**—About March 15, modern 6-room furnished house, with double garage. 855 S. 14th St.—F. H. Lanham. 1c

**Exceptional Bargain in Farm**—100 acre improved farm within Slaton trade territory, near good brick school, price \$35.00 per acre, \$2,700.00 Joint Stock Land Bank loan can be assumed.—J. T. Overby. 26-2c

**FOR TRADE**—Section of land 11 miles S. W. of Bledsoe will trade for Slaton City property.—J. T. Overby. 26-2c

**FOR RENT**—Two unfurnished rooms and garage, at modern home.—625 S. Seventh St. 1p

**FOR RENT**—2 unfurnished rooms, water and sink in kitchen. See 105 South 1st. 1p

**FOR SALE OR TRADE**—One of nicest homes in Slaton, good location, 8 rooms and bath, on pavement. Also good one-hundred and fifteen acre

**NOTICE**  
Considerable local news was unavoidably left out of this issue of The Slatonite, due to late copy coming in to the office.

farm northeast of Lorenzo to trade for Slaton property.—G. M. Cullar. 19 tfe

**FOR SALE**—Two young mules, coming 5 and 7 years old, at my farm one mile north of oil mill. 2p C. V. Young.

**FOR SALE or Trade**—One of the best brick veneer homes in Slaton located on West Crosby St., see me for prices and terms.—J. T. Overby. 26-2tc

**BUFF LEGHORN Baby Chicks** for sale at \$10 per 100.—Carl Kahlich, Phone 907-F2. 255-4tpd.

**WANTED**—Used windmill towers, tank, pipe and casings. Must be bargain for cash. See or write W. B. Leavelle, Slaton, Texas. 26-2p

**FOR SALE**—Nice five room, modern stucco house with two lots, east front; and one nice four-room house with lights and water.—See H. H. Eubanks, 135 South 3rd St. Phone 172. P. O. Box 747. 27-5tp

**EGGS from Burtens Blue Ribbon Rhode Island Reds**, \$1.00 and \$1.50 for 15. Baby Chicks 20c and 25c each.—Mrs. John C. Burton, 1150 S. 11th St., Phone 115. 25-6tp

**FOR RENT**—My home place in Slaton, 5 rooms, all modern. Is close in.—E. N. Twaddle. 26-tfe

**FOR SALE**—A 250 egg incubator, used one season. Will hatch good.—R. M. Cade, Rt. 1, Slaton. 1p

**FOR SALE**—4-wheel Case lister-planter, priced reasonable.—V. L. Cade, Rt. 1, box 30, Slaton. 1p

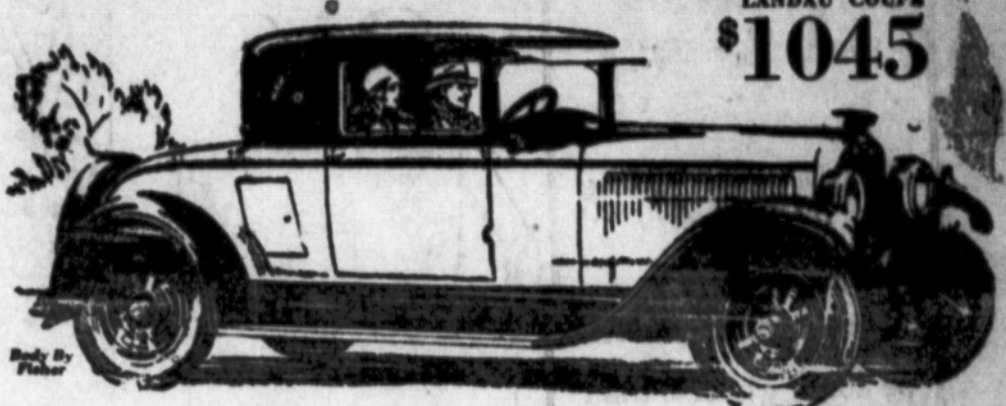
F. H. Lanham did jury duty in Lubbock early this week.

W. O. Olive, active vice president of the Slaton State Bank; Joe H. Teague, Jr., and Greer Whitaker were business visitors to Justiceburg Tuesday of this week.

Frank Fleck of the Panhandle Lumber Company, is transacting business in Silverton.

Born to Mr. and Mrs. D. R. Patterson, Monday, February 27, a nine-pound boy.

**OAKLAND ALL-AMERICAN SIX**  
PRODUCT OF GENERAL MOTORS



LANDAU COUPE  
\$1045

**The Smoothness and Snap That All America is Demanding**

There's no longer any doubt about it. America is demanding more and more from its automobiles. More power . . . more style . . . more speed. And above all else . . . more smoothness and snap.

Because of its ruggedly constructed chassis . . . its bigger clutch and smoothly shifting gears . . . and the super-precision construction demanded in the All-American principle of design.

Once you've experienced its smoothness . . . once you've witnessed its snap . . . you'll know why the All-American Six is winning such tremendous success!

Smoothness that brings to driving new pleasures and new delights. Snap that responds to the traffic signal as a sprinter responds to the gun. Smoothness and snap that you know are the very essence of motoring satisfaction. Smoothness and snap that you find revealed in the All-American Six.

You find them there because of Oakland's big, impressive brute of an engine which starts so easily 'way below zero. Because of its famous GMR cylinder head . . . force feed fuel pump . . . 79-lb. crankshaft and other vital parts.

**Special Sport Equipment**  
Available on all body types. Six wire wheels with tires . . . special front fenders with tire wells . . . two special tire locks and locking rings . . . collapsible trunk rack . . . \$100 extra on open cars . . . \$110 on closed cars . . . Six disc wheels with same equipment. \$75 on open cars . . . \$85 on closed models.

**PRICES**

2-Door Sedan . . . . .	\$1045	4-Door Sedan . . . . .	\$1145
Sport Roadster . . . . .	\$1075	Cabriolet . . . . .	\$1155
Phaeton . . . . .	\$1075	Landau Sedan . . . . .	\$1265

New Series Pontiac Six, \$745 to \$875. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.

**MARTIN MOTOR COMPANY**  
At Green's Garage --- Slaton, Texas

**CLOSING OUT AT COST AND BELOW COST**

We will get moved about 30 days sooner than we expected. We still have a large stock. We do not want to crate this furniture and ship it, so are offering to you at a saving of from 40% to 60%.

We have a good assortment of Living Room Suites, Breakfast Room Suites and Bedroom Suites. Also Rugs, Window Shades, Stoves, Beds, Dressers, Rockers, etc.

All accounts that are due and past due—We want them by April 1, without fail.

**J. W. ELROD FURNITURE**

Robertson Block SLATON, TEXAS Phone 321



An indication of Slaton's growth is evidenced by the opening of our new modern telephone system. We are proud of it, and extend congratulations to the Company and the efficient corps of employees. Remember that our Phone No. is the same—235—Use it often for modern, efficient, dependable cleaning.

**Evans Cleaning Plant**  
SLATON, TEXAS

**Baby Chix**  
OF QUALITY  
Poultry Supplies  
Garden and Field Seeds  
Plants of All Kinds  
Incubator Supplies  
Ask for Price List  
**C. E. White Seed Co.**  
Plainview, Texas.

**IF**  
You are looking for a **GOOD REAL ESTATE LOAN** Here It Is.  
\$1,374.48 pays out \$1,000.00 loan, including interest in 300 months in UNITED SAVINGS BANK, Detroit, Michigan.  
No stock to buy. Investigate and save the difference.  
**J. H. BREWER, Agt.**  
City, Farm and Ranch Loans  
1st State Bank,  
Slaton, Texas



**You'll Go Smiling Along**  
—if you buy your clothes from O. Z. Ball & Co. Also, let us clean and press your clothes. We give the best service and work that can be had. Once a customer, always one. If you are not a customer try us and you will be a regular. We show the new things first.  
**O. Z. BALL & CO.**  
"Pay Less and Dress Better"

**THANKS -- To -- S. W. BELL**



Slaton is to be congratulated the-minute telephone system. on having such a modern, up-to-date telephone system. We personally appreciate our new telephone equipment and the efficient employes of the Southwestern Bell Telephone Company.

Slaton's stability and bright prospects for rapid development through the future are reflected by this large investment in one of the best telephone plants in West Texas.

This institution, serving as an important Slaton industry, wants to be a factor in the general progress and growth of Slaton and her large territory.

**Slaton Cotton Oil Co.**  
EARL F. KING, Mgr.

AN EXTRA  
**BIG SPECIAL**  
FOR  
**Saturday**

With Each 3 lb. Bucket Morning Joy Coffee, Will Sell 10 Pounds

**SUGAR** for \$ .43

MORNING JOY, 3 lbs.

**COFFEE** 1.55

No. 2, Per Can

**HOMINY** .07 1-2

No. 2 SWEET MELLOW

**PEAS** .13

ONE POUND

**CALUMET** .25

No. 2, 3 CANS

**TOMATOES** .25

KELLOGGS, 3 For

**BRAN FLAKES** .25

1 1/2 SIZE

**SALTINE FLAKES** .10

No. 2, Per Can

**GREEN BEANS** .13

RATLIFF, Per Can

**TAMALES** .12

P. & G., 6 BARS (Limit, 6 bars)

**SOAP** .14

GOLD BAR, No. 2 1/2, YELLOW FREE

**PEACHES** .19

**MARKET SPECIALS**

LONGHORN, Per Pound

**CHEESE** .32

PER POUND

**PORK ROAST** .18

PER POUND

**WEINERS** .24



SLATON'S PIONEER SELF-SERVING GROCERY

PIONEER M SYSTEM OF THE SOUTH PLAINS

**Water and Telephone Are Farm Necessities**

As a result of a survey recently made by the Federation of Women's Clubs in New Hampshire, it has been found that the farmers prize running water, the telephone, and the automobile more highly than any other of the modern conveniences.

Running water is in the lead, the survey indicating that ninety farm houses out of every hundred have kitchen sinks with running water, although in twenty-six of each hundred homes the water must be pumped by hand. Next to running water comes the telephone, over which seven-eighths of the families canvassed having telephones in their homes, while eighty-one per cent are automobile owners.

Among other conveniences, none of which are nearly as popular as running water, the telephone, and the automobile, but which are greatly desired, are electricity, stationary wash-bowls, furnaces, coal stoves, refrigerators, hot water available at the turn of faucet, electric washing machines, electric or gas irons, and vacuum cleaners.

**TELEPHONE MANNERS IMPORTANT**

"Ad-Fax" a house organ published by Long Beach, California, Press-Telegram, recently carried a front page feature, "Smiling over the Telephone," which is a gem. It says:

"The telephone is a vital point between any business and the public. Rightly used it is a great builder of goodwill. Conversely it can tear down more good will in five minutes than can be built with a year's advertising."

"No, successful business man has to be sold on the idea of greeting his customers properly. Yet some of them forget that courtesy is just as essential over the telephone as in personal contact. In fact, telephone conversation is doubly important, because the party at the other end of the wire judges you solely by what you say, and how you say it. He can't see your smile. You have to put it into your voice."

**Facts About Telephone.**

The average number of telephone calls a day in the city of Atlanta is 543,690.

In West Virginia, telephone users are now making more than 585,000 calls every day.

An average of 1,900,000 telephone connections take place daily in the state of New Jersey.

About 7,000 Long Distance Telephone calls are made each day from the city of Baltimore.

The number of telephones in the state of Louisiana has more than doubled in the last ten years.

Telephonic communication between Washington and Baltimore was first established on July 25, 1883, when 24 messages was exchanged between the two cities.

Assistance in cooking was rendered in response to 75,000 telephone calls last year, by the American Gas Association, declares Alexander S. Macbeth, president of the association.

Texas now has more than 600,000 telephones. This is a true measure of the state's progress.

Feb. 28, 1928.

**Church News.**

Rev. R. E. Bost will fill his regular appointment here next Saturday and Sunday. Conference will be held Saturday morning after preaching services. We will be glad to have you present at all services Saturday and Sunday. There will be Sunday School at ten o'clock.

**OBITUARY**

The infant son of Mr. and Mrs. Carter was buried Friday afternoon. When only a few days old he contracted whooping cough, which later developed into pneumonia. Mr. and Mrs. Carter have recently moved into our community, and we deeply sympathize with these good people in their sorrow.

We learn that two of the other children are ill now.

**JUNIOR CIVIC AND CULTURE CLUB**

The Junior Civic and Culture club will meet Saturday, March 3, at 3 p. m., with Mrs. J. N. Landreth as hostess.

All members are urged to be present at a very interesting program on "A New Vision of Joan of Arc. Life and Scenery in Jugo-Slavia," is

planned.

The program is as follows:

Leader—Nina Blair.

Roll Call—Name some Saint you are familiar with.

Joan of Arc. Picture study about Joan of Arc.—Nina Blair.

The Weird eleven. A twentieth century Saint. Jester's Banishes and Foot-sticks.—Maggie George.

Glimpses of Jugo-Slavia, Paolo and Francesca. Picture memories of Lady Hamilton.—Idellah Porter.

The very first night of opera. Rachininoff, master of piano and orchestra. Florence Nightingale's last Romance. Birth of Photography.—Ouida Buzbee.

Discussion—Led by Leader.

Nelson's Flagship. An author you should know, and why. Portrait of Lincoln.

W. M. S.

The W. M. S. of the Methodist church met Monday afternoon for mission study. The leader, Mrs. Leverage was assisted by Mrs. Pinkston, Mrs. Burke and Mrs. Todd in presenting the fourth chapter of the study book, New Paths for Old Purposes.

Mrs. Richard Ragsdale gave a leaflet from the voice program which was interesting.

Mrs. A. L. Robertson, the historian has the history of the W. M. S. of Slaton completed and published in beautiful book form. The society gave a rising vote of thanks to the business men of Slaton who helped to finance the publication with their advertisements.—Reporter.

**RETURNS TO SLATON**

Linus Stahl, formerly of Slaton, but who has recently been in Los Angeles, California, attending a barber college, has returned here, and is now employed at C. G. Barringer's barber shop. His friends welcome him back to Slaton.

**SWART OPTICAL Co**

Lenses Ground.

Eyes Tested.

Glasses Fitted.

First Floor Myrick Bldg.  
Office Phone 1760 Res. Phone 199W  
Lubbock, Texas



**W. J. ANDERSON HAS APPENDICITIS OPERATION**

W. J. Anderson, of Slaton, was carried to the Lubbock Sanitarium Monday afternoon, of this week, where he underwent an operation for appendicitis. Last reports from the sanitarium indicated Mr. Anderson was doing as well as could be expected.

**UNDERGOES OPERATION**

J. C. Harris, 17-year-old son of Mr. and Mrs. W. D. Harris, underwent an operation at a Lubbock sanitarium late Monday. Young Harris was attacked with acute appendicitis, it was stated, and for a while his condition was considered as serious. Later reports from his bedside however, give reasonable assurance of his early recovery.

**We Wish to Congratulate**



the Southwestern Bell Telephone Co.  
for the new automatic service system just installed, also for the efficient and faithful service of the local force.

**ACORN Stores, Inc.**

**Men's and Young Men's New Spring Suits Moderately Priced**



Your new Spring suit should be stylish, well-fitting, and in good taste. To these obvious requirements we have added quality of material plus unusually attractive colorings.

The result is a collection of suits incomparable for good looks, good value, and good style.

The assortment is unlimited, and includes single and double breasted—two and three button models. There is a suit for your type regardless of what it may be—whether you are short and stout—or tall and thin—or just average—it does not matter, for we can take care of your needs.

Every suit is fashioned along lines that assure freedom and comfort—and is beautifully tailored and perfectly cut. In all the new weaves and new colors!

The **MEN'S STORE**

M. W. UZZELL

MILTON THOMAS