Lubbock And The South Plains Ready To Greet New Hilton Hotel Here

Hilton Hotel Section

Lubbock Morning Avalanche

SIXTH YEAR, NO. 247 — LUBBOCK, TEXAS, FRIDAY, JANUARY 3, 1930 — (AP) MEANS "ASSOCIATED PRESS"

New Hilton Hotel To Formally Open Here Friday

'Swede' Kling, Hilton Manager Here, Is Well Known

Former Lubbock Hotel Man Is Back Again, This Time As Executive Of Twelve Story Hostelry Open Friday

Man Who Started At Foot Of Ladder In Crosbyton Will Guide Destinies Of New Hotel Here

THE HILTON organization, the people of Lubbock and the traveling men who visit the Panhandle and South Plains may mutually congratulate themselves that the manager of the new Lubbock Hilton hotel will be H. (Swede) Kling. If you asked a traveling man in Chicago, New York or San Francisco if he knew Swede Kling, he would not only admit the fact, but he would add that Swede was one of the best hotel men he ever knew.

No man who ever visited Swede in the hotels he has run leaves without full appreciation of the fact that Swede Kling runs a hotel where "welcome" is something more than a word on the doorstep. He has made thousands of friends and if he has his enemies they sink into insignificence besides the myriads who are ready to swear by him.

Many Years In Game.

Swede has fitted himself for the position of manager of the newest and finest of the Hilton hotels by years of hard work and steady advancement in his chosen line. He first started in the hotel business 15 years ago under Clark Smith of Lubbock in the old Crosbyton Inn at Crosbyton. If ever a man started at the bottom, it was Swede. The first job he ever held was that of dishwasher, from which position he advanced to that of waiter, then to cook and finally to room clerk. No man will ever be able to tell Swede Kling anything about how it feels to be at the bottom of the ladder, for he has been there. After three years of hard work in the old Crosbyton Inn, Kling joined Clark Smith in the hotel business at Farwell, and later in Carlsbad, N. M. Swede entered the army in June, 1918, and after serving in France for over a year was discharged in September, 1919.

The Hotel business again looked favorable to Swede and he returned to Lubbock, where he was appointed assistant manager of Lubbock Inn at the time of its opening. Swede has many pleasant memories of Lubbock Inn, for it soon became one of the most famous hotels in the United States. Wherever men traveled Lubbock Inn was known for its meals, its hospitality and its service. Swede spent eight years with the old Lubbock Inn, increasing the number of his friends and building a reputation for friendliness and fairness to all.

At Hotel Lubbock.

At the opening of the Hotel Lubbock in 1924 Swede was appointed assistant manager, which place he filled for one and one-half years, leaping there in 1926 to assume the management of the Herring hotel under the direction of Colonel E. O. Thompson.

In all the places which Kling has filled, he has been uniformly successful. He has steadily advanced up the ladder and it is not surprising that when C. N. Hilton began to look for a man who could make

See SWEDE KLING, Page 2

Coffee Shop In New Hilton To Be Complete Service

Kling Reports Perfection Of Cuisine And Service For Unit; Fred Green Is Maitre d'Hotel

The Hilton hotel coffee shop and dining room will be known not only for the beauty of its decorative scheme and for its fine mural paintings, but also for the completeness of its equipment, the efficiency of its service and for the perfection of its cuisine, manager Swede Kling reports.

The equipment of the dining room, the coffee shop and kitchen are the best that money can buy. The coffee shop will be a boon to the residents of Lubbock during hot weather for the entire room is cooled with iced air which will keep the temperature at 76 degrees all time, even on the hottest days. The roof of the coffee shop is covered with acousti-celotex, a corkwood which absorbs noise of any kind and the guests will not be bothered with the rattle of silverware and the clatter of dishes.

Kitchen Is Large

The kitchen is equipped to take care of several hundreds of people without the slightest slowing of service and for the benefit of banquets, luncheons and private parties a complete service kitchen has been installed on the mezzanine floor. Huge ice boxes and refrigerators capable of handling many hundreds of pounds of meats, vegetable, eggs, butter and milk are installed. This equipment is of the latest type.

The catering department of the hotel is placed in the hands of Maitre d'Hotel Fred Green and under his management good service will always be given the guests of the Hilton. The chef, Veon Lewis, is also a man of years of experience and able to produce well cooked and tasty food.

"It is quite certain that the people of Lubbock will quickly realize the satisfaction that comes from "Minimax" service," Manager Kling says.

DAMAGE SUIT FILED

More Than Million Sought From Oil Company

BEAUMONT, Jan. 2. (AP)—Spindle Top, dean of American gusher fields, figures in another damage suit in which more than a million dollars is sought.

The Yount-Lee Oil company is the defendant and Mrs. Alice McElroy et al are plaintiffs. The claim, which is against 3,100 acres of land in the Spindle Top field dates back to when the property was owned by J. H. Burton, jr., is one of the plaintiffs. Claim is made for $1,563,000.

Dining Room And Coffee Shop To Be Beauty Spots Of New Hilton Hotel

The coffee shop and dining room of the new Hilton will probably attract more attention than any other part of the hotel. Responsible largely for the beauty of this place are the mural decorations of two of the best known artists in America today, Holling Clancy Holling and Lucile Holling. These two young artists have established a national reputation in this particular line of work and only by a fortunate circumstance was the Hilton hotel able to retain their services.

Mr. Holling, who is still in his twenties, has made phenomenal strides in depicting the American Indian in his natural environment. He has been engaged by the Canadian-Pacific railroad to do all poster work and examples of his work have been so successful and popular that reproductions have appeared in many art journals. Mrs. Holling has collaborated with Mr. Holling in this work. Both are graduates of the Chicago Institute of Art.

Both Instructors

Last year Mr. and Mrs. Holling acted as instructors in art on the "Floating University" which made a trip around the world. From this trip they collected a large number of sketches and paintings.

The Hilton hotels have been very fortunate in securing the services of Mr. and Mrs. Holling and Mr. Hilton believes there is little questions that the work they have done for his hotels will attract nation-wide attention.

The different tribal dances of Southwestern tribes are depicted on the three walls of the dining rooms. These paintings are beautiful in design and color. The deer dance, the buffalo dance and the corn dance were ceremonial rights the origin of which is enshrouded in mystery, but are done today in New Mexico and Arizona as they were done centuries ago. The columns are embellished with designs familiar to the citizens of the southwest plains; the cactus, the Indian head dresses. The Hollings are known for their faithfulness of detail.

The Hollings have also established a reputation in their books for children.

Executives Of Hilton Hotels, Incorporated



JOHN GUTTAR
Vice-President



PRESIDENT CONNIE HILTON



J. B. HERNDON
Secretary-Treasurer



W. R. IRWIN
Vice-President



A. C. NICHOLSON
Vice-President

J. O. Smith Named Manager Of Hotel Drug For Hilton

J. O. Smith, one of the most popular drug men ever in business in Lubbock, has been selected as manager of the Hilton Hotel Drug store. "J. O." in his connections with the old Lubbock Drug store, the Bowen Drug store and the Lubbock Hotel Drug store, has made many friends in Lubbock and the surrounding country.

J. O. will have a most attractive store with fixtures of the latest design; the soda fountain is up to date in every way and a high grade line of drug merchandise will be carried as well as perfumes, cosmetics, candies, and sundry lines. "J. O." has been a registered pharmacist for many years and the Hilton Drug store will specialize in fast prescription service.

Assisting J. O. in the operation of the Hilton Drug store are two young men, Jimmie Alls and Brooks Penny, both with many friends and acquaintances in Lubbock.

PLAN CELEBRATION

Four Days Of Jubilee Will Be Held In Galveston

GALVESTON, Jan. 2. (AP)—Four days of Mardi Gras celebration with two states participating, are plans announced for the event here Feb. 28 to March 3.

In addition to invitations to the various Texas cities to send duchesses to the royalty ball and other events, cities in Oklahoma also will receive invitations.

Members of the executive committee for the Mardi Gras are: Gus A. Amundson, jr., chairman; Robert Sealy, Shearn Moody, A. F. Myers, George W. Bell, jr., Ben Sass, Sherwood Brown, Robert A. Lyons and J. H. Yeargan.

NEW METERS ADDED

BEAUMONT, Jan. 2. (AP)—With the decennial census to be taken within a few months, cities are beginning to check up on signs of progress. A check here for the past year shows that 658 new water meters and 900 new gas meters have been added.

The population of Beaumont in 1900 was 41,306. It is expected to pass 65,000 this year.

Right Hand Man Is Hilton's Pal

Friendship Formed During War Results In Wm. R. Irwin Becoming Official For Hotel Man

C. N. Hilton has a way of surrounding himself with men he has known for years; men who he can trust. Thus it is with Wm. R. Irvin, vice president of Hilton hotels. Bill Irwin has been a friend of Connie Hilton's since the war days of 1917.

Their association began when they were both candidates for officers' bars at the first training camp at Presidio, California.

They began there a friendship that has lasted these many years. Together they went to the training camp at Presidio and then to Jacksonville, Fla. Assigned to the same outfit as lieutenants they went to France, served throughout the war and only parted when the armistice was signed. When peace came they returned to their respective homes, having formed a sincere respect and friendship for each other.

When Connie Hilton came to Texas, entered the hotel business and conceived the idea of the Hilton, he wanted someone to help him whom he could trust and whose judgment he respected. He sent a telegram to Bill who was at that time employed with a large importing firm in San Francisco, asking him to come at once. Bill responded immediately and moved to Dallas in 1921 to become associated with Hilton Hotels, Inc.

Since 1921 he has been successively secretary-treasurer and vice president of Hilton Hotels, Inc. A graduate of the University of California, W. R. Irwin, energetic and capable, is C. N. Hilton's right hand man and his enthusiasm and ability have been dedicated to the development and expansion of Hilton hotels. He has worked hard but he has found his work most interesting, for he has been closely associated with his best friend. It is agreed that Hilton hotels would not have expanded to the point they are today had not their policies and their building been the result of a cooperation which has its foundation in the solid rock of friendship.

SAN MARCOS, Jan. 2. (AP)—Births in Hays county during 1929 outnumbered deaths 88 to 53, according to records here. Three died from automobile accidents, one from an auto-train crash, two from cancer, two from gun shot wounds, four from tuberculosis, three from influenza, one from pelegra, senility two, while in the cases of 13 deaths there was no attending physician and consequently no report of the cause.

Hawaii exported $71,000,000 of sugar and $35,000,000 of pineapples last year.

Twelve Piece Orchestra Will Play

George Ellis And His Band Brought To Lubbock From San Antonio; Will Play For Diners At New Hostelry

Presenting George Ellis and his twelve-piece orchestra from San Antonio, Swede Kling, manager of the Lubbock Hilton hotel, announces a series of dances beginning the night of January 4th at 9 o'clock. George Ellis and his musicians are well and favorably known around Lubbock and Mr. Kling is looking forward to a large attendance. The ballroom at the Hilton is a perfect setting for such an affair, beautifully decorated and well ventilated and there is no reason why the opening dance of the season should not be a colorful and brilliant affair, the management believes.

The orchestra has been retained for the entire season and will play in the dining room at the lunch and dinner periods. This feature of the Minimax service is expected to be appreciated by patrons of the hotel who enjoy good music.

There are many who will be unable to attend the opening banquet on Friday night due to the limited seating capacity of the ballroom, but on Saturday night, January 4th, the Hilton will be able to entertain an almost unlimited number.

Arthur Howard Is Chief Clerk Here For Hilton Hotel

In no department has Swede Kling, manager of the new Hilton hotel, been more fortunate in his selections than in the selection of the men who will greet the public, the contact men, the room clerks.

Chief clerk is Arthur Howard who is almost as well known to the people of Lubbock and the surrounding country as Manager Kling himself. Howard began his hotel career in Hereford, in 1908 and he has been at it ever since. In all the intervening years Howard has served with only three hotels and the fact alone speaks for his ability and for the satisfaction which his services must have given.

Was At Plainview

After one year at Hereford, Howard went to the Ware hotel, of Plainview, which his father opened in 1909. There he served as clerk for five years and then came to Lubbock to work for his father who was opening the Merrill hotel which stood on the ground which is now occupied by the Hilton. Through several changes of ownership Howard served successively as clerk and then as manager of the Merrill, only leaving when that famous old hostelry was torn down to make way for the new twelve-story Hilton.

In these twenty years of hotel work in the Panhandle and South Plains country, Howard has made many friends. He will be glad to see them all again and is ready to start work after a vacation of a year. He forms a valuable addition to the house staff of the new Hilton.

Kling's Brother Here

The other clerk who will assist Mr. Howard in his duties as chief greeters is F. G. Kling, a brother of the manager. Young Kling has had varied experience in the hotel game. He started as mail and information clerk at the Herring hotel in Amarillo, was promoted to room clerk and later served with the Thompson organization at the Amarillo hotel as night clerk. Later he was room clerk at Hotel Lubbock and also saw service at the Capitol hotel in Amarillo from which place he comes to the new Lubbock Hilton.

Twelve-Story Hostelry To Be Viewed By Lubbock Public; Banquet, Dance And Reception Planned For Evening

Classifications Given Hotels Are Widely Differing

Transient, Residential And Resort Classes Take In Most Of Them; Personality Is Big Feature

Although hotels differ widely in their characteristics, they may be roughly classified, and are commonly referred to as transient, residential and resort hotels. A sharp dividing line cannot be drawn between these classes; transient hotels frequently lease a number of apartments. Hilton hotels have always followed this plan, and have many permanent guests. All three types offer meals and service on the "European" or the "American" plan; under the former, meals and rooms are charged separately; under the latter, a fixed charge is made for the month. The "American" plan has interesting possibilities of development is the belief of hotel men, especially in the residential hotel, but most of the hotels in the United States today are run on the so-called "European" plan.

Formerly, residential hotels did not differ greatly in layout, appointments and service features from the high type of transient hotels. Today, there is a rapidly growing number of apartment hotel designed and equipped for residential purposes and quite unsuitable for taking care of transients advantageously. The resort type hotel, is, of course, well known to all. It is especially designed and built for seasonable occupancy. In most instances it is open and operates for just a short time. Because of the large investments involved in the better type of resort hotels, and the fact that it operates for only a limited period, the charges made are usually very high.

It has been said that a hotel's personality determines the patronage it will draw, but that is not entirely true. Sometimes, the people attracted will give the hotel a personality widely different from that which the management anticipated. One New York hotel was designed to be the meeting place of society. For several reasons, principally of location, no amount of effort succeeded in getting that patronage. From the start, however, it enjoyed a profitable clientele of the commercial type. Another which started as purely a transient hotel, was so well liked by it patrons that many of them chose it as a permanent home. Today it is virtually a residential hotel.

TO BUILD DOCKS

PORT ARTHUR, Jan. 2. (AP)—The American Iron and Metal company of Dallas has announced docks for loading scrap iron on seagoing vessels here will be constructed at a cost of $50,000. Contracts have been made with the two refineries here for handling their waste metal, according to D. D. Feldman, president of the company.

Seventh Member Of Hotel Chain In Texas Is Opened With Celebration While Citizens Take Part

AS CULMINATION of months of labor in the new 12-story, 200-room Hilton Hotel, seventh of its kind in the state of Texas, will be formally opened in Lubbock Friday evening at 7 o'clock with an elaborate banquet followed by dancing in the ballroom on the mezzanine floor.

Open house will be held for all visitors of Lubbock and the South Plains Friday between the hours of 11 a. m. and 5 p. m. "We are anxious that everyone who possibly can inspect the building Friday and a cordial welcome is extended on the part of the management," J. E. Herndon, secretary of Hilton Hotels, Inc., said today.

Wilson Is Toastmaster

The banquet on Friday evening will be open only to those who have made advance reservations and indications today were that hundreds of persons, from this city and others, will be on hand. The banquet program will be of approximately 40-minute duration with Roscoe Wilson as toastmaster of the occasion. Invocation will be made by Rev. Jack M. Lewis, followed by the address of welcome from Mayor Harley D. Woods.

C. N. Hilton, of Dallas, president of the hotel, will respond to Mayor Woods' words of welcome. A short address, "Hotel Development in Lubbock," will be made by W. S. Posey, followed by remarks from E. P. Greenwood.

Members On Committee

Mrs. P. R. Friend, as chairman of the reception committee, has the following as assistants: Mr. and Mrs. J. A. Phillips, Mr. and Mrs. Walter Posey, Mr. and Mrs. J. E. Garrison, O. L. Slaton, Spencer A. Wells, Mr. and Mrs. C. E. Howard, Dr. and Mrs. J. T. Hutchinson, Mr. and Mrs. Jno. H. Moore, Mrs. J. D. Lindsey, Mr. and Mrs. E. P. Norwood, Mr. and Mrs. Clyde H. Ragland, Mr. and Mrs. Lee Ragland, Mr. and Mrs. Roscoe Wilson, Mr. and Mrs. J. Milton Jones, Mr. and Mrs. L. C. Ellis, Mr. and Mrs. O. L. Nislar, Mr. and Mrs. Joe Nislar, Mr. and Mrs. B. Sherrod, Mr. and Mrs. H. D. Woods, Mr. and Mrs. J. J. Clements, Mr. and Mrs. S. C. Arnett, Mr. and Mrs. W. B. Atkins, Mr. and Mrs. Jno. Dalrymple, Mr. and Mrs. Homer Grant, Mr. and Mrs. J. M. Bradley, Mr. and Mrs. John S. Johnson, Mr. and Mrs. T. H. Ellis, Mr. and Mrs. D. N. Leaverton, Mr. and Mrs. Maple Wilson, Mr. and Mrs. J. D. Young, Mr. and Mrs. C. R. Simmons, Mr. and Mrs. O. W. McLeod, Mr. and Mrs. H. L. Allen, Mr. and Mrs. R. Q. Pierce, Mr. and Mrs. T. B. Duggan, Mrs. Car Roberds, Mrs. M. E. Merrill, Mr. and Mrs. Fred Spikes, Mr. and Mrs. Geo. Benson, Mr. and Mrs. C. E. Maedgen, Judge and Mrs. R. R. Kelso, Mr. and Mrs. George Moore, Mr. and Mrs. Frank Pratt, Mr. and Mrs. France Baker, Dr. and Mrs. Fred W. Standeler, Mr. and Mrs. H. W. Wylie and Mr. and Mrs. D. Jarrett.

Dallas Visitors Here

Two special cars are expected to arrive in Lubbock Friday morning

See HILTON OPENING, Page 2

Organization Of Hilton Hotels New But Functions In Satisfactory Way

The Hilton Hotels, Inc. operates in the state of Texas exclusively at the present time. The organization as it exists today is of comparatively recent inception. Prior to February, 1929, each Hilton hotel existed as a separate corporation, but during that month the newly organized holding corporation absorbed the individual companies and now owns 100 per cent of the capital stock of each corporation.

Hilton Hotels, Inc., is a corporation existing under the laws of the state of Deleware. Its authorized capital stock is 75,000 shares of no par value stock. There are outstanding, at the present time, about 65,000 shares. Recently an offering was made to the public of its capital stock and the response to this offering, the first ever made by Hilton Hotels, Inc., was satisfying to the organization.

Some Are Leased

Hilton Hotels, Inc., both own and operate. The Lubbock Hilton, the Plainview Hilton and the Waco Hilton are owned by the corporation, while the Abilene, San Angelo and Dallas Hiltons are leased and operated. The Marchman Hotel of Wichita Falls, the only hotel in the system not bearing the name of Hilton, is also leased. There are now under construction two more Hilton hotels. One, the Marlin, with 110 rooms, will be opened in May 1930, and the El Paso Hilton, with 325 rooms will be opened during the fall of 1930.

The acquisition of the Hilton Hotel for the city of Lubbock is a substantial addition to the economic structure of the city. It has been said that no city is any better than the hotels which serve it and the addition of this new and modern structure of 200 rooms to the hotel facilities of the city will serve to create more business for the entire city. The Hilton pay roll and expenditures will amount to over $30,000 a month, all in the city of Lubbock, the structure, as it stands today, a turnkey job, represents an investment of some $600,000.

Hilton Promotes Old Empoyes To Positions In City

President Names Three To Higher Lubbock Offices

L. M. Watts, Jack Drum And Mrs. Mary Crisp To Be Among Executives At New Hotel In Lubbock

FOLLOWING a well defined principle established at the same time as the founding of the Hilton hotels, President C. N. Hilton announces that several employees affiliated with the Hilton organization in different positions and locations have been promoted to more responsible positions in the Lubbock Hilton hotel.

L. M. Watts, who has been night auditor in the San Angelo Hilton hotel, since its opening some months ago, is promoted to the position of auditor in the Lubbock Hilton. Mr. Watts is experienced in his work and has held many responsible positions in the auditing field. He was cashier of the Hebron State bank of Hebron, Texas, for three years and later became office manager of the L. O. Daniels company, Dallas.

Started At Dallas

His first experience in the field of hotel accounting was gained with the Jefferson hotel of Dallas, with which he was affiliated for three years. He left the Jefferson to become connected with the Hilton organization and has shown his merits and earned the promotion to the position of auditor which he will hold in the Lubbock Hilton, Mr. Hilton states.

Another young man who has merited recognition is Jack Drum, who has been associated with the Hilton organization for a year and a half. Mr. Drum started at the bottom, as a bell-boy in the Waco Hilton, being promoted successively to head porter and later to the position of night auditor in the Plainview Hilton hotel. He now comes to the Lubbock Hilton as storeroom clerk, a most responsible position in the Hilton organization. Mr. Drum is still young but he has had many years of experience in hotel operation.

Another advancement is registered by Mrs. Mary F. Crisp, who has been room inspector at the Dallas Hilton hotel. Mrs. Crisp will be housekeeper at the Lubbock Hilton and will have charge of the 20 maids who clean the rooms, make the beds and keep the hotel in perfect order. There are thousands of pieces of linen under her care, sheets, pillow-cases, napkins; there are hundreds of blankets, hundreds of bedspreads. It is no small job to check this linen, see that none is lost and see that all is in first class order. Mrs. Crisp is capable and perfectly able to handle this difficult and demanding job, President Hilton reports.

Hilton's Chef Learned From Father

Veon Lewis, Whose Daddy Was Chef Before Him, Comes To Lubbock From University Club, Dallas

EVERY man who hopes to be a chef must serve his apprenticeship, but not all are as fortunate as Veon Lewis, who will be head chef of the New Lubbock Hilton hotel, for he was able to serve his apprenticeship under his father, who was a famous chef in his day.

Lewis' father was a Frenchman and with the Frenchman's instinct for good food, the Frenchman's admiration for good cooks. It was written in the cards that Lewis jr. should be a chef, and the father gave the son a five year course in all branches of the kitchen.

A Thorough Training

It was a most thorough training and at the end of five years Lewis sr. conferred upon his son the degree of "bachelor of culsine" and thrust him forth into the world. Lewis went to Los Angeles, California where he was assistant to Chef Palmer who came direct from Paris, to open the Alexandria hotel.

Every chef accumulates stories of cooking days, famous parties he has served, famous men who have praised their cooking, but Lewis remembers above all else the party which he served for old "Fighting Bob" Evans when he sailed around the world at the head of the American fleet in 1908.

The citizens of Los Angeles spared no expense to make the party for "Fighting Bob" a success and for 185 guests who were served at that party the total sum of $10,000 was expended. "Fighting Bob" was a man who appreciated good eating as well as good fighting.

Later, Lewis became private chef for Mario Chamlee who took Enrico Caruso's place in the Metropolitan Grand Opera company.

Lewis has served in many of the finest and largest hotels in America. He was chief sauce cook at the Sherman hotel in Chicago and in 1923 was chef for the Keanan system chain of six hotels throughout the middle west. Later Lewis became assistant chef at the Commodore Perry hotel at Toledo, Ohio.

Here From Dallas

Lewis comes to the Lubbock Hilton hotel direct from the University club at Dallas.

Lewis knows food and food preparation. He has had years of experience and is prepared to give to the people of Lubbock the benefit of that experience. He has been selected by Hilton hotels from a large number of candidates for this position with the knowledge that he can produce for Lubbock what Lubbock people and visitors prefer in the way of food.

'Swede' Kling

(Continued from page 1)

this new and finest Hilton hotel a splendid success he should select Swede Kling. Kling came with the Hilton organization three months ago. He has been acting manager of the San Angelo Hilton hotel, where he has become acquainted with the Hilton system of operation and management.

Mr. and Mrs. Kling have many friends in Lubbock. C. N. Hilton knows that they are glad to be back in Lubbock and that Lubbock is glad to have them here now permanently. Swede will be on the job Friday, January 3, to greet all his old friends and to make many new ones for Hilton hotels.

Hilton Opening

(Continued from Page 1)

from Dallas bearing the following as visitors to the opening: A. T. Pierce, Mr. and Mrs. C. N. Hilton, Miss Virginia Monarch, Don A. Weber, Henry Coke Knight, Al Roewade, S. E. Johnson, Carl Roesch, W. P. Martyn, Mr. and Mrs. W. R. Irwin, Mr. and Mrs. Anton F. Korn, Mr. and Mrs. J. L. Zeeryup, Mr. and Mrs. A. C. Nicholson, Mrs. B. A. Evans, J. G. Williamson, Wm. Hidell, Harry Sigel, Mr. and Mrs. Geo. Scott, B. P. Bondurant, J. M. Penland, E. N. Koonsman, E. H. Lee and Mr. and Mrs. Frank Cronk.

The new $800,000 Hilton Hotel stands at the site formerly occupied by the old Merrill hotel, which was erected in 1912 by M. E. Merrill and Carl Roberds. At time of building of the Merrill it was considered the finest in this section of the state.

Following death of the two builders their widows took over the ownership while management was under H G Seitz.

In December 1928, negotiations were started by Wm. H. Irwin, of the Hilton Hotel company, through T. B. Duggan, vice president of the Temple Trust company, for purchase of the property, owners being represented by R. Q. Pierce. Option was obtained on the property and the deal closed in January 1929, with possession to be given over April 1, 1929. As the building was under lease to various tenants for a period running from one to three years, a furid was subscribed by local citizens to buy these, totalling about $17,500, with a small bonus left for the hotel company.

On April 2 work of tearing down the old land mark was started and building operations on the new, modern hostelry inaugurated.

List of subscribers to the Hilton Hotel fund included: J. A. Phillips, First National Bank, J. E. Garrison, Hemphill-Wells, C. E. Howard, Dr. J. T. Hutchinson, Mrs. J. D. Lindsey, Jno. H. Moore, E. P. Norwood, Ragland Motor company, Roscoe Wilson, J. Milton Jones, Lubbock National bank, Nislar Hardware company, Sherrod Bros., H. D. Woods, J. J. Clements, Arnett and Benson, Higginbotham - Bartlett, Panhandle Construction company, Bradley Motor company, John S. Johnson, T. H. Ellis, D. N. Leaverton, Wilson and Sanford, Simmons and McLeod, Voyt Williams, Fred Spikes, France Baker, Dr. Fred Standefer, Moore Bros. Hardware, Young and Pratt, I. R. Kelso, Wylie-Jarrett Drug company, R. Q. Pierce and T. B. Duggan.

Englishman Maitre d' Hotel In City

Fred Green, Veteran Steward, Will Be Important Cog In Machinery Of New Hilton Hotel In Lubbock

Fred Green, who will be maitre d'hotel of the new Lubbock Hilton hotel began his hotel career some years ago in Leeds, Yorkshire, England, as steward of the Conservative club. That was the place of Green's birth and in keeping with the English system and tradition it was exceeding fit that he should be born, work and die in the same place.

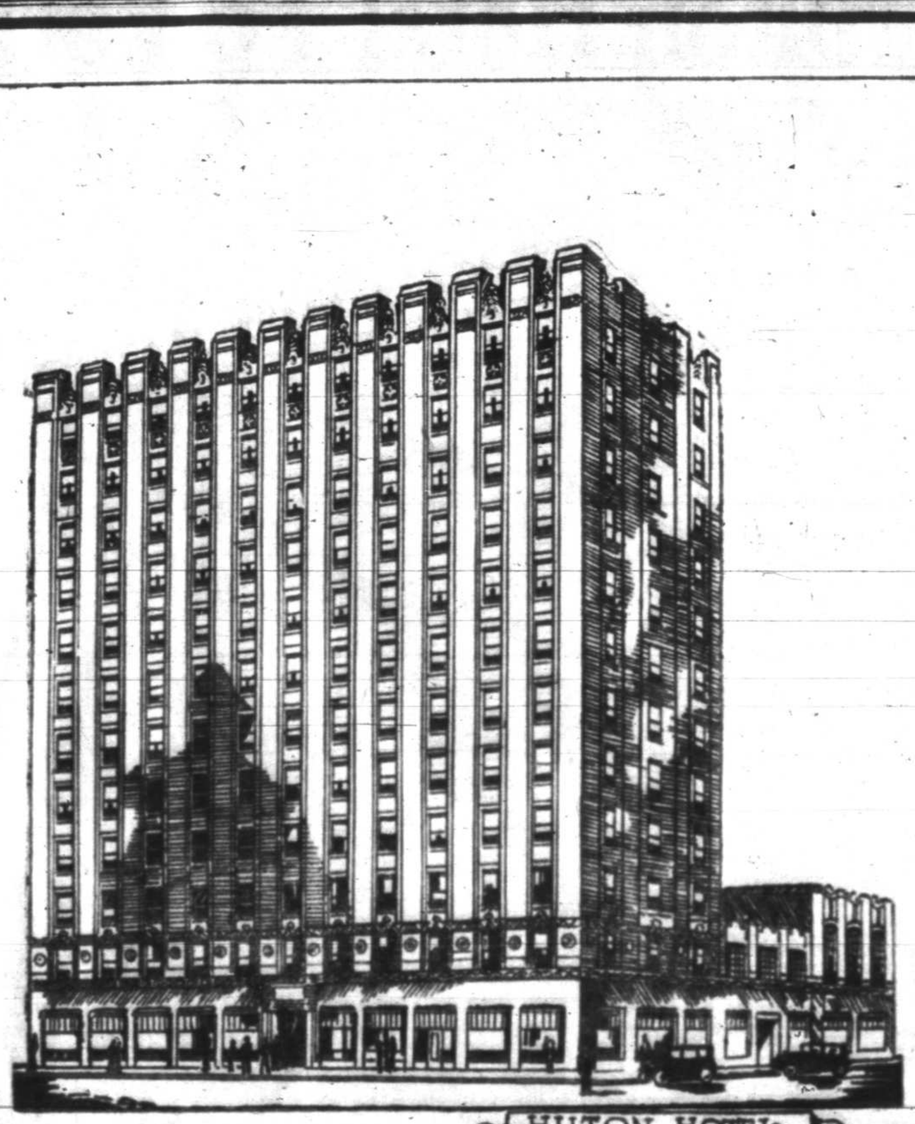
Green, however, had other ideas and in 1910 he migrated to the United States to become manager of the Chattanooga Golf and Country club with which organization he served five years, relinquishing that position to become manager of the Country club at Atlantic City, New Jersey.

After eight years with the Atlantic City Country club Green left to accept the offer as steward and assistant manager of the Georgian Terrace hotel of Atlanta, Georgia, with which he served for three years only leaving to become manager of the New East Lake Country club of Atlanta.

Every golfer in the United States knows that the New East Lake Country club is the home club of the famous Bobby Jones. Green is no mean golfer himself and probably will become a familiar figure on the Lubbock course.

Green also served with the Dallas Athletic club as steward and came with the Hilton organization after the opening of the Waco Hilton hotel.

Fred Green brings to his work not only years of experience in this country but a background of training acquired in England and France. As head of the catering department of the Hilton hotel he will arrange dinners, banquets and private parties as well as superintending the regular dining and cofercom service. He is adept at planning menus and will be at the service of any who are planning entertainments in the private dining rooms of the Lubbock Hilton.



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EL PASO, LUBBOCK, LOS ANGELES

Helping to Build A Greater Lubbock

Artist In Charge Of Decorations For Hilton Hotel Explains Indian Feature

FRANK SWAINE, a resident of Ranchos de Taos, N. M., is the designer of all the fixtures, furniture and decorations which have gone into the Lubbock Hilton hotel and which make of it a thing of beauty. Mr. Swaine, who is a former resident of Dallas, is also an architect of prominence and has designed some of the most beautiful homes built in the state of Texas. Some years ago, however, Mr. Swaine moved to the artist colony of Taos, New Mexico and has since devoted his entire time to designing and decoration.

In his designs for the furniture, the lighting fixtures and the decorations for the Lubbock Hilton, Mr. Swaine has been able to give full play to his very high artistic ability. A close student of the culture of the Spanish, Mexican and Indian civilizations, to which he has devoted years of study, he has combined the finest examples of their art in the furnishing of the Lubbock Hilton.

Indian Motif Seen

Elsewhere in this section there is furnished a more detailed description of the furniture, the fixtures and the decoration of the hotel but consideration can here be given to the history of the Pueblo Indian architecture which dominates the design of the hotel.

"One hears a great deal," said Mr. Swaine, "about the fact that America has never developed a distinctive style of architecture. It is true that the new type of recessed skyscraper, which is the product of necessity in our larger cities, where great chasms are formed by gigantic buildings, has been heralded far and wide as a distinctive style of American architecture, but no consideration has been given to the Pueblo style, which is truly American, for it has evolved through a space of one thousand years on the American continent. It has been influenced, too, in its evolution by the art of those peoples who settle near the Indians and it has, in turn, exerted a strong influence upon the art and architecture of the conquering peoples.

Missions Well Known

"The Franciscan missions of California are widely known and are a product of this mingling of the arts. Here, however, the Spanish art gained a dominance over the Indian.

"In New Mexico and Arizona, however, the Indians for the past centuries have never completely yielded, and the architecture, consequently, is basically Indian rather than a modification of the renaissance periods of Europe, the art and the culture of which the Spanish conquistadores carried to the new world. In 1540, Cabeza de Vaca made his first invasion into what was then known as New Spain comprising what is now New Mexico and Arizona. He left but little traces of his visit, but subsequent Spaniards, such as Coronado, De Vargas, Espejo and others founded colonies, and taught the Indian how to build after the Spanish manner with such materials as were then available.

Rock Dwellings Vanish

"All Indians until the advent of the Spaniards constructed their dwelling places of shale rock in the crudest fashion. These rocks were cemented together with mud or in some instances the houses were built of logs, placed vertically and chinked together with mud. The Spaniards, however, introduced the adobe brick, which as everyone knows has become the accepted means of construction for centuries and exists even today on a large scale. Previous to the Spanish conquest the Indians had used trees for forming roofs and this practice continued. By the use of small saplings, preferably the quaking aspen, laid at right angles to the tree trunks, and a superstructure of straw and mud applied, a roof impervious to wind and water was obtained.

"The Indian is a lover of color. He comes by this love naturally, for nature has endowed his southwestern home with all the beautiful colors that earth can bestow. The clays of his hills and deserts have provided for centuries the means for embellishment and art. He has always beautified the walls of his dwelling places with carefully selected clay, of a tint to suit his particular taste. It was the Spaniard, however, who first introduced the Indian to the color "blue" and likewise the Spaniard who introduced him to the use of wool.

Spaniards Help

"Around 1770 most of the Franciscan missions were established, and the Pueblo Indian style of architecture arrived at its most ornamental and successful period. The Spanish Padres had brought with them the art of a nation that is a great lover of beauty and of art, or at least they had brought with them the tradition of that culture and expressing that love of beauty in their missions and their churches they directed the native Indian workmen in the construction of chancels, altars, pulpits and choir balconies as best their memories would serve them and with such crude tools as they could muster. The ornaments consisted chiefly of incised designs in simple motives and for what the carving lacked in grandeur they supplemented color. Here we find the first evidence of this period can be found today in the Pueblos of Laguna, Isleta, Acoma and Taos. Mexican missions of the same period occur through New Mexico in profusion.

"The churches and missions of the southwest for the most part escaped the deadening influences of the Victorian period, and the remains of the early Spanish-Indian handiwork now existing in the southwest are considered among the finest of American art treasures.

Architecture Used Here

"The architecture of the new Lubbock Hilton hotel is based essentially on this southwestern architecture. It has seemed particularly appropriate for Lubbock which stands at the gateway to Indian land and which has retained the western outlook and the western culture.

"You will find in the new Lubbock Hilton hotel examples of all the fine arts which were known to the Indian, the Mexican and the Spaniard. The pottery is among the best known of the Indian arts. Of all the arts practiced by the Indian previous to the Spanish conquest, the art of the potter has been the least influenced by the invader. The pottery made today by the Hopi, Santa Clara, Acuma, Isleta and other Indian tribes is essentially the "pottery" of 1500 years ago. The potter's wheel is unknown, and all forms are molded by hand, and smoothed with stones and water before firing. The earliest pottery is known as the "coiled ware," wherein chunks of clay were rolled into long ropes and in the plastic stage coiled and pinched together. This left the surface of the pottery with a very pleasing texture, and even today, fragments are produced where the finger prints of some Indian who lived 2000 years ago can easily be distinguished. The next period was the smoothing of the outer surface, partially when the clay was moist, and again polishing with a smooth stone and water after the pottery had sun dried. The third period comprises the simpler forms of painted designs. With no knowledge whatever of chemistry, the Indian, none the less, found that clay from certain spots fired to produce certain colors, particularly red, white and black. By constructing pottery of one clay, and later painting the designs in another clay, contrasting colors could be obtained. Then the Indian learned that certain sands when ground finely and applied would fire with a shiny surface and so glazed ware was obtained.

Quality Changes

"Through two centuries the quality of the Indian pottery design varied from good design to poor design, and back to good, as the particular potters developed in their technique. The authorities agree, however, that never in the history of Indian pottery has there been better design than is being produced today by the potters of Hopi Land, Acoma and San Il De Fonso. You will find in the Lubbock Hilton fine examples of this expression of Indian culture which have been selected from the tribes of the southwest.

"In no other art more than in the design and weaving of blankets has the Indian been better able to express his love of color and beauty. The Hopi Indians were the first weavers of blankets among the Pueblo Indians. The first blankets were woven of cotton, as wool unknown to the southwestern tribes, and were colored with such natural colors as limited knowledge of vegetable dyes afforded. The Spaniards introduced wool to the Indian and resulted almost in a complete substitution of wool for cotton. The Hopis introduced the art of weaving to the Navajos and finally became well known to all the Pueblo tribes. In the Lubbock Hilton you will find beautiful examples of the art of the Chimayo, Navajo and Hopi tribes. The Chimayos have lately learned the tricks of the white man and have begun the substitution of Germantown yarns for the old hand carded, hand spun yarns of older days. Only the expert can tell the difference. The Chimayos, however, by the mixture of silk and wool have begun the reproduction of wonderful designs and colors in handwoven fabrics.

Craftsmanship Popular

"Only in recent years have the Indians been "discovered" by the people of the United States and only recently has there been an expression of interest in the Indian art. The Americans, however, are today demanding of the Indian the best his craftsmen can produce. Some years ago all that was demanded of the Indian was production on a quantity basis and the Indian soon learn the sorry tricks of substitution—anilyne dyes substituted for vegetable dyes, machine fabrics substituted for hand woven, machine made yarns substituted for hand spun yarns and so on. Pottery was produced in greater quantities by form cut materials and the market was flooded with sorry and inferior examples of a bastard craftmanship. During the last few years, however, all Indian crafts have come substantially into their own. There is a real demand for the best they can produce and for the best examples of their art and craftsmanship. It is indeed gratifying to me and to others who have studied the Indian art and culture to know that proper recognition is being afforded the Indian."

Mr. Swaine has been in Lubbock for the last ten days supervising the installation of the furniture, lighting fixtures, rugs and decorations. He feels that Lubbock will appreciate the research and study that has been necessary to insure the perfection of this work and he believes that the Lubbock Hilton Hotel stands today as one of the finest examples of Indian architecture in America.

POOL INTERESTS

BERLIN (AP)—To bring back tourist trade to the center of Berlin, cafe owners of the Jaegerstrasse, former night life center, have pooled their interests in a stock company and have asked the city to rename the thoroughfare "The Street Of All Nations."

DISTRIBUTES SAMPLES

VATICAN CITY (AP)—Pope Pius became a distributor of sewing machines recently when he had to dispose of twenty samples given to him by visiting manufacturers. The machines were allocated to hospitals and other charitable institutions.

Congratulations --

To The People of Lubbock—Mr. C. N. Hilton— And The Entire Hilton Hotel Organization!

The success of any great institution is largely dependent upon the confidence and esteem in which it is held by the public. This confidence is reflected by its remarkable success in the case of the Hilton Company. But in a larger sense, the growth of the Hilton Hotel Company parallels and reflects the growth of a great portion of our State. It is a growth based upon the development of natural resources by energetic, able and courageous men. It also reflects the City of Lubbock and West Texas. The establishment of such a firm as this within this City may well be the cause of congratulations. Such statewide and outstanding firms lend stability and prestige, as well as draw the attention and trade of many people and enables this City to give service that few cities can excel.

Far-sighted men are today visualizing this city of the future—they are preparing for it. More and more business concerns and institutions are establishing their headquarters here as the center of this vast domain of West Texas.

The completion of this building leaves me with an unusual sense of gratification for a good job well done by the Contractors, the Mechanics who were engaged in its construction, and my office.

The Pueblo Indian style chosen in its design is dignified, friendly and appealing, and well suited for this type of building. It produced an effect which is second to none in the entire State of Texas, of which the people of Lubbock can be proud.

ANTON F. KORN

ARCHITECT

DALLAS AND WEST TEXAS.

PLUMBING

AND

HEATING

In the New

HILTON HOTEL

BY

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We join the host of friends of

HILTON HOTELS, Inc.

In Congratulating Lubbock and West Texas
On the Establishment of this Newest
Hilton Hotel.

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Manufacturing Stationers
Lithographers
Office Furniture

Galveston — Dallas

History Of Hilton Hotel System Reads Like Romance

Present Group Of Hostelries Dates Back To Adobe Wall Structure; Yet Standing In San Antonio, N. Mexico

Lubbock Hilton, Formally Opening Friday; Is The Seventh Of System Which Dominates In Texas

The story of the foundation of Hilton Hotels is not merely a story of C. N. Hilton and the establishment of the seven hotels of the Hilton system in Texas. The foundations of Hilton Hotels were laid years ago, not in Texas, but in New Mexico in the little Mexican town of San Antonio and the foundations of Hilton Hotels as they exist today rest not on rock but on adobe—the adobe walls of the little old Hilton Hotel in San Antonio, New Mexico.

The San Antonio Hilton stands today as it stood forty years ago.

The blistering sun of summer and the chill of winds of winter have not changed the appearance much. Perhaps the rain has washed its mud walls a little and rusted its corrugated iron roof! Perhaps the hot sun has cracked the paint on its wooden porch and rotted the pine supports, but it sits there still, in silence like an aged and decrepit ancestor whose whole time is spent in satisfactory contemplation of the distinguished progeny that bear his name.

Here then is the first Hilton Hotel, a low rambling structure of adobe, built by A. H. Hilton, the father of C. N. Hilton in the late eighties. One side of the building served as the home of the Hilton family. The other side served as the place of business of the Hilton Mercantile company and in in the middle portion was located the hotel.

A. H. Hilton, the father of C. N. Hilton, was a pioneer. He came of people who had restlessly followed the call of the West for years. As a young man he left his home in Iowa in the early eighties to follow the call of silver and gold in the new mines of Leadville but he had been disappointed there and heeding to new rumors he had gone South to the new discoveries of Socorro, New Mexico. Here again he met with hardships unrewarded by either gold or silver and forsaking the life of a prospector for that of a merchant, he invested the scanty remains of his savings in a stock of goods, brought by a mule from the northern terminus of the railroad. Where he had met only with disappointments in his prospects for gold, he was universally successful in his business ventures, and in a few years he established the Hilton Mercantile company of San Antonio, New Mexico which in those days gave promise of being a good sized town.

Here in San Antonio, New Mexico, C. N. Hilton was born. It was prophetic that he should be born and spend his earlier life in a home which was also used for a hotel. When Connie was still a boy, the Hilton family moved to Socorro, New Mexico, a few miles north of San Antonio, where a branch of the Hilton Mercantile company had been opened. Connie remained behind, however, for his father had appointed him manager of the Hilton Hotel. It was his first experience in the hotel business. He was not only manager of the Hilton Hotel of San Antonio but he was the porter, the bell boy and the clerk as well. His father had promised him every dollar of profit that he could make and the boy went forward with his first business venture, determined to make of it a big business. With the assistance of a devoted Mexican cook he soon made the food served at the little hotel in San Antonio known throughout the state of New Mexico, and though the price charged for board and room was but $1 a day, he made good money which was placed in the bank at Socorro to create a fund for his education. It was pleasant work. Even in the sleepy town of San Antonio with his five room hotel, he managed to keep busy. His house was spotless; his service was excellent and through the daytime he used his spare time to study in the village school. Only one unfortunate fact disturbed the peaceful tenor of his existence and that was the schedule of trains. There were but two trains a day! The one from the north, which arrived at 1 a. m. and the one from the south which arrived at 2 a. m. Connie Hilton as porter met all these trains, and trudged thru the dusty streets in the early morning carrying the heavy sample cases of those travelers who were so unfortunate as to find San Antonio, New Mexico on their itinerary. He has never forgotten that train schedule and while his waking hours were filled with great dreams of hotels with a thousand rooms, and elevators and uniformed bellboys, those fine dreams sank into insignificance when he had to roll out of his comfortable bed at 1 o'clock in the morning to meet the southbound train. As he led some tired and sleepy traveling man thru the dusty streets of San Antonio toward the squatty darkness of the Hilton Hotel at 3 in the morning, doubts came to his mind as to the real possibilities and the future of the hotel business.

But soon his experiences as a hotel man were left behind. His father decided that he should enter St. Michael's college in Santa Fe, N. M., to complete his education. So he departed, to drop his hotel activities for many years, but not to forget them. He had learned one great principle of the hotel business while just a boy! Give to the guest all that you can for the least possible cost—the guest will repay you by his continued patronage and his recommendation to all who know him.

After completing the course at St. Michael's college, Connie entered the New Mexico Military Academy at Roswell, New Mexico and graduated in the class of 1906. He returned to Socorro then to enter business with his father. A. H. Hilton had by this time reaped the benefits of his vision and foresight. He had become a moderately wealthy man through his investments in mercantile establishments, land and livestock. At one time he was one of the largest buyers of Mohair in the United States and he and Connie made trips throughout the whole of New Mexico trading for wool and mohair, pelts and hides.

At the age of 21, Connie was elected a member of the legislature of New Mexico, the youngest man ever to serve as representative in that body. He shunned politics, however, and though the republican leaders of the state urged him toward a political career, he decided against it and devoted his entire time to development of his father's business of which he was, by this time, the general manager. He was engaged not only in livestock business, but also in banking, coal mining and zinc mining. While still a young man, he was the head of several corporations and the acting director of businesses involving huge sums of money.

Then came the event that changed the lives of so many men—the war. At the first call to colors, Connie Hilton resigned all of his offices, turned over his work to his father and enlisted in the service. He entered the first Officers Training Camp at Presidio, California, successfully passed the training there and was commissioned a lieutenant. It was there that he met Wm. R. Irwin, who is now vice-president of the corporation, and formed with him a friendship that has lasted to this day. After Presidio Connie was transferred to Jacksonville, Florida, and then to France, where he served until the signing of the armistice. It was a sad blow to Connie and to his future plans when his father died while he was in France and he returned after the war to find that prospects in New Mexico did not look so good. His vision had broadened and after a few months at home, he turned toward Texas where the oil booms of 1919 were commencing.

After looking over the different fields in the Texas oil belt, C. N. Hilton finally arrived in Cisco, Texas and there he re-entered the business which he had left some twenty years before. The Mobeley Hotel was doing a land office business. Men were paying any price for just a cot to sleep on; guests were being turned away by the dozens; the town was filled with oil prospectors and everything was booming. In this oil boom of 1919 he must have felt something like his father felt when he joined the gold prospectors of the late seventies. At any rate, for some reason still unknown to C. N. Hilton, and for some reason which he attributes to fate, the owner of the Mobeley Hotel wanted to sell out. Connie had just about decided to move on to another town, but his experience in business told him that here was a good chance for a safe and sane investment and he purchased the Mobeley Hotel. His early experience in the hotel here stood him in good stead; he had learned his lesson early in life and even in those boom days, his fairness to all and his desire to give everyone the best possible service at the least possible price made for him a reputation throughout the oil fields. So successful was he in his operation of the Mobeley that in 1920 he went to Fort Worth and purchased the Terminal Hotel which was operated until 1921, and the Melba Hotel.

Later in the year he acquired the Waldorf Hotel, of Dallas and in 1923 he made the last purchase of his earlier hotel operations when he purchased the Beaton Hotel of Corsicana. All of these hotels were successfully operated by the Hilton Hotel company and later sold.

It was in 1923 that C. N. Hilton first developed the idea of the Minimax Hotels. He had been making careful observations of hotel facilities throughout the southwest and Texas in particular. He became convinced that the idea he had in mind and which he wanted to sell to the public was something that the hotel world needed. A strictly first class chain of hotels; absolutely modern in every way; comfortable to the last degree and offering to the public the maximum amount of service and satisfaction for the minimum cost. With this idea firmly settled in his mind he begun in 1924 the building of the first hotel of the Minimax chain, the Hilton Hotel of Dallas. The Dallas Hilton was opened in August of 1925. It was successful from the first day of operation; so successful in fact that soon C. N. Hilton began to continue his survey for another location for a Hilton Hotel. West Texas was booming. Hilton was impressed with the city of Abilene and after a careful study of the situation, that city was selected for the site of the second Hilton of the formulating chain. The Hilton of Abilene, another modern Hotel of 275 rooms was opened in September, 1927.

Waco, in the heart of Central Texas, was selected as the next city in which a Hilton Hotel should be built. The need of the city for modern hotel accommodations was strikingly evident. In July 1928, the Waco Hilton with its 200 rooms was opened; another step toward the realization of Hilton's dream. In the meantime, Hilton was offered and accepted in March, 1928, a lease upon the Marchman Hotel of Wichita Falls. This is the only hotel in the Hilton chain which does ont bear his name, buteit is nevertheless Hilton operated, an important link in the chain and a successful unit in the "Minimax" system.

There was now a real chain of hotels, not just an idea; not just a dream of accomplishment, but Hilton was not content. His judgment and vision had already been vindicated in the successful operation of the chain. The acceptance of his idea by the public had eclipsed even his fondest dreams, but there was no stopping him, no time to rest on laurels won and in 1928 the building of the San Angelo Hilton was begun. The San Angelo Hilton was the fifth of the chain and was opened only just a few days ago—on May 31st. It is a wonderful hotel and a credit to that prosperous community.

The Plainview Hilton hotel was the sixth of the Hilton system. It was made possible by the hearty cooperation of the citizens of Plainview, who donated a bonus of $20,000, which was raised to insure the building there. It is a hotel of 110 rooms and like all Hiltons is modern throughout and well equipped.

Everyone in Lubbock knows the history of the Lubbock Hilton, which is the seventh of the system. Everyone knows the efforts put forth by the citizens of the community to bring the Hilton system into Lubbock. The Lubbock Hilton becomes one of a great system of hotels which are all operated under the same head; all dedicated to the same policies.

Each successive unit enters the field of competition just a little bit better equipped to serve the interests of the public. In the building of each hotel something more is learned, something new is added by experience.

Well might the old Hilton hotel at San Antonio, New Mexico, contemplate with pardonable pride the new hotels which now bear its name; Hilton hotels have come a long way from the adobe house by the Rio Grande.

We Congratulate The
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and
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When Your Guests Want the
Home Town Paper, Remember the
A. E. F. News Stand
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HILTON HOTEL
LUBBOCK, TEXAS.

A Hearty Welcome
To Our Neighbors



A Happy New Year To All

—health
—happiness
—prosperity
may it be yours.

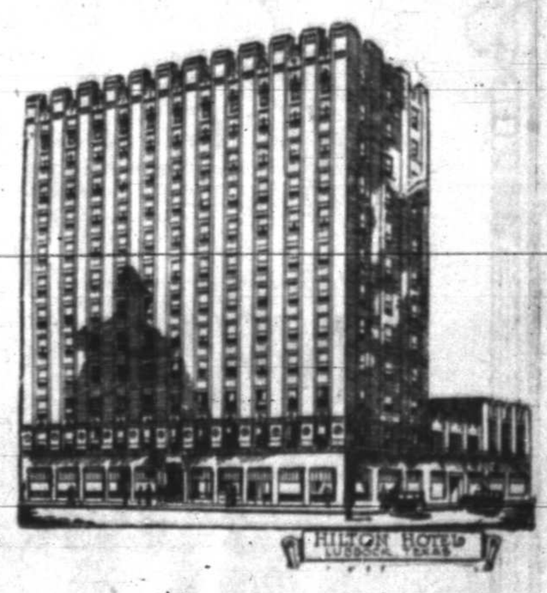
The spirit of the pioneers who wrested the Great South Plains from the meandering paths of wild buffalo—that established a post office and a store for a mere handful of consumers, has not been lost. For in the completion of the new Mimax operated Hilton Hotel we have the crowning achievement of South Plains development.

We join with the entire countryside in extending our felicitations as the announcement comes of its formal opening. We are indeed happy to claim them as our neighbors. We will join with the thousands in commemorating their formal opening Friday night.

Acorn Stores Inc.
Next to the New Hilton Hotel at 1012 Main Street

Announcing
HOWARD'S LAUNDRY
(FORMERLY BUMPASS STEAM LAUNDRY)

Will Do All Laundry Work For The—



NEW
HILTON HOTEL

Congratulations to the new Hilton Hotel, an outstanding monument, designed and constructed to fulfill the finest ideals of the original American Art and Modern Day Science—this institution progressiveness is in keeping with the future dreams of our forefathers who have pioneered in the past with a vision of wealth and prosperity of a bigger and greater Empire.

The destiny of this Great South Plains is only in the beginning, and we again congratulate the directors that have made possible this New Hilton Hotel that will stand as an indorsement of greater faith in the development of this Western country. As the future buildings grace the sky line of Lubbock, we are endeavoring to build with this industrial city.

NOTICE—!

The activities of Howard's Laundry for the past three months—has called for the INSTALLATION of $8,000 in additional NEW MODERN LAUNDRY EQUIPMENT.

Pledging to the citizens of Lubbock a Bigger and Better Service this New Year—Build and Progress with the South Plains.

Howard's Laundry
1301 Avenue D —We Wash Rite— Phone 1448

Rate Charged By Hilton Hotels Is Same Over State

Tariff Idenital In All Of Hostelries Operating In Chain; 'Minimax' Service And Price Explained

"Minimax."

That means minimum and maximum. It is a word that has been blazoned across the sky of the Hotel world within the last few years. It phrases an outstanding policy of Hilton Hotels. It is a word you see on road signs, on billboards, on letter heads and it is a word you will hear again and again as Hilton Hotels increase in number. It was first conceived years ago when the first Hilton Hotel in Dallas was constructed, was registered in the United States Patent office and has become a part of all Hilton advertising.

Just what does Minimax service mean to the guest? It means that the minimum rates and the maximum rates are always published. It means that a $2.00 room always is a $2.50 room and that a $3.00 room is always a $3.00 room. These are invariable. You know before you enter a Hilton Hotel that you will pay never more than $3.00 for the best room in the house. You may be in Dallas when the Texas State Fair is in full swing and hotels are taxed to capacity and exorbitant rates are the rule, but at the Hilton you can approach the desk with confidence that no matter what the conditions may be the rates remain the same. If you ask for a $2.00 room and one is available, you will not be charged $3.00 for it and if you ask for a $3.00 room you will not be charged more. You may be in Waco during the Cotton Palace; or in San Angelo during the meeting of the American Wool Growers association; or in Abilene during the West Texas State Fair or in Lubbock during a Kiwanis convention. Hotels may be jammed and rooms may be at a premium, but Hilton rates remain the same as during the dull weeks of the year.

Does the traveling public appreciate this minimax system? The answer to that question is obvious. The rapid growth and successful operation of the Hilton chain have justified the broad, progressive policy established years ago by C. N. Hilton when he conceived this new idea for the benefit of the hotel world. A minimum rate and a maximum rate would insure justice to the guest and coupled with justice would be that sincere desire and effort to give the guest a maximum service at a minimum cost. The word minimax expresses in short, effective manner the service Hilton hotels have to offer.

It is the guarantee that in all hotels that bear the Hilton name or in all hotels that are operated by the Hilton chain the guest will find the same high class service and attention and will receive them at a rate that is invariable. The public have responded to the sincerity of C. N. Hilton's purpose. They have come to appreciate just what the sign of minimax means and daily the Hilton chain increases in popularity. The old idea that an exorbitant rate must be charged for first class rooms and first class service is passing. In dispelling that idea the Hilton hotels and minimax sign have played the leading part.

TO BE MECCA

EL GOLEA, Sahara Desert (AP)—This oasis amid the burning sands will be host next January to a convention of orange and roses growers. Once a watering place for caravans, it now boasts hotels, orchards and other ornaments of French culture.

Standardization Is Featured In Guest Room Units

Two Hundred Rooms Available To Guests With Finest Of Furniture; Comfort Is Paramount

The pueblo style of architecture has been ommitted from the 200 guest rooms of the new Lubbock Hilton and all the experience of the Hilton organization has been expended to make the guest rooms the finest in the country. The third floor of the hotel is devoted to sample floors, extra large with a maximum amount of floor space for exhibition of wares. Each room is equipped with one or more Murphy Door beds. The other furniture of the room conforms to the same as the other rooms and baths and equipment are the same.

All rooms are large and commodius; the beds are of walnut made by the best furniture factory in the United States, the grips, cases, the writing desks, dressing chests and easy chairs are also of walnut. Each bed is equipped with fine Box Springs and mattress and each room is equipped with bath tiled completely.

Fans In Rooms

All north rooms are equipped with ceiling fans, insuring comfort even in the hottest summer weather. The wall paper in each room is of specially selected designs.

The room carpets are of soft heather design, while corridor carpets is a pattern design of the latest style.

The room floors are served by two high speed elevators and ample space has been provided for maids closets, trash and linen chutes.

The equipment throughout is modern and beautiful. It is chosen to withstand much wear and tear and will last years in the same beautiful shapes it was installed. Most of the equipment in Hilton hotels has been standardized. Experience has shown the advisability of that and in each Hilton one may expect the same beauty and comfort as in the new Lubbock Hilton.

Two More New Hilton Hotels To Join Chain Soon; Marlin And El Paso Are Sites For Structures Under Way Now

Hilton hotels are under construction in Marlin and El Paso. These two newest additions to the "Minimax" system will be opened during the year of 1930.

The citizens of Marlin, acting through the chamber of commerce raised a bonus of $50,000, which was given to Hilton hotels to secure the erection of the hotel in that place. The need of a new hotel in Marlin has been felt for a long time. The city has gained for itself a reputation all over the United States for its fine medicinal waters. Thousands of patients are treated yearly at the clinics of Marlin. The baths, too, are very popular, there being given during the year 1919 over 100,000 baths. Hotel facilities had lagged, however, and as the need became vital, the Hilton organization was called to the rescue. The hotel is now under construction and will be opened during the early summer of the coming year. The addition of this fine 110 room hotel will round out the features of the Hilton system. The hotel company will be able to offer the facilities of a fine new, modern hotel connected with one of the finest watering places in the country. There is no doubt that there are thousands of people who would visit Marlin yearly if good hotel accomodations were obtainable. The new Hilton will fill a real gap in the economic life of Marlin.

Sheldon Gives Way

The El Paso Hilton will be built on the site of the old Sheldon hotel. The Sheldon, which is being demolished to make place for the new 325 room Hilton, was an historic place. Situated on Pioneer plaza in the heart of the business district, it watched El Paso turn from frontier town to modern city. It has housed many notables including General Miles and President Taft. During the famous meeting of President Taft of the United States and President Diaz, of Mexico, in 1908, at Juarez, Mexico, President Taft made the Sheldon his headquarters.

The El Paso Hilton will be 17 stories, the highest building in El Paso. The building occupies a lot which is open on four sides, an ideal site for a structure. All equipment will be of the latest type and the decorative design will be carried out to conform with the traditions of El Paso and the frontier.

ABOLISH FEES

ROME (AP)—A government order abolishing entrance fees to national museums and art galleries has brought floods of visitors from among the poorer classes. The former admission of 12 lire — 63 cents—represented a whole day's living expenses to an Italian workman.

MANY UNDERNOURISHED

RIO JANEIRO (AP)—Forty thousand undernourished children live in this city according to a survey made by officials who are campaigning against tuberculosis. This total is more than half of the 75,000 school children in a city of 2,000,000 people.

Greetings and Good Wishes

to the

HILTON HOTEL

For the discriminating patrons of this fine hotel, the management selected— as a matter of course

CIRCLE-H-BRAND

Fresh fruits and vegetables.

Lubbock Fruit & Vegetable Co.

CONGRATULATIONS

To The New

Hilton Hotel

This fine new Hotel is a credit to Lubbock and the Plains.

BELL ICE CREAM CO.

American Art

Is Fully Expressed

IN THE

NEW HILTON HOTEL

We especially call attention to the beauty of the new Hilton from the angle of American Art Work as it has been assembled there. Original paintings, Spanish and Indian rugs direct from the masters of these arts, make the New Hilton worthy of the attention of every individual. Surely, the New Hilton should be congratulated on their achievement in bringing to Lubbock this fine structure—because—

THE JOY OF ACHIEVEMENT

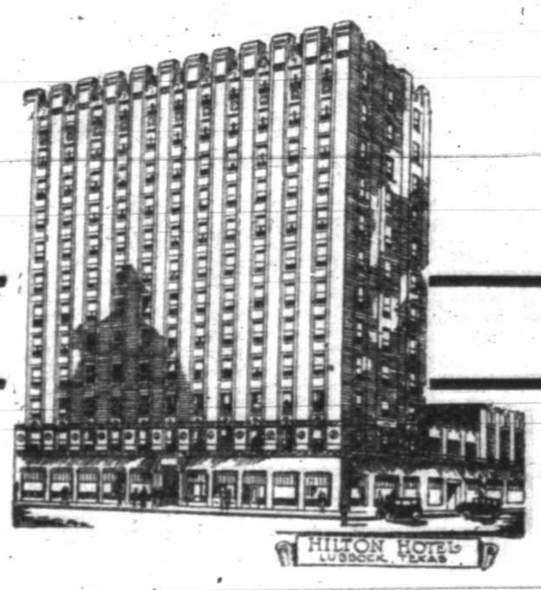
Is beyond question the greatest and most laudable of human emotions. The joy is doubly great, when achievement is the result of honest, conscientious and sustained effort to accomplish a worthy goal.

During the year now gone, we have been diligent in our efforts to give you as nearly as completely satisfactory Gas Service as possible, and to accompany that service with a uniform courtesy to all.

In beginning a new year we renew our resolve to merit your good will, your patronage and, we hope, your friendship, by a constant effort on our part to ever keep before our minds the idea of a "100 percent service and courteous treatment to all."

West Texas Gas Co.

914 Avenue J *Phone 848*



To The Management Of The

HILTON HOTEL

We Extend

Sincere Greetings

It is with great pleasure that we accept this opportunity to extend a most cordial welcome to the management of the New Hilton Hotel. A city is rated by its hotels, and now with the coming of the New Hilton, Lubbock ranks high among the leading cities of the state.

The completion of the Hilton marks another milestone passed in the rapid progress that Lubbock is making and heralds greater development and expansion. The South Plains is making great strides forward; thousands of new residents come with each passing year to make their homes; visits of business men, seeking investments, increase, while monthly trips of "Knights of the Grip" grow by the hundreds.

Providing accommodations for these people is a duty assigned to hotel men. We are ready to welcome assistance in this respect.

TO MR. C. N. HILTON, OWNER, AND MR. "SWEDE" KLING, MANAGER OF THIS NEW HILTON HOTEL, WE EXTEND OUR HEARTIEST WISHES FOR EVERY SUCCESS IN THEIR NEWEST ENTERPRISE

... THE GREATER ...

HOTEL LUBBOCK

C. A. Sheffield, Mgr.

"Sheff"

Modern Hotel Is Unique In Modes Of Serving Folk

Weary Guest Used To Have To Pump Own Water; It's Different Now As Hilton Service Indicates

In the old days the hotel offered board and lodging to the guest. He was offered that and very little else. What the guest got besides board and lodging, he got for himself. But hotels have changed with the times. Because some astute hotel man sensed the need, hotels now offer a great variety of personal services unknown to the travelers of years ago. Hotels of today have to be equipped to offer increasingly numerous personal services; they must keep step with the pace set by our growing American civilization and its multifarious interests.

In the old days the average hotel in a city the size of Lubbock would have for the "convenience" of its guests during the summer time a big bucket of ice in the lobby, along side of which might be lined many water pitchers of different designs. The guest could help himself! There might even be a phone in the lobby for the use of the guests. The guest would climb several flights of rickety stairs to reach his room and having reached it could repair by the light of a lamp. In the winter time he might be forced to break the ice on the water pitcher before making hies morning abolutions in the cracked bowl on the wash stand. Some hardy traveler desiring a morning bath could procure it by walking down two flights of stairs, down a dingy hallway and filling the tub from a pump on the back porch! Or he might go down to the barber shop on the next corner This uninspiring picture of hotel conditions a few years ago in the United States, even in some large cities, is no exaggeration. Only the increasing wealth of the nation and the demand of its citizens for the best have led to better hotel facilities in even the smallest of towns.

The basic functions of furnishing food and shelter have expanded to great proportions. The guest demands now a well ventilated room with bath, a telephone, a ceiling fan, modern and carefully selected furniture. He calls the porter to buy a railroad ticket and berth. He calls the drug store and asks for toilet supplies. He sheds his suit to the valet for pressing, a resident physician is always on call. He buys cigars and ciragettes and newspapers in the lobby. If he wishes his meals are served to him in his room. He can express no wish for anything that the hotel does not try to gratify. All these personal services are now a part of the regular routine of hotel operation. The guest has come to expect and demand them. There is a difference, though, even in the manner which routine service can be delivered. The employees of Hilton Hotels are carefully trained for the service of the guest; patiently drilled to make Hilton service and operation known for its effiency and for the cheerfulness of its delivery.

Tommy McMullen To Be Busy Man

The duties of Tommie McMullen as superintendent of service in the new Lubbock Hilton hotel are varied and numerous. It is he who is supposed to see that the guests at the Hilton get the proper attention from the members of the uniformed service department. The bellboys and elevator operators are under his supervision and Tommie sees that they are courteous, prompt and efficient. Tommie has had plenty of experience in the hotel world. He has served with the Sheldon hotel, of El Paso, the Herring and Capitol of Amarillo and the Texan hotel of Wichita Falls, among others. The guests of the Lubbock Hilton may be assured of capable service under Tommie's supervision, manager Kling believes.

TO VACCINATE DOGS

BUDAPEST (AP)—Because of a "mad dog" scare, the Hungarian Society for Prevention of Cruelty to Animals has approved a proposal that the 40,000 canines of this city be vaccinated against rabies. Medical authorities also endorsed the project.

"Home Away From Home" Slogan Made Effective By Hilton Hotel Company

The dictionaries define a hotel in several ways—"a place which supplies board and lodging;" "a place for the entertainment of the traveler;" "a large city house of distinction," and "a public building."

The common law states that a hotel is "a place where all who conduct themselves properly, and who, being able and ready to pay for their entertainment, are received, if there be accommodations for them, and who without any stipulate engagement as to the duration of their stay or as to the rate of compensation, are, while there, supplied at a reasonable cost with their meals, lodging, and such services and attention as are necessarily incident to the use of the house as a temporary home."

Fundamentally, a hotel is a domestic establishment run for profit. Many of its problems are those, greatly magnified, involved in operating a home. A house is usually managed by a housewife, who, if she is in modest circumstances, does the buying, and supervises the kitchen, the laundry and all other housekeeping activities. When repairs are needed she calls in a plumber, an electrician, a carpenter or upholsterer. In a hotel the same things must be done, but on a larger scale. It takes all the time of a capable specialist and staff to handle each of these crafts. The hotel is actually a complicated organization, but it is really but little more complicated in essentials than a private home; it is merely a great deal larger.

Since a hotel is a domestic establishment run for profit, it follows that it will succeed in proportion to its ability to make money by providing domestic services and homelike conveniences. In as much as a hotel is essentially a home away from home it is apparent that the desirable features of a home are the desirable characteristics of a hotel. Exactly what these characteristics will be in detail depends upon the class of patronage the hotel plans to attract.

Everyone sooner or later stays at a hotel. Therefore, there is room for hotels of widely different characteristics. At one end is the hotel that provides lodging for fifty cents a night. At the other end are luxurious metropolitan hotels with wealthy patrons willing to pay fifty or one hundred dollars a day for a suite. In between are hotels having a great variety of accommodations, service and rates. The essentials are always board and lodging.

In determining the charges to be made for accommodations at Hilton Hotels, there was involved primarily the idea expressed in Minimax trademark. The desire to give a maximum service for a minimum cost; to depend upon successful operation and an increasing volume for profits rather than an exorbitant charges. As stated time and again Hilton rates are invariable and published. The maximum rate in all Hilton Hotels is $3.00 and for that rate one receives the best that the house affords. accommodations which, in other hotels would cost a great deal more. The minimum rate of $2.00 at the Lubbock Hilton is within the reach of all. For that one receives accommodations that are first class in every respect; a room with bath and ceiling fan, furnished in excellent taste and manner. The day has passed when even the wealthiest of travelers wish to pay exorbitant rates for room accommodation. and on that belief the Hilton rates are established. The vindication of the theory is in the high class of guests that are attracted to Hilton Hotels by the minimum policy.

Petition Asks For Reversal Change

MARSHALL, Jan. 2. (AP)—The court of criminal appeals has been asked to set aside its reversal of the conviction of Obbie Davis, jr., in a petition filed by County Attorney John T. Taylor. The petition was accompanied by affidavits from 10 of the 12 trial jurors.

Davis was convicted here of slaying Capman Jarrell in Panola county, and given a fifteen year sentence. One of the trial jurors is dead and another has moved from the county.

The case was reversed on the grounds that the trial judge had commented upon testimony of a witness. The comment was "I can not see why it would show interest, it shows lack of interest and indifference," and made by Judge R. A. Hall, when defense attorneys attempted to impeach testimony of a state witness by showing that he had claimed to be ill to avoid testifying for the state.

The affidavits stated that the ten jurors did not hear the remark and if it was made it had no bearing on their verdict.

Although scarcely known for its art, Alaska sold paintings valued at $2,962 to patrons in the United States in a recent month.

CONGRATULATIONS TO

Management, Hilton Hotel,

Robert E. McKee, Contractor

Anton F. Korn, Architect,

upon the completion of their new building.

We are proud of our part in its contruction, having furnished the structural steel.

NORTH TEXAS IRON & STEEL COMPANY

Steel Fabricators and Erectors. Fort Worth, Texas.

When You Visit Lubbock's New Minimax Hotel

THE HILTON

We call your special attention to carefully selected, hand made electrical fixtures.

We congratulate C. N. Hilton and associates.

Walter B. Gilbert

Albuquerque, New Mexico

Congratulations

From Just Across The Street

To The

Beautiful New

HILTON HOTEL

This Modern Drug Store Extends Sincerest Best Wishes.

Wylie-Jarrett Drug

We Deliver

1007 Main Street Phone 1082

STORAGE For Your Car!

Announcing----

the largest and newest Car Storage on the South Plains—three stories high and parking space to accommodate 250 cars.

THE NEW

HILTON HOTEL

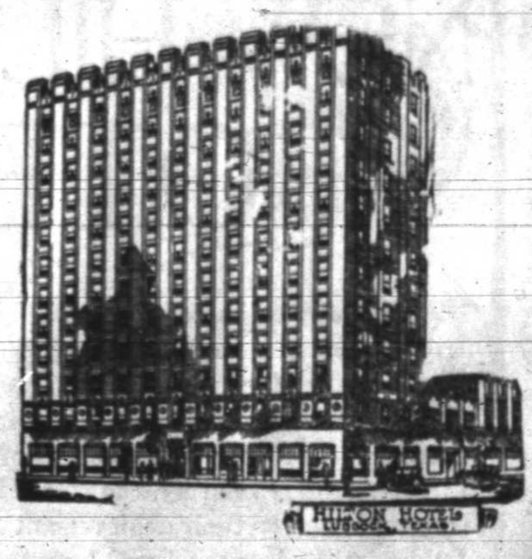
That is being dedicated to the city of Lubbock is one of the only two of its kind in the United States.

A hotel whose interior chambers are adorned with the finest original American are of the American Indian life, has been reproduced by the foremost American artist today. Some of the carving and art work comes from the Pueblo Tribes that now live on their reservations in the United States and Old Mexico.

The elaborate art and the latest scientific hotel facilities make this an outstanding institution to be constructed in the state of Texas.

We congratulate the Directors of the Hilton Hotel for this achievement and are gratified that Lubbock was the choice location for the home for this New Hotel.

The operating expenditures will call for not less than $25,000 a month with the Lubbock firms and employment.



PRICES TALK

LEVINE'S

CONGRATULATIONS

To The New

HILTON HOTEL

On The Completion Of This Beautiful New Hostelry

May Success Be Yours

FREE! FREE! FREE!

During the formal opening of the New Hilton Hotel Friday Night, Jan. 3—the storage facilities of the new organization will be offered to all guests and visitors with no charges.

We take this opportunity to show you our New home and affiliate in the grand opening of Hilton Hotel.

ONE BLOCK NORTH HILTON HOTEL

HOTEL STORAGE

STORAGE, WASHING, GREASING, TIRE SERVICE
GAS AND OIL

Corner of Texas and Tenth LUBBOCK, TEXAS, Telephone 2121

Congratulations-Hotel Hilton We Are Glad To Welcome You

Lubbock is proud to have your fine new building as an addition to our fast growing sky-line—proud to hafe your fine organization as a part of our business associations—proud to welcome your personnel as a worth-while addition to our citizenship which is building here one of West Texas' most outstanding communities.

We are glad you came and predict for you much success in this latest venture—

Hemphill-Wells Co.



LOOK UP!

The Texas Utilities Company takes this occasion to express its New Year's message to Lubbock and the Great South Plains. We look to the coming year as another opportunity to seek and find paths to greater service—a chance to create Good Will far in excess of anything accomplished thus far.

We congratulate the New Hilton Hotel. Its coming to Lubbock right at the beginning of 1930 is a boost for the city to begin the new year. This monument to the city's progress is indeed welcome. Happy New Year to everyone.

TEXAS UTILITIES CO.
LIGHT POWER
ICP

Hilton Centers Hotel Construction In West Texas

Seven Cities Are Served; Two More Near Completion

Headquarters Of Company Are In Dallas; Officials Are Leading Business Men Of State

WITH HEADQUARTERS in the Hilton hotel of Dallas, the executive organization of Hilton Hotels, Inc., has financed and constructed seven hotels and are now engaged in the erection of two additional hostelries.

The officers and directors of Hilton Hotels, Inc., are C. N. Hilton, president; Wm. R. Irwin, vice president; John Guitar, vice president; A. C. Nicholson, vice president; J. B. Herndon, jr., secretary-treasurer; L. M. Rice, general counsel. The above, with the addition of Chas. S. Mitchell, form the directorate.

A. C. Nicholson is manager of the investment department of the Great Southern Life Insurance company, of Houston, Texas, and is a former resident of West Texas. He was at one time prosecuting attorney of Wilbarger county.

Mitchell From Dallas

Chas. S. Mitchell is vice president of the Republic National Bank and Trust company, of Dallas, vice president of the North Texas Trust company, and a director of many business concerns of that city.

J. B. Herndon, jr., secretary-treasurer, is a former national bank examiner and has engaged in the banking business in New Mexico, Texas and California. Mr. Herndon is a former resident of New Mexico and there knew C. N. Hilton, who offered him the position which he now holds at the time of the organization of the parent company last year.

The management of the each Hilton is vested in men of long experience in the hotel business who are held directly responsible by the Dallas office for the administration of each unit. Much latitude is allowed each manager in the direction of his respective unit as long as the principles of the "Minimax" system are carried out.

Meetings Held

Meetings of all managers are held frequently where matters of policy and operation are discussed. Auditors are called in to assist these meetings with the presentation of facts and figures; standardized equipment is agreed upon and problems of food control and service discussed. These meetings are very valuable in creating in each hotel the same atmosphere of cordiality and the same standard of service. The uniform success of Hilton hotels is the best barometer of the principle upon which they are operated, directors believe.

The managers of the different hotels are: Dallas Hilton, C. C. Rank; Waco Hilton, Sidney C. Abbott; San Angelo Hilton, Harvey Day; Abilene Hilton, L. M. Drown; Plainview Hilton, J. W. Drown; Lubbock Hilton, H. "Swede" Kling and the Marchman Hotel of Wichita Falls, M. G. Kearns.

In each Hilton the same type of service, the same attention to detail, the same prices, the same "Minimax" hospitality, prevail. President Hilton avers.

Business Of Keeping Hotel Becomes Important Factor; Hilton Stresses Service; Special Auditing Is Used

Hotels are almost as much a necessity to travelers as are means of transportation. They are becoming more and more important in solving modern living problems, particularly the so-called servant question, and the burden of high rent incident to living in large cities. Today hotels are literally "home" to increasing numbers of people. Hotel properties and hotel operation have become notable and highly valued features of every enterprising community. The investment of hotel properties in the United States represents upward of three and one half billion dollars, and is now estimated as fourth in rank among the industries of the United States.

When any enterprise involves an investment of millions of dollars and has gross revenues of hundreds of thousands a year, and there are many such hotels, it becomes a factor of considerable importance in the world of business.

A District Business

Hotel keeping is a business. It is perhaps the fault of hotel men themselves that many people unfamiliar with present day facts assume the success of a hotel depends largely on the "mixing" ability of a genial host, rather than on level headed business capacity. Men who lend or invest money want to know how a business is run. They will not risk capital in an enterprise merely because the president is a charming gentleman. Modern hotels, large or small, are not operated by guesswork. The erection and operation of the Hilton hotel at Lubbock was based on cold facts and estimates; it was built only after certified public accountants and hotel engineers had made a careful survey of the city of Lubbock and its surrounding territory and produced from these surveys figures which pointed to the ultimate success of a Hilton hotel here.

The financial reports and data utilized by the executives of the Hilton Hotels, Inc., are more nearly current than those of almost any other business.

New York Men Help

A nationally known firm of hotel accountants is employed by Hilton Hotels, Inc. The firm of Horwath & Horwath, New York, are retained by Hilton hotels to install in each Hilton a most complete accounting system. The firm is represented in the southwest by S. E. Johnson, C. P. A. Mr. Johnson is a specialist in hotel accounting and hotel surveys. The accounting forms he has installed in each Hilton are complete in every way, designed to show in the simplest manner the result of each day's operation. Every morning there is placed on Mr. Hilton's desk, in Dallas, a complete analysis in each hotel. Everything is shown; the number of occupied rooms; the number of meals sold, the cost of the food served; the pay roll costs—in fact a most modern and business-like accounting of the operation for one day.

Audit Each Month

At the end of each month, Mr. Johnson makes a complete audit of each hotel. These reports are forwarded to the executive's offices of Dallas and there a comparison of cost and expenses are made. In this manner Mr. Hilton and his other executives are able to feel the pulse of the entire chain; able to determine, without guesswork, where money can be made and money can be saved.

Assisting Mr. Johnson on the Lubbock Hilton is William J. Miller, who has been with Horwath and Horwath for some time assigned to the Chicago office. He will be in active charge of the installation here.

John Guitar One Of Hilton Heads

Abilene Business Man Aids Connie Hilton In System Of Hostelries; Is Well Known In Business

John Guitar, who is vice president of Hilton Hotels, Inc., is a native Missourian. The Guitar family is one of the oldest and best known in Missouri, but Mr. Guitar early in life left his native state and settled in Texas. His home is now in Abilene where he has resided for many years.

Mr. Guitar has many and varied interests ranging from cotton gins, cotton oil mills, livestock, farming, real estate to hotels. He has been universally successful in the operation of all his interests, but of late he has assumed more of a supervision of those many businesses, and assigned the active work to his sons.

Aids At Abilene

Mr. Guitar first became interested with C. N. Hilton at the time of the building of the Abilene Hilton of which he was one of the organizers. He got his first taste of the hotel business at that time and finding in Mr. Hilton an asociate in whom he could place confidence, he assumed a substantial interest in Hilton Hotels, Inc.

Mr. Guitar's keen business ability is highly valued by the other members of the organization. He is a keen executive and his judgement is invariably asked in every question.

Mr. Guitar has reached the age where many men seek retirement, but the idea has not yet entered his mind. He still retains a firm hold on his own affairs.

The first two of 15 toll bridges built by the Alabama state bridge corporation with funds from a $5,000,000 bond issue will be opened this winter.

Beauty---Permanence



And Comfort

American Art Fully Expressed

WE CONGRATULATE

THE NEW HILTON

The Art work and design of this fine new hotel is a credit to all West Texas. We are glad the "Hub of the Plains" was chosen for this building, and join in extending our congratulations and best wishes for the future.

Mistletoe Creameries Inc. PHONE 678

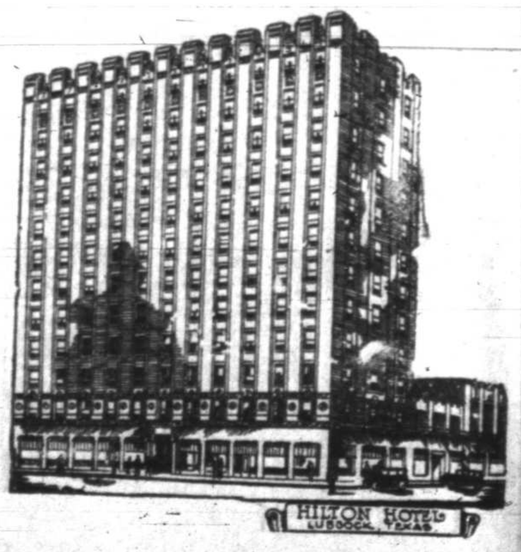
A New Step Of Progress For Lubbock! Congratulations New Hilton

It's Good If It comes from ANDERSON BROS JEWELERS

200 ROOMS With Tile Bath

IS AN IMPORTANT FEATURE OF THE NEW HILTON

We Extend Our Congratulations And Best Wishes For The Future!



Lindsey Theatre Enterprises

AIR-WAY SANITARY SYSTEM

——the Choice of the Government, Bureau of Standard

The White House, Capitol and the Treasury and many other outstanding government buildings are cleaned by this New Air Way Sanitary System. It is a wonderful INVENTION—

the marvel of the electric age. It cleans and polishes Hardwood floors, renovates furs, changes feathers from one pillow to another, it cleans rugs and furniture and tells you when they are clean, and you do not have any dirty filthy germ laden bag to empty.

CONGRATULATIONS to the new HILTON HOTEL

On their demands for nothing but the finest Hotel Facilities.

And The New Air Way Sanitary System was chosen one of the many new outstanding merits of a sanitation.

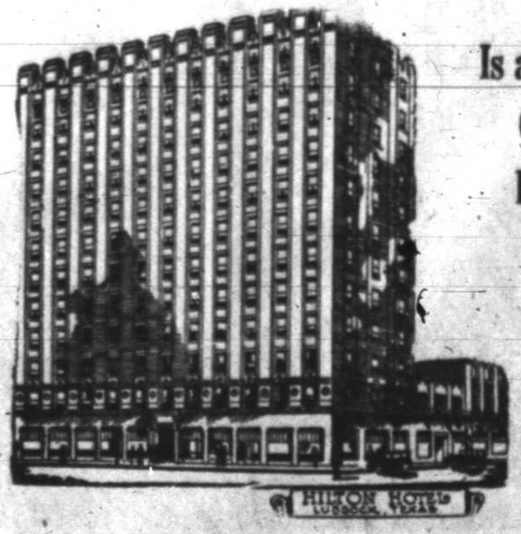
For demonstration, call—

H. T. CLEM

Your Local Representative

Phone 491-J and 2179-J 2017 Main St.

The New Hilton Hotel



Is a Landmark Of Progress For Lubbock and the Plains

We Congratulate

For this masterpiece of beauty, the people of Lubbock and the Great South Plains should be proud. It is with pleasure that we congratulate the management of the new Hilton, and extend our best wishes for the future.

CARTER-HOUSTON A SUNSET DEPARTMENT STORE

The Daylight Corner

New Hilton Stands As One Of State's Most Beautiful And Unique Buildings

THE PEOPLE of Lubbock may well feel a possessive pride in the new Hilton hotel which will be open to the public Friday morning, January 3, at 11 a. m. The new Hilton stands as one of the finest pieces of architecture ever erected in the state of Texas and the uniqueness of its decoration and design will serve as a model for artists and designers for years to come. It is particularly fitting that the progressive community of Lubbock should have such a building, and it was with a keen appreciation of the possibilities of this city that C. N. Hilton decided upon the erection of the 200 room hotel here. Acting with a group of Lubbock citizens who subscribed to a bonus to insure the building of the Hilton here the Hilton organization decided to give Lubbock a structure of which it could be proud. The services of Anton Korn of Dallas, were secured as architect of the building and the general contract given to Robert E. McKee and company, of El Paso and Los Angeles. Mr. Korn has been an admirer of Indian architecture for some years and it was considered particularly appropriate that the Indian design should be used in the interior decoration of the Lubbock Hilton. Lubbock stands at the gateway of the Indian country; thru Lubbock there will pass thousands of tourists each year who are bound for New Mexico and Arizona and who will in the Lubbock Hilton see the finest example of applied Indian architecture in the United States today.

Building Unique

Mr. Korn in turn secured the service of Frank Swaine, architect and designer of Ranchos de Taos, New Mexico, who has been a student of Indian architecture for years. Working in harmony they have produced in the Lubbock Hilton hotel a masterpiece of this style of architecture and design. They have, moreover, created something which stands alone in uniqueness. It is not at all unreasonable to expect that Lubbock will be visited yearly by hundreds of people who come for the sole purpose of studying the design, the furniture and the decoration of the new Lubbock Hilton.

In adapting the Indian style of architecture to the modern hotel, no attempt has been made to utilize it above the second floor. It serves merely to beautify the lobby, the dining room, coffee shop, ballroom, private dining rooms and mezzanine. Any attempt to use the Indian style furniture in the guests rooms would result in such a heavy expense that it would not be practicable. It is reserved only for those types of Hotels in tourists centers who make heavy charges for rooms and services.

Lobby Is Attractive

The lobby is perfect both as to design, furnishing and decoration. All the supports, the furniture and the paneling are handcarved. The lighting fixtures are made by hand from original designs and the rugs are hand woven Chimayo, Hopi and Navajo. The tile used in the walls was imported from Mexico and are of beautiful designs. The tile floor conforms to the Indian design and is hand made. The tinting of the walls and ceilings conforms to the general decorative motive. The ceilings of the mezzanine are natural logs, upon which are laid the Mexican "latias," or smaller limbs, which are in turn hand-painted. The effect obtained is the same as seen in many of the old churches, missions and homes of the Southwest. Supplementing the hand made furniture of the Mexican-Spanish period there are large divans and sofa chairs in profusion, the designs, however, conform to the general design of the other furniture.

The mezzanine floor is carpeted with a specially designed carpet in the Indian style. It too, carries out the general motif, although the latest thing obtainable in Eastern markets. Here again the furniture is a combination of the hand-made Indian-Mexican-Spanish design and modern overstuffed divans and easy chairs. The latter, however, as in the lobby, are decorated in the Indian style.

The mezzanine is one of the most attractive features of the Hilton and is such a place as one would care to loaf, to write a letter or to read.

Ballroom Pretty

The ballroom, opening to the mezzanine, is a masterpiece of true Mexican-Spanish design. All of the wood used in panels, ceilings and doors is hand carved. Enormous beams support a ceiling of Mexican "Latias," but here the "Latias" are unpainted. The draperies are in bright colors, which blend with the natural colors of the floors and ceilings. The lighting fixtures are hand-made and are among the finest examples of design in the entire building. At the west end of the room, there is a small balcony, confronting in design to the choir lofts of churches built hundreds of years ago in Mexico and the Southwest. This balcony will serve ideally for the orchestra and when not in use is sheltered by a large drape of velvet in six colors.

The private dining rooms located on the mezzanine floor are also in the Indian-Mexican manner. An attempt has been made here to make every detail of design, decoration and lighting absolutely perfect. The drapes are carefully chosen, and are of the brightest colors. The Mexican style table of hand-carved natural pine is perfect to the last detail; linens were made in Mexico; china and glassware came from the same place. Lighting fixtures are made of tin, very much used by the Spaniards of old. The whole effect is a bit of primitive Indian-Mexican art. No attempt has been made to modernize any part of the furnishings or the decoration; it is pure Mexican.

Design in Suites

Again in the De-Luxe suites of the Mezzanine floor, the early Spanish period is carefully followed. The beds are hand-made and hand painted with designs copied from replicas in the museums of the Southwest. The early Spaniard decorated as best he could with natural colors. The writing desk, the boudoir table and the dresser are decorated in the same manner. The fixtures and mirrors are copies of old models and are of tin. The drapes are of hand woven fabrics, selected for the beauty of design.

The whole effect obtained by the use of this period design is one of extreme beauty. The Indians and the early Spaniards as well as the Mexicans delighted in a riot of natural colors. The natural colors of the wood used in the construction of the hotel are relieved by the use of many colors in the rugs, the drapes and the furniture covers. The woodwork, too, is painted in many places. There is no question that the new Lubbock Hilton stands as a model for all time for perfect Indian art.

Problem Is Found

In furnishing a structure designed in the Pueblo Indian style, one finds himself at a loss for precedent when it comes to designing the lighting fixtures and various articles of furniture in common use today. The true Pueblo Indian sat on the floor, and went to bed at sundown.

With the coming of the Spaniard, however, a few more of the comforts were introduced. Piles of skins and blankets made a comfortable enough bed, but slabs of wood of saplings made a much more comfortable place to eat than the floor, and a wooden chest served both as storage space and chair.

Naturally, an artistic race could not use these utensils very long without refining and embellishing them, and they turned to the Spaniards for directions. Today, these pieces are comparatively scarce, and such as are to be found are clumsy, and very poorly adapted to the human figure as far as comfort is concerned. In very recent years, an attempt has been made to build furniture which will meet the modern demands for comfort, which is based on this old uncomfortable original. We have found that the earlier pieces do not suffer in their artistic merit when kept busy making furniture for houses constructed in the Pueblo Indian style, which had heretofore been furnished with Grand Rapids products.

Pottery Individual

For some strange reason, machine-made furniture betrays itself, and only that made by the use of simple tools is successful. Such embellishment as is used is naturally derived from architectural motives, but here and there the Indian manifests itself in copies of pottery design.

The absence of furniture in the Indian home is even more accentuated when it comes to a matter of artificial illumination. The only early lamp is a simple clay vessel holding oil and a wick, similar to the arly Roman utensil. The Spaniard did, however, know the reflecting quality of polished metal, and tin cans were put into use for lamp and reflector.

The penitent Mexican, however, insisted on going further and crude candle sticks and sconces evolved where tin cans were converted into crude resemblances of altar lamps, sconces and hanging fixtures. This work is perhaps the most amusing evolution of all the southwestern artists and it is not uncommon today to find an embellished five-gallon oil can housing a carved image of some saint, and on the reverse side, advertising one of our better known oil companies.

Two Paintings On Display Here At New Hilton Hotel Opening Friday





Brady Area Has Steady Progress

Diversification Is Big Aid To Growth During Past Ten Years; Population Doubles In Town

(By Associated Press)

BRADY, Jan. 2.—The past 10 years have been for Brady and its trade territory an era of unprecedented growth.

Frame buildings which cluttered the business district here 10 years ago, have been replaced by structures of brick and plate glass fronts, former streets of mud are covered with five miles of pavement, the erstwhile dimly lighted business and residence district is now resplendant with the glow of powerful electric lamps. Beautiful homes, a water system, a sewerage system, a new and modern electric plant, natural gas and every municipal convenience has been installed.

During the past decade the population of Brady has doubled while a 75 per cent increase has been noted in the rural population.

Diversification Practiced

The diversified crop system has taken a firm hold in agricultural economics in McCulloch county. While cotton and beef are still a vital factor, the hen, the turkey, the sheep, goat, and the dairy cow have been added to the farmer's prosperity team. The McCulloch County Wolf club, organized in 1922 has made smooth the way for the poultry and livestock production by eradicating the wolf and the wildcat, which now are practically extinct in this county.

Sheep and goats, which in 1920 were an insignificant item, this year added $450,000 to the coffers of the farmer and ranchmen in wool and mohair alone, and another $320,000 from the shipment of 400 carloads of live animals.

Turkey shipments totalling 45 carloads to date with about ten more cars to ship on the January market, approximately 15 carloads of chickens and 40 carloads of eggs 60,000 gallons of sour cream, and four carloads of pecans are other items which have made the present year a prosperous one.

TAYLOR, Jan. 2. (AP)—A childrens' theater, somewhat similar to the Little Theater, has been organized here by Miss Beth Beck. The movement is rather new to the south.

Congratulations



To Lubbock's New

200 ROOM HOTEL

The Minimax Hilton

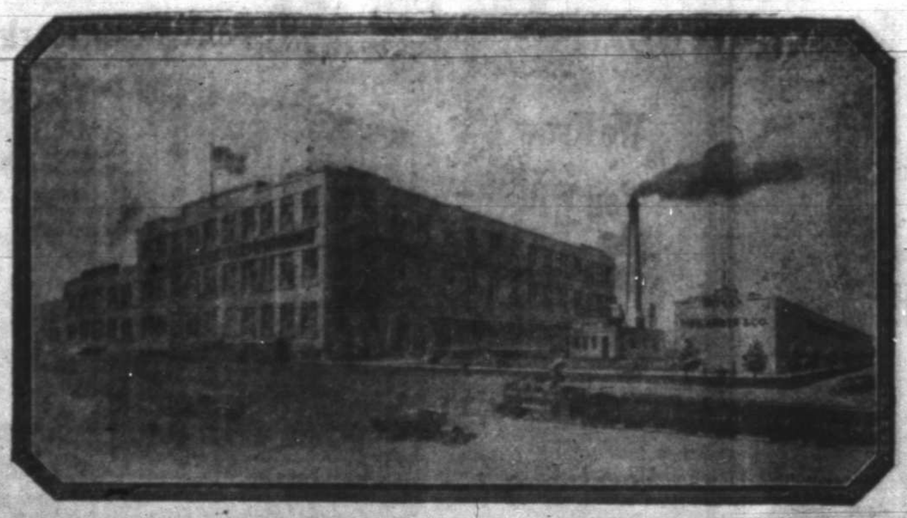
We express our pleasure in having had the the opportunity to make the neccessary excavotions for the completion of this modern Hotel.

PLEASE ACCEPT OUR SINCEREST BEST WISHES

Panhandle Construction Co.

HERE'S LUCK HOTEL HILTON

TO YOU AND TO YOUR SPLENDID PHARMACY



View of Our Factory, Containing 110,000 Sq. Ft. of Mnfg. Floor Space.

Through faith, these splendid enterprises were born. Through service, they shall survive; through their manifold superiorities, they merit the patronage of every person in Lubbock.

Proudly do we acknowledge the privilege of building the equipment for Hilton's "Drug Store Beautiful." May it always bring the success that we so sincerely wish them.

Prospective patrons, please write us for suggestions. No obligation.

MAILANDER & COMPANY

Now celebrating our 50th Anniversary of continuous business in Waco, Texas. Makers of "The Best-Built Line" Store and Bank Equipment. Trade Mark Reg. "Quality" and "Fair Prices" built our factory.

"Three-Day Marriage Intention Law" Not So Successful In Texas, Bexar County Clerk Says; May Ask Repeal

(By Associated Press)

SAN ANTONIO, Jan. 2—After six months' trial operation, the county clerks of Texas are about ready to back up on the "three-day marriage intention law," enacted by the 41st legislature at the request of the Texas County and District Clerks' Association, according to Jack R. Burke, Bexar county clerk.

Burke declared that the association would probably hold a special meeting soon and go on record petitioning the special session of the legislature, soon to be convened, to repeal the statute which required a couple to give three days notice of intention to marry before license can be issued.

Decline Is Influence

Burke said that the sharp decline in the number of licenses issued in Texas since the law was passed influenced action to seek a return to the old cufsom of issuing a license on the spot when all other requirements were met.

Licenses issued since June 13, when the law went into effect, have dropped as much as 1,000 below the corresponding period in 1928, in some of the large counties, according to Burke. In Bexar county there was a shortage of about 600 licenses he said.

Burke is a member of the legislative committee of the association which has been sounding out the sentiment of the county clerks in Texas for some time on the matter of repealing the law. He said he found only one strong advocate of the law—Chester Hollis, Tarrant county clerk, who was instrudental in having the Bill presented to the legislature.

Border Areas Affected

According to Burke, many of the clerks in border counties s ii residents of their counties were going to other states to be married because they did not want to wait the required three days. Loss in marriage license fees to those clerks amounts to a large sum each month and a deficit in their total fees will be shown unless the law is repealed clerks said.

Justices of the peace in all counties are backing up the proposed repeal because the law has cut down their revenue from performing marriage ceremonies, Burke said.

Travis Lease To Come Up In Meet

AUSTIN, Jan. 2. (AP)—The special session of the legislature will be confronted with action on the state's lease to Travis county of the tract on which is situated the county's 56-year-old courthouse.

The lease has 44 years to run of the original 99-year rental period, but an effort will be made to get the state to release the county and buy from it the old courthouse building and jail at an estimated expenditure of $40,000 so that the county may build a new courthouse on another site.

If the state does not cancel the lease and make adequate settlement with the county, it is proposed to build a new $700,000 building on the state-owned land. There is considerable opposition to this plan. Governor Moody having entered into the controversy to give his opinion that the state should not permit the new county building to be constructed on the state-owned land, since it would mar the aesthetic beauty of the capitol building, cutting off the view of the red granite structure from the business section of the city. He has indicated that he shall request the legislature to cancel the lease.

The contract for the new courthouse was recently awarded although it was stipulated work would not begin before February 1 to give the state time to act on the proposal to cancel the lease with Travis county.

A. & M. Planning Course In Travel

BRYAN, Jan. 2. (AP)—For the first time in its history Texas A. and M. College has arranged officially to include a travel course in its curricula and to grant credits to students who may take it.

The course which will be under direction of Prof. S. S. Morgan of the college department of English, will be made this coming summer and will include several European countries.

The party will sail either from Houston or New York to England, where two weeks will be spent touring that country and Scotland by motor. On the Continent France, Germany, Switzerland and Italy will be visited and the party will stop at Oberammergau to see the Passion Play.

The return voyage will be by the southern route from Naples.

A corrier will be engaged to conduct the party from place to place and local guides and lecturers will see that nothing of interest is overlooked.

Although the course is intended primarily for students and others interested in literature, it is available to others.

TO WEAR BADGES

State Highway Employes To Be Designated

AUSTIN, Jan. 2. (AP)—Badges for 6,300 state highway workers have been received and will be put in use in January. All employes on maintenance jobs will wear the badges while they are at work.

The badges are one an done-half inches in diameter and of nickel-plated bronze. Each bears the workman's number and the number of his division.

Alaska shipped $17,955,950 worth of salmon to the United States in August of this year.

HIGHWAYS PLANNED

Year 1931 To Find Mexico With Good System

MEXICO CITY, Mex., Jan. 2. (AP)—The year 1931 will see completion of a highway from Mexico City to Nogales, by way of Guadalajara, Mazatlan and Guaymas, according to plans just announced here.

Work on the highway from Mexico City to Guadalajara already has been started and is scheduled for completion by the end of 1930, while dispatches from Guaymas say work on the road from that city to Nogales, by way of Hermosillo, will be resumed next month. Work was under way on this road when the rebellion broke out last March and since has been abandoned.

With completion of the roads connecting Guaymas and Nogales and Mexico City and Guadalajara, the link joining Guadalajara with Guaymas, by way of Mazatlan, will be started. This is expected to take place early in 1931 and the road will be finished by the end of that year.

Meanwhile work is continuing on the highway from Mexico City to Laredo and Brownsville, by way of Guidad Victoria. This road is expected to be completed next year.

PAYS FOR DRILLING

ORANGE, Jan. 2. (AP)—J. V. Fleming, of Travis county, has paid $60,000 for oil drilling privileges on 1,280 acres of land in Orange county, and 25 acres in Chambers county, according to an instrument just filed with the county clerk here. The Orange county land is in the Mary E. Hall survey. An acreage in Harris county, the amount not stated, is included in the deal.

SURGEON RETIRES

HOUSTON, Jan. 2. (AP)—Dr. R. V. Knox, for 28 years chief surgeon of the Southern Pacific hospital here, retired December 31, because of advancing age. He is 70.

Dr. Charles C. Green, now assistant chief surgeon, will succeed Dr. Knox, who has made no plans other than to decide that he will remain here to take advantage of his new leisure.

The United States buys nearly 50 per cent more coffee from South America than it did before the war.

The South Plains Shall Progress With AMERICA

We Welcome the New—

Hilton Hotel

And congratulate the directors and management for the dedication of such an institution that will grace the skyline of Lubbock as a memorial of progress and greater service to the citizens of the South Plains. The fine art and splendor of the building is something that the people of Lubbock welcome. The industrial activities of the city will be bettered by the progressiveness of the Hilton.

Peoples Ice Co.

418 Avenue H Phone 1232

The New

HILTON HOTEL

Another Step Of Progress For Lubbock And The South Plains

To participate in the progress of Lubbock and the South Plains. To take part in any project that will augment the communities' prosperity—this is our constant endeavor.

We believe in the South Plains—are resolved to stand loyally in every constructive movement in Lubbock's progress.

WEST TEXAS REO CO.

C. E. HOWARD 1106 Ave. L.

GLEN C. HOWARD Phone 1257

THE NEW

HILTON HOTEL

has given to Lubbock, Texas, one of the two—of its kind in the world—

A Hotel Whose Interior Chambers Display the Finest of Original American Art

—in selecting only the finest we are happy to announce that the Hilton management has chosen—

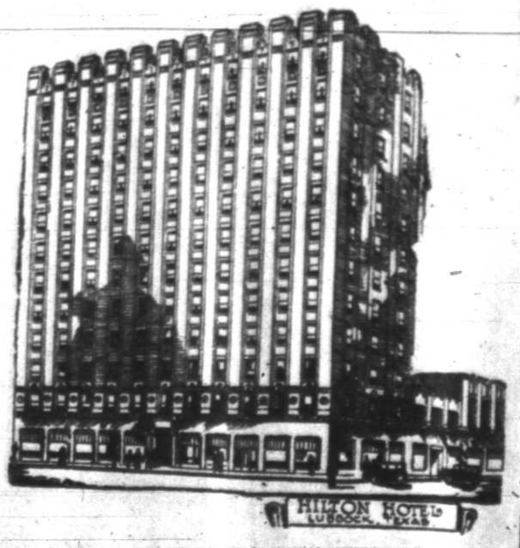


A Food Product of Health

FRIGIDAIRE

Is An Integral Part Of The New

HILTON HOTEL



CONGRATULATIONS AND BEST WISHES

DAVIS BROS.

1106 Main Phone 1425

Congratulations

Hilton Hotel, Inc.

Your Policy

Of expending Lubbock capital in Lubbock for operating cost is following a Criterion established by other aggressive Lubbock business institutions, and is one that builds cities.

"They Don't Just Happen"

RAGLAND MOTOR CO.

NASH DEALERS

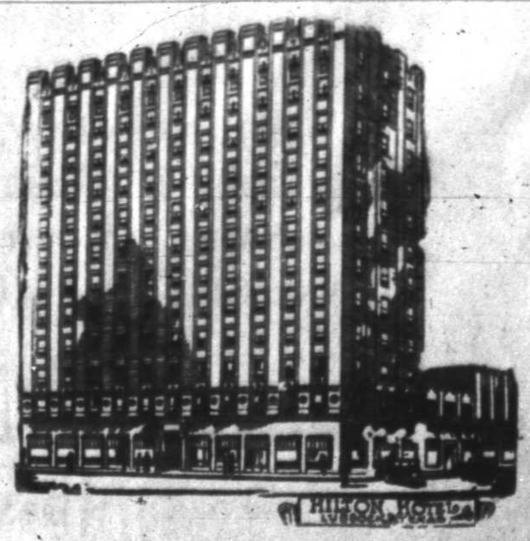
1007-09 Avenue J Phone 365

Avalanche-Journal Want Ads Pay

Congratulations

NEW HILTON

We Know You Will Serve Good Fruits And Vegetables



A. G. WINN Produce Co.

Sweetwater—Lubbock—Big Spring—Pecos

"Fresh Fruits And Vegetables Of All Kinds"

1010 6th St. Phone 1061

Modern Hotels Are Evolved From Old Caravanseries

Present Day Lobbies Are Copies Of Ancient Persian Courtyards; Books On Hotel History Tell Of Advances

Hostelries Of Modern Time Are Traced Back To Days When Weary Travelers of Desert Stopped To Rest

The capacious lobby of the 12 story, 200-room Hilton Hotel, Lubbock's new hostelry, is a direct descendant of the courtyards of the Persian caravaneries, walled-in places where caravans stopped for the night and where men and beasts slept together, the men on raised platforms in the middle of the court. Rooms opening from the court, for better convenience of the travelers, seem to have been afterthoughts.

At least, this is gleaned from Robert M. Ludy's "Historic Hotels of the World," a book which takes the hotels back to the days of their origin. And, what an evolution from the first model from which sprang the towering brick, steel, and concrete structure being opened in Lubbock by the Hilton Hotel company.

Originally, it seems, the inn was not even a house, and was very little of a shelter, being usually a plot of ground near a spring, which sometimes was walled, or had a rude fence surrounding it. This space was alloted as a camping ground for travelers, and at this stage of its evolution it seems that various communities provided this accommodation without payment or price.

Well, getting back to the 20th century, that sounds very much like the tourist parks with which the "various communities" of today lure the swarming cars from the highway to stop over and spend some money for food and raiment. But let us return to the origin of this particular species.

"By degrees the wall was raised at the expense of some wealthy traveler. Arches were built and united to the wall by a roof. Doors were added and the roofed-in inclosure was divided into apartments, so that several parties of travelers might be made comfortable at the same time and enjoy some privacy." (And—my gosh — private baths in each of the 200 rooms at the Hilton!) "Usually, there was a central space that was open to the skies, or in some instances natural caves were used to stable any of the animals accompanying the travelers."

Disputes "Oldest" Belief

Ludy says that in the ruins of Pompeii a group of brick arches is pointed out by the guide as the remains of the oldest hotel in the world. "Unfortunately, like many other statements about the city whose life was puffed out by Vesuvius, nearly two millenniums ago this one is disputed by some learned antiquarians," says Ludy, "but where or when the first inn was established we may never learn, but if we can discover the age when civilized man first began to travel in the interests of commerce, we shall be on the road to the acquisition of that knowledge."

He makes it all go back to dollars and cents—just as our friend Van Loin made the discovery and colonization of America a matter of strict business. But he leaves the romance in the old inns, nevertheless. Listen to this description, which Ludy culls from a writer named Loftus, of a Khan at Adalia, in Asia Minor, on the road from Bagdad to Babylon:

"It is a large and substantial building, in the distance resembling a fortress, being surrounded with a lofty wall, and flanked by round towers to defend the inmates in case of attack. Passing through a strong gateway, the guest enters a large court, the sides of which are divided into numerous arched compartments, open in front, for the accommodatiin of separate parties for the reception of goods." (The earliest sample rooms.) "In the center is a spacious raised platform used for sleeping upon at night or for the devotions of the faithful during the day. Between the outer wall and the compartments are wide, vaulted arcades, extending around the entire building where beasts of burden are placed.

"Upon the roof of the arcades is an excellent terrace, and over the gateway an elevated tower containing two rooms, one of which is open at the sides, permitting the occupants to enjoy every breath of air that passes over the heated plains.

Coffee Shops In England

"Oh well, they have ceiling fans in every room at the Hilton; but here was the first roof garden, maybe. Ludy tells about how the coffee shops, now so important a part of all modern hotels, spring into being. The coffee shop seems to have originated in Merry England; and by the way, they were all supressed by proclamation in 1675, as nuisances; but the government guessed wrong there, for the following year the people demanded them back and got them.

"Western Europe," says Ludy "first tasted coffee about the middle of the 17th century, and so small a circumstance as the bringing of a moderate quantity of beans from the east in a few years changed the complexion of houses of entertainment both in England and France." And getting down to the present—there is many a man who declares in effect that a hotel is known by the coffee it keeps! So that the influence of that small quantity of beans has persisted through three centuries."

"In 1650," says Ludy, "a man named Jacobs opened the first coffee house in England, at Oxford, and the vogue for coffee houses spread rapidly. It was not until the early years of the 18th century that coffee houses in England exceeded in number and probably in importance the inns and taverns of the English metropolis.

"A picture of the interior of a coffee house of this period was given in the 'Vulgas Brittanicus,' published in 1710," says Ludy, "and this shows a boy serving customers, who are grouped around long tables, pouring the beverage from a small coffee pot into a 'dish.' This latter article was apparently a little larger than coffee cup of today, but without a handle, and probably would be best described as a small bowl." Ludy then quotes as follows from "M. Mission's Memoirs and Observations of His Travels Over England," published in translation in England in 1719:

Are Meeting Places

"These (coffee) houses, which are very numerous in London, are extremely convenient. You have all manner of news there; you have a good fire, which you may sit by as long as you please; you meet your friends for the transaction of business, and all for a penny, if you don't care to spend more."

Sounds like the coffee shop of today, doesn't it? With the exception of the "good fire," where you toast your toes. The Hilton has a refrigerating ventilation system which cools the coffee shop, rather than the fire which warmed it in England; better for Texas. But San Angelo has long had the habit of transacting business and exchanging gossip over the coffee cups in the coffee shops.

An interesting fact, which Ludy cites as "well known" is, according to that writer, the evolution of the modern theatre from the English inn of the Elizabethan times. When religious houses were suppressed in 1539, by act of parliament, travelers were deprived of a resting place, and inns multiplied. But the religious houses long had been giving liturgical performances to the amusement of the guests; and the new inns took up the custom. As Ludy says, "many of the churches and abbeys formerly had, on certain anniversaries, been accustomed to exhibit morality plays, and as these were held in abeyance, a desire for popular theatrical exhibitions was formed."

Style is Changed

When Elizabeth became queen and the new style of inn came in, plays on more vulgar subjects were written, and in these the galleries, which were a feature of the inn yards, presented a kind of amphitheatre which naturally lent itself to the accommodation of an audience."

Just as the original inns or caravanseries sprang from the need of travelers for shelter, so with the improvement in means of travel the size and convenience of inns proved with some patronage with the advent of the stage coach in England, inns were established at the various stopping places, and arranged especially for accommodation of coaches and their passengers and crew, for change of horses, and so on. Ludy traces all this in his book.

With the advent of the stage coach to France, the modern word "hotel" began to be applied to English inns. As Ludy says: "With the coming of the stage coach, which on the continent was the diligence, or rather differently constructed vehicle, the frequency of tours throughout France and Italy, with occasional adventures into Germany or Switzerland, caused the creation of a new expression and a new recreation for wealthy Englishmen of the eighteenth century.

"This was the grand tour. The chief pivotal points in this travel were London and Paris. The stage coach improved the roadside inn in England, and to some extent the desire to do business with the traveled Englishman led to an improvement in the inns and hotels of France and Italy during the latter half of the eighteenth century. It was in this period, that the French 'hotel' began to be applied to the elaborated inns, both in France and England, although it was not until the days of the French republic that the word was properly naturalized in England.

"The finest inn in Europe," as Ludy quotes Arthur Young as writing in 1787, was the Hotel Henri IV at Nantes. Listen. "It cost 40,000 liv. (17,500 pounds, or about $87,000) furnished, and is let at 14,000 liv. per annum, with no rent for the first year. It contains 60 beds for masters and 36 stalls for horses. Some of the apartments of two rooms, very neat, are six livers a day; one good, 3 liv., but for merchants 5 liv. per diem for dinner, supper, wine, and chamber, and 30 s. for his horse. It is without comparison the first inn I have seen in France, and very cheap."

As to the first inn in America, Ludy quotes Colonel William Byrd of Westover as saying of the men who founded Jamestown, Virginia, "they built a church that cost no more than 50 pounds, and a tavern that cost 500 pounds."

"Unfortunately," says Ludy, "we have no details about this first inn in America, and can only suggest the date of its construction, which must have been between the years of 1607, when the city was founded, and 1616, when the settlement was at its ebb. Despite the proportionately large sum spent upon its building according to Colonel Byrd, the Jamestown tavern was probably not any too good. Even a century and a half later, the inns, taverns, and ordinaries in Virginia were not regarded as much more than shelters for travelers. Henry Cabot Lodge declares:

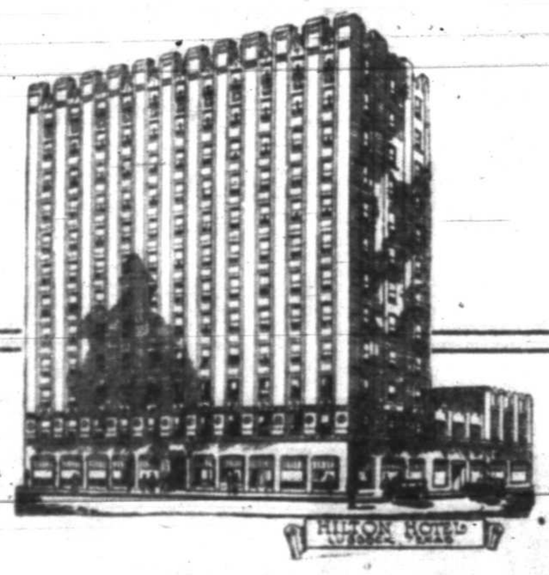
"The taverns were probably the most uncomfortable habitations in the provinces, although he admits that in the later half of the eighteenth century 'a good inn could be found here and there in towns.'"

Ludy goes on with a description of colonial and early republic hotels, detailing at length the ones in which famous men slept, or where great events took place in the history of the republic. In writing about a hotel at White Sulphur Springs in 1832, he quotes a traveler:

"Crowds collect around the dining room when the bell rings, and when they are opened, there is a rush, like that at the booth in a contested election. Every man, woman and child rush to any seat which they may happen to find, and in a very short time the food upon the tables disappears, consumed by the hungry mob. If you have a servant of your own, he must bribe the cook. If you have no servant, you must bribe one of those attached to the place or you run the risk of getting nothing. Bribery furnishes you with the best of what is to be gotten in the place, and avoids the rushes at meal time. The day after I arrived, two waiters quarreled over a piece of apple pie; one floored the other and neither got the pie, which was floored in the scuffle, and this scene took place while the guests were seated at the table. Bribe high and you live high, fail to bribe and you starve; look sharp and eat fast, you forget good manners. This is the motto of the dinning room."

New Hilton Hotel, Texas Avenue And Main Street, Opens Formally Friday





Faith and Fate

Just across the street from Lubbocks new Hilton Hotel is a Banking institution that has had faith in these great plains for more than one score years; The dream of stability is realized; Fate has put the crowning achievement of our belief just across the street as our neighbors.

We Welcome

The New

Hilton Hotel

First National Bank

In Lubbock



Beauty Culture

---- Offered In All Its Finest Art

The Hilton Hotel Beauty Shop announces its informal opening in connection with the Hilton Hotel.

The facilities are in keeping with the very latest and finest offered. You will find the best in equipment.

A staff of trained operators, each a specialist in her line, graduates from the leading Beauty Schools of the South and East.

We pledge none other than the very finest work that will be most suited to you.

Individuality—Here you will find that we give the work most suited to your type, work that at the first revelation of the mirror expresses feminine chic in its highest form.

The exclusiveness of this shop does not infer that charges will be no other than normal.

This service is dedicated to the People of Lubbock and the South Plains.

Appointments will be taken for the coming week.

"Where Coiffeur Work Is An Art"

Mrs. Fred Hines
(Manager)

Hilton Hotel Beauty Shop

New Bootleg "Stuff" Carried Over

Shoes, Clothing, Food And Other Articles Carried Across Border To Mexico Same As Liquor

LAREDO, Jan. 2. (AP)—A new kind of bootlegging broke out on the Texas-Mexico border at Laredo during the holidays when the Mexican government was taking measures against the port of Laredo became District Attorney John A. Valls had attempted to arrest General Plutarco Elias Calles on an old charge when the latter passed through this, Webb, county on his return home from Europe.

When folks from Nuevo Laredo, Mexico, were prohibited by the Mexican government from purchasing anything in Laredo and Webb county, Texas, and taking it to the Mexican side of the Rio Grande the new bootleggers saw their opportunity to make some money other than by smuggling Mexican liquor from the Mexican to the American side.

The result was that such goods as clothing, shoes, hats, dresses, stockings, neckties, and other articles of clothing were taken in charge and landed in Mexico and then delivered to the purchasers. In other instances the bootleggers took orders for goods on the Mexican side, came to the American side, purchased the things wanted, and then delivered them to their trade.

We Congratulate

The New Hilton Hotel

"A BEAUTIFUL STRUCTURE"

CITIZENS NATIONAL BANK

LUBBOCK TEXAS

Announcing

Another Mighty Link in the Hilton Hotel System in Texas

With the Opening of

The HILTON

LUBBOCK, TEXAS

Friday Afternoon—
January 3, 1930.

The New
HILTON HOTEL
LUBBOCK, TEXAS
Cordially invites all Lubbock to be present on the occasion of the opening of Lubbock's newest and finest Hotel—

Friday Afternoon
January 3, 1930.
Auspices of the Lubbock Chamber of Commerce



Maximum Service—
Minimum Rates
$2 To $3
Our Rates Never Change

200 ROOMS — 200 BATHS
HILTON HOTEL, LUBBOCK, TEXAS.
$2 TO $3
SWEDE KLING, Manager

Lubbock's Newest Hotel

Lubbock's newest and finest hotel greets the people of Lubbock and Texas and invites you to it's opening, Friday afternoon, January 3, 1930.

The HILTON is a noteworthy addition to the fine hotels of the Southwest.

Each room is equipped with the newest of furnishing—circulating ice water, showers or tubs in every room, ceiling fans, Sealey springs and mattresses to make the guest most comfortable.

The Coffee Shop and Dining Room are under the supervision of a chef whose cuisine is notable. Beautiful decorations and new equipment will lend charm and appetite to the guest.

The Management of the HILTON is experienced and competent to see to your every need, and they will be found to be pleasing and courteous.

Truly, a Noteworthy Tribute to Our Faith in Lubbock and Texas



110 ROOMS — HILTON HOTEL, MARLIN, TEXAS



325 ROOMS — HILTON HOTEL, DALLAS, TEXAS



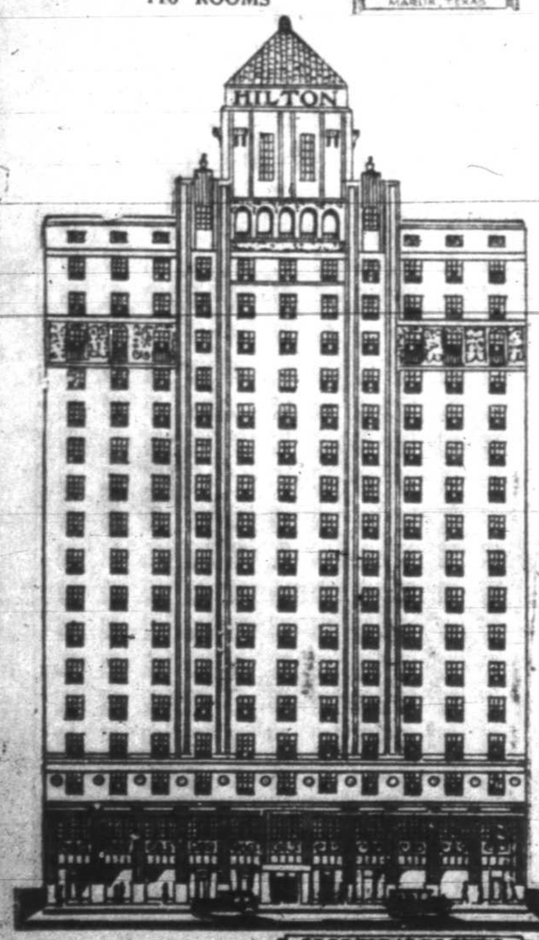
250 ROOMS — HILTON HOTELS, WACO, TEXAS



240 ROOMS — HILTON HOTELS, SAN ANGELO, TEXAS



200 ROOMS — HILTON HOTELS, LUBBOCK, TEXAS



325 ROOMS — HILTON HOTEL, EL PASO, TEXAS



260 ROOMS — HILTON HOTEL, ABILENE, TEXAS



110 ROOMS — MARCHMAN HOTEL (Hilton Operated), WICHITA FALLS, TEXAS



110 ROOMS — HILTON HOTELS, PLAINVIEW, TEXAS

"Dispensers Of True Southern Hospitality."

(Hilton Hotels at Marlin and El Paso are now in the course of construction.)

A Texas Owned Institution—Growing With Texas—

HILTON HOTELS *Inc.*

C. N. HILTON ~ PRESIDENT

A Texas Owned Institution—Growing With Texas—

FOUR PAGES OF BARGAIN NEWS FROM OUR

EIGHTH ANNUAL
JANUARY CLEARANCE SALE

ONE OF TWO ANNUAL STORE-WIDE SALES WHEN WE OFFER YOU UNRESTRICTED CHOICE OF OUR FINEST MERCHANDISE AT REAL WORTH WHILE REDUCTIONS

When sale time comes we enter into it with only idea in view – that of quickly clearing all remaining items to be able to purchase new assortments for the season following. The only method we know that will accomplish this result is that of so radically reducing prices that there can be no question of the greatness of the bargains. Each year these severe reductions have added to the prestige of these sales until now they are eagerly awaited by hundreds of people.

The finest merchandise is included. We believe in giving you reductions on our entire stock, not on just those lines we wish to dispose of as is done in many so-called "Sales." The only lines not included are those where manufacturers refuse to permit us to discount.

Read these quotations, expecting to find the unusual for each year these events set a new high water mark in value giving and our January event this year will be no exception.

ONLY EIGHT DAYS THIS YEAR
From January 3rd. to January 11th.

You will not have time to delay taking advantage of these offerings for the number of sale days has been shortened over those of former years. Only eight selling days, but eight days of such radical reductions that very little merchandise would remain any way.

PURCHASE FINE HIGH GRADE APPAREL, PIECE GOODS, HOUSEHOLD LINENS, SHOES, HOSIERY AND HUNDREDS OF OTHER ITEMS AT A SAVING OF FROM ¼ TO ½

Hemphill-Wells Co.

TWICE EACH YEAR THESE STOREWIDE EVENTS OFFER REAL OPPORTUNITIES

Our Eighth Annual January Clearance Sale

EIGHT DAYS OF SAVING
JANUARY 3RD TO
JANUARY 11TH

Hemphill-Wells Co

ALL TRANSACTIONS CASH, NO
REFUNDS, APPROVALS,
OR EXCHANGES

THE TIME WHEN HIGH GRADE DESRABLE MRCHANDISE SELLS FOR A FRACTION OF IT'S WORTH AND SAVINGS RANGE FROM ONE-FOURTH TO ONE-HALF

Clearance time is here again—one of the two occasions each year when we offer you choice of our entire stock at real worth-while reductions in a quick value-giving event. It is the time when we forget profits—the time when thrifty shoppers supply themselves for months to come from assortments of truly high grade merchandise. "Two Sales a Year" is our policy, and this is one of those two events. Read these listings carefully for many most unusual discounts are featured in matter of fact type. If you have attended our former sales you know what really unusual quotations to expect. If you are new in Lubbock we ask only that you investigate this sale. We believe that you will find that reductions are much more liberal and stocks far more desirable than those you have noted elsewhere.

LADIES' COATS AND DRESSES AT THE FINAL PRICE REDUCTIONS

Fine ladies coats at prices that hardly represent the value of the fur—elegant ladies dresses in correct styles and colorings—Underwear—Corsets—Hats—Childrens wear—all are included for this event at figures that will mean such savings!



EVENING DRESSES

Choice of all remaining Evening dresses in Chiffon satin, Taffeta and Velvet, regular value $14.85 to $64.85, now for ONE-THIRD OFF

COATS AND SUITS

Every remaining coat and suit is included in these listings—fine imported weaves with elegant fur trimmings as well as popular sport weaves in weights suitable for spring wear—

$129.85 to $245 Coats $79.90
$89.85 to $114.85 Coats $63.30
$59.85 to $79.85 Coats $42.20
$39.85 to $49.85 Coats $29.90
$22.45 to $27.45 Coats $15.50
$12.45 to $19.85 Coats $9.90
$10.45 Miscellaneous Coats—at $6.60

LADIES' DRESSES

Fine French room gowns—pretty Sport garments—Street dresses—afternoon dresses—a compete color assortment—new styles as well as staple blues and blacks—all to go now at final reductions—

$114.85 to $149.85 Dresses $69.90
$59.85 to $84.95 Dresses $42.20
$44.85 to $49.95 Dresses $29.90
$24.50 to $39.85 Dresses $16.60
$14.85 to $16.45 Dresses $10.10
$9.85 to $12.45 Dresses $5.50

EXTRA SPECIAL

All remaining Children's Coats in sizes from 8 to 12 years—Sport and dress styles—good serviceable materials—choose them now, greatly reduced—

$13.85 to $22.50 Values $9.90
$8.85 to $10.85 values $5.95
$4.85 to $6.45 values $3.65

EXTRA SPECIAL

A special group of ladies dresses—fine Nemser and French room styles in the lot—mostly satin and velvet materials—a big opportunity.—

$114.85 to $134.85 Dresses $49.90
$49.85 to $64.85 Dresses $22.20
$27.45 to $39.85 Dresses $12.50

ALL LADIES' AND CHILDREN'S HATS IN THREE GROUPS

All remaining ladies and Childrens hats—fine felt styles ideal just now—in both dark and bright colorings as well as a limited number of metallics—All are included in these groups—

$1.25 to $4.85 Ladies and Children's Hats $1.00
$5.45 to $8.85 Ladies and Childrens Hats $3.00
$8.85 to $16.45 Laries and Children's Hats $4.00

CREPE DE CHINE, MUNSING AND NAINSOOK UNDERWEAR

Choice now of all remaining items in Ladies and Childrens Underwear at final clearance reductions. The finest lines are represented and styles are well assorted.

MUNSING KNIT UNDERWEAR

$2.00 Munsing Knit Suits $1.69
$1.95 Munsing Knit Suits $1.69
$1.69 Munsing Knit Suits $1.39
$1.50 Munsing Knit Suits $1.19
$1.39 Munsing Knit Suits $1.09
$1.25 Munsing Knit Suits $ .95
$1.19 Munsing Knit Suits $ .89
$1.00 Munsing Knit Suits $ .74
$ .98 Munsing Knit Suits $ .74
$ .85 Munsing Knit Suits $ .69
$ .75 Munsing Knit Suits $ .54
$ .69 Munsing Knit Suits $ .47
$ .50 Munsing Knit Suits $ .39
$ .39 Munsing Knit Suits $ .27

MUNSING RAYON GARMENTS

Munsing Rayon Bloomers, Teds, Vests, combinations etc.

$6.00 Munsing Rayon Garments $4.79
$5.00 Munsing Rayon Garments $3.89
$3.00 Munsing Rayon Garments $2.19
$2.95 Munsing Rayon Garments $2.19
$2.50 Munsing Rayon Garments $1.79
$1.98 Munsing Rayon Garments $1.49
$1.50 Munsing Rayon Garments $ .98
$1.25 Munsing Rayon Garments $ .89
$1.00 Munsing Rayon Garments $ .74

CREPE DE CHINE UNDIES

Ladies Crepe de Chine Teds—Dance Sets, Gowns, French Panites Bloomers etc.

$11.45 Crepe De Chines $7.69
$10.85 Crepe De Chines $7.19
$ 8.85 Crepe De Chines $6.15
$ 7.85 Crepe De Chines $5.49
$ 7.45 Crepe De Chines $5.15
$ 6.45 Crepe De Chines $4.19
$ 5.45 Crepe De Chines $3.69
$ 5.85 Crepe De Chines $3.95
$ 4.85 Crepe De Chines $3.29
2 4.45 Crepe De Chines $2.98
$ 3.50 Crepe De Chines $2.39
$ 2.50 Crepe De Cdines $1.89
$ 2.25 Crepe De Chines $1.69
$ 1.95 Crepe De Chines $1.49

MUSLIN GOWNS

Choice of all Hand made and plain Muslin Gowns in white and pastel colored at these prices:

$4.95 Hand Made Gowns $3.29
$3.25 Hand Made Gowns $2.19
$2.25 Hand Made Gowns $1.69
$2.00 Hand Made Gowns $1.49
$1.75 Hand Made Gowns $1.39
$1.35 Hand Made Gowns $1.05
$1.25 Hand Made Gowns $ .95

TWO SPECIAL MUNSING LOTS

Two lots of slightly shop worn garments together with odd styles and discontinued numbers in Munsing Undergarments—Knit, Silk and Wool and Rayon. Choose them as follows:

One Lot Values to $2.00 $ .79
One Lot Values to $6.00 $1.29

SPECIAL VANITY FAIR LOTS

Two lots of odds and ends in Vanity Fair Undergarments—slightly shop worn—odd colors and discontinued numbers—Teds, Bloomers and Vests in Glove Silk—

One lot values to $5.00 $1.95
One lot values to $3.00 $1.29

ALL ROBES AND NEGLIGEES
ON-FOURTH OFF
ALL MAIDS UNIFORMS
ONE-THIRD OFF
ALL SWEATERS NOW ½ PRICE

VANITY FAIR—CORSETS BRASSIERES AND MISCELLANEOUS SPECIALS

Fine Underwear that is rarely discontinued—garments that we will immediately repurchase for sale at these quoted regular prices—Gossard Corsets—Correct Brassiers—here are real savings.

VANITY FAIR UNDERWEAR

Gowns, Pajamas, Bloomers and Chemese in Glove Silk.

$7.00 Vanity Fair Garments $5.15
$5.45 Vanity Fair Garments $4.19
$5.00 Vanity Fair Garments $3.89
$4.75 Vanity Fair Garments $3.79
$4.00 Vanity Fair Garments $2.95
$3.50 Vanity Fair Garments $2.89
$3.00 Vanity Fair Garments $2.19
$2.75 Vanity Fair Garments $1.98
$2.00 Vanity Fair Garments $1.69
$1.95 Vanity Fair Garments $1.69
$1.79 Vanity Fair Garments $1.39
$1.25 Vanity Fair Garments $ .95c

VANITY FAIR HIGH-HO UNDERWEAR

$3.00 High-Ho Underwear $2.39
$2.00 High-Ho Underwear $1.79
$1.75 High-Ho Underwear $1.49
$1.50 High-Ho Underwear $1.29
$1.25 High-Ho Underwear $ .98c

Rayon Bloomers in good fine weight and flesh and peach shades—our regular $1.25 value—a limited assortment only $ .89c

EXTRA SPECIAL

Ladies' Crepe de Chine Teds, Bloomers, Dance Sets, etc.—in odds and ends but good styles and qualities priced in two specials lots—

$1.95 to $2.39 Garments $1.39
$3.45 values reduced to $1.69

BROADCLOTH AND WASH PAJAMAS

Fine bright Colored Pajamas in Printed and brightly trimmed solid colors—all are reduced.

$3.95 Pajamas, now $2.85
$3.50 Pajamas, now $2.39
$3.25 Pajamas, now $2.29
$3.00 Pajamas, now $2.19
$2.75 Pajamas, now $1.98
$2.25 Pajamas, now $1.69
$1.95 Pajamas, now $1.49
$1.65 Pajamas, now $1.19

NELLY DON HOUSE DRESSES—SMOCKS AND APRONS

$1.19 House Dresses $ .89
$1.75 House Dresses $1.19
$1.95 House Dresses $1.49
$2.25 House Dresses $1.69
$2.95 House Dresses $2.19
$3.50 House Dresses $2.49
$3.75 House Dresses $2.89

One Lot Dr. Denton Sleepers in small sizes—A well known ideal childs garment, regular $1.00 and $1.25 values 98c

Society Crepe, Step-ins, Dance Sets and Bloomers—Light weight, attractive galments in $1.25 to $1.69 values 89c

Childrens Crepe Pajamas in pretty printed Colors—sizes 4 to 16—regular $1.35 value, priced 89c

GOSSARD CORSETS

Gossard Corsets in new assortments and every style—in this sale, also undervalue.

$20.00 Gossard Corsets $16.45
$15.00 Gossard Corsets $12.85
$12.50 Gossard Corsets $10.90
$11.00 Gossard Corsets $9.65
$10.00 Gossard Corsets $7.95
$8.50 Gossard Corsets $6.85
$8.00 Gossard Corsets $6.55
$7.50 Gossard Corsets $5.95
$6.00 Gossard Corsets $4.75
$5.00 Gossard Corsets $3.95
$3.50 Gossard Corsets $2.75
$2.50 Gossard Corsets $1.95
$2.00 Gossard Corsets $1.65

SPECIAL LOT GOSSARDS

$6.85 Special Gossards $4.75
$3.50 Special Gossards $2.85
$2.00 Special Gossards $1.45
Special $1.50 Gossard Brassiere priced now only 98c

AMERICAN LADY AND MODART CORSETS

Group 1 includes Modart and American Lady Corsets in values to $5.00. Priced now $1.95

Group 2 includes Modart and American Lady Corsets in values to $13.50. Priced now $3.45

BRASSIERES

All $ .69 Brassieres, now $ .44
All $ .75 Brassieres, now $ .59
All $ .85 Brassieres, now $ .69
All $1.00 Brassieles, now $ .74
All $1.25 Brassieres, now $ .95
All $1.50 Brassieres, now $1.19
All $1.75 Brassieres, now $1.39
All $2.00 Brassieres, now $1.69
All $2.25 Brassieres, now $1.89
All $2.50 Brassieres, now $1.98
All $2.75 Brassieres, now $2.19
All $3.00 Blassieres, now $2.29
All $3.50 Brassieres, now $2.79
All $4.00 Brassieres, now $2.98

Childrens Hanes winter weight knit Unions in all sizes, regular 69c value, special now only 47c

Hosiery Reductions

Every pair of ladies and Childrens Hose can be had in this Clearasce sale at a material saving. All are standard well known makes—most desirable.

MCCALLUM FINE HOSE

McCallum Extra Sheer Chiffon hose in both light and dark shades $3.75 value, priced now $3.19

McCallum Sheer Chiffon Weight $2.48 Hose in fine dark shades, priced now pair $1.89

McCallum Service weight—all silk and in tan and dark shades—regular $1.95 Value. now $1.69

VANITY FAIR HOSIERY

Vanity Fair Fine Chiffon Hose in silk from top to toe style and all shades, $1.95 value $1.69

Vanity Fair Fine Sheer Chiffon Hose in regular $1.65 value—all shades, priced now $1.39

MUNSING SILK HOSE

Munsing $1.95 All silk Chiffon Hose in more than twenty shades and all sizes—priced now $1.69

Munsing $1.49 Service weight and chiffon weight hose, good color assortment, priced now $1.23

Munsing Silk Hose in varied color range—a weight for either dress or service $1.29 value 99c

Out size Hose in all the correct street and dress shades—two qualities in all wanted shades—sizes to 10½:

$2.45 Out Size Hose $1.89
$2.00 Out Size Hose $1.69

One Odd Lot Ladies Hose in Chiffon and Service weight, miscellaneous discontinued numbers in regular values to $2.95 Special $1.00

LADIES WOOL AND LISLE HOSE

Ladies $2.50 Wool Hose $1.89
Ladies $2.00 Wool Hose $1.69
Ladies $1.65 Lisle Hose $1.19
Ladies $1.25 Lisle Hose $ .89
Ladies $ .50 Lisle Hose $ .38

Children's Hose

All Childrens Stockings and Socks now are priced at real Clearance reductions. Colors and sizes are well assorted.

$ .25 Childrens Hose $ .19
$ .35 Childrens Hose $ .21
$ .39 Childrens Hose $ .27
$ .50 Childrens Hose $ .38
$ .65 Chilldrens Hose $ .44
$ .65 Childrens Hose $ .69
$1.00 Childrens Hose $ .84
$1.25 Cdildrens Hose $ .97

STAPLE GOODS AT A SAVING

Save on any number of staple year round items. All these are standard high grade items in general demand:

19c Gingham priced yard 14c
19c Percales priced yard 14c
19c 36-in. Outing 14c
25c White Outing, now yald 19c
19c Challies, priced yard 14c
29c Feather Tick, yard 21c
25c Mattress Tick, yard 19c
29c Blue Denim priced yard 19c
35c Khaki Cloth priced 27c
$1.25 Cotton Bats now 94c
75c Cotton Bats reduced to 49c
Fine Bleached Domestic yard 10c
Heavy Brown Domestic, yard 10c

DIAPERS AND DIAPER CLOTH

Made Diapers in Red Star well known make—priced—

$1.85 24 inch Diapers $1.39
$2.00 28 inch Diapers $1.49
$2.19 30 inch Diapers $1.69
Diaper Cloth in 10 yard Bolts Red Star and equal Quality—
$1.75 27 inch Diaper Cloth $1.39
$1.95 30 inch Diaper Cloth $1.49

BABY FLANNEL

$ .75 Baby Flannel yard 59c
$1.00 Baby Flannel yard 74c
$1.25 Baby Flannel yard 89c

FINE SILKS AND WOOLENS PRICED FOR QUICK COMPLETE CLEARANCE

Finest silks and Velvets—Woolens that will be ideal for early spring wear—printed materials—solid colors—our entire assortment of fine dress materials is now at your command at prices unusual. Choose from this assortment liberally for the opportunity is only for a few days.

MARILLYN SILKS

Marrilyn Pure Dyed silk crepe in a complete color assortment of street and underwear shades—regular $2.48 value, now $1.98

Marillyn Fine Canton crepe in a wonderful weight, all shades, a regular $2.75 value—now $1.98

Marillyn Satin faced Crepe—a fine high quality in light and dark shades, regular $3.00 value, Now $2.19

CHENEY SILKS

Cheneys fine Frost crepe—Navy, black brown, etc. known as one of the finest silks—$4.50 value—Now $2.89

Mirrow backed satin fine Mories and Satins, in street and evening shades—regular $5.00, $5.45 and $5.85 values, all priced now—yard $3.35

Choice of all our regular $3.25 and $3.50 Flat and canton crepes in a varied color array—all new desirable merchandise, special, now yard $2.19



PAINTE DSILKS

EXTRA SPECIAL

Fine Flat Crepe, our special $1.69 quality, spring shades included—special now—Yard $1.29

Good weight Crepe de Chine finish material in underwear and street shades, regular $1.19 value—yard 89c

EXTRA SPECIAL

Printed Velvets in good dark patterns—fine Chiffon quality—regular $7.85 to $10.85 values Yard $3.95

Solid colored velvets in evening shades and black, regular $7.45 value, Chiffon quality yard $3.95

LIGHT WEIGHT SILK MATERIALS, WASH SILKS, SPORT SILKS, PONGEES

These reductions include every silk material in our entire stock—its a real sale with yard after yard of truly desirable silk that we will immediately repurchase offered at unheard of reductions—

Satin Faced Crepes in new colors—a desirable $1.75 quality, 40 inches wide—special now, Yard $1.29

Kimona silks—Satin faced included—bright large patterns for pajamas, etc, $1.75, $2.00 and $2.50 value, all reduced in one lot to only $1.29

$3.00 Kimona Silk now $1.98

Taffetas in solid and changeable colors—a fine firm quality in pretty colorings—regular $3.00 value, yard $2.19

$1.50 Taffetas reduced to yard 85c

$2.25 Wash Silk priced $1.49
$2.50 Pebble Beach, reduced to $1.69
$1.69 Silk Broadcloth, now $1.19
$2.50 Chantung, now $1.69
$1.25 Rajah Silks, now 69c
$1.35 Jap Silk, priced, yard 97c

Crepe Chiffon in our regular $1.85 value and a good color assortment, reduced now to yard $1.49

Fine high grade Georgette, both light and dark colorings—regular $2.75 quality—special yard $1.89

Good quality georgette in 40-inch width, regular $1.69 value, good color or assortment, special yard 89c

Perma Tucked Georgette a tucked material in 40-inch width, dark shades and tan—$2.50 value, yard $1.89

12 Mummie Natural Pongee yd. 34c
$1.25 Colored Pongee, yard 87c
75c Jersey Tubing, yard 39c
$1.85 Silk Charmeuse 89c
$2.50 Silk Charmeuse $1.23
$3.00 Silk Charmeuse $1.98
$5.45 Silk Jersey, yard $1.69

PAINTE DSILKS

Printed Crepes and fine dark tweed patterns, our regular $1.69 quality, special now, yard 98c

All $2.69, $2.95 and $3.50 Printed silks are grouped together and offered choice, yard $2.19

Travello Crepe in Tweed Patterns and fine colorings for spring—regular $4.00 quality, yard $2.49

Printed Chiffons, featured in all Spring Style information, good patterns and colors, regular $1.89 and $2.75 values, priced now $1.59

Plain and Printed Celenese, also good for spring—regular $1.69 values, priced now yard 98c

RAYON SLIP MATERIAL

Fine Rayon Slip material, finer than the old Baronette Satin, in black, navy, white, flesh, light blue, green, maise and pink shades—our regular $100 value yard 69c

METAL BROCADE MATERIAL

Fine metal brocades, in good patterns and colors, a varied assortment of fine materials for evening combinations, regular $6.85, $8.95, $9.85, $10.85 and $11.85 values, all priced, yard $3.95

VELVETEENS

Printed Velveteen in desirable patterns and color combinations, our regular $2.75 value, yard $1.69

Solid Colored Velveteens in two qualities, regular $2.50 and $3.00 values, priced special $1.89

WOOLENS—EVERFAST FABRICS—UNDERWEAR MATERIALS WHITE GOODS—PAJAMA CHECKS

The finest dress materials and underwear clothes go into the January Clearance at price reductions that make them most worth while. Note these worth while price revisions—

Wool Coatings, Suitings, Tweeds and novelties, priced now—

$8.95 Wool Goods priced yard $6.95
$7.85 Wool Goods priced yard $5.19
$7.45 Wool Goods priced yard $4.95
$6.45 Wool Goods priced yard $4.49
$5.85 Wool Goods priced yard $3.95
$5.45 Wool Goods priced yard $3.69
$4.85 Wool Goods priced yard $3.19
$4.50 Wool Goods priced yard $3.19

All Flannels and Kasha in correct colors and original prices from $2.75 to $3.00 priced now $2.19

SPECIAL LOT OF PLAID COATINGS AND MISCELLANEOUS WOOLEN ITEMS, MOSTLY SHORT LENGTHS, Regular $3.00, $3.25, $3.85 to $4.25 values yard $1.69

Light weight dress woolens, suitable for dresses or suits, light shades—regular $2.50 to $3.00 values $1.98

Wool Challie in ideal Children's colors and patterns—some in bordered styles—regular $1.25 values priced yard 79c

WOOL AND COTTON SUITING IN PLAID AND SMALL PATTERNS, TANS, BROWNS, BLUES AND REDS—REGULAR $1.25 VALUES 89c

Alapaca and Rayon Lining materials in grey and tan shades regular tailors materials, $1.00 value now 79c

39c Linings priced 29c

WHITE GOODS

Batistes, Nainsooks, Dimities, and Flaxons are priced now at these reductions—

$1.35 White Goods, priced 89c
$1.25 White Goods priced 89c
$1.00 White Goods priced 79c
85c White Goods priced 69c
75c White Goods priced 49c
65c White Goods priced 44c
50c White Goods priced 37c
45c White Goods priced 29c
40c White Goods priced 26c
39c White Goods priced 26c

Underwear materials in cotton and rayon mixed—in all pastel shades, 29c Underwear fabrics 26c
50c Underwear fabrics 29c

White and colored pajama checks—Printed Cotton Crepe and plain colored Cotton Crepe—
25c Underwear Crepes 18c
29c Underwear Crepes 21c
35c Underwear Crepes 27c
39c Underwear Crepes 29c
$1.00 Printed Organdy 79c
75c Printed Organdy 59c
65c Solid Organdf 49c
90c Solid Coloron Voile 37c
29c Printed Voiles 19c
29c Solid Colored Voile 23c
50c Printed Batistes 34c
90c Dotted Swiss 69c
50c Madras reduced to 34c
85c Rayon Dress Fabric 64c

EVERFAST FABRICS

EVERFAST FINE MATERIALS

A varied assortment of Everfast fabrics go into this event at material reductions.

Everfast Printed Handker-chief Linens, $1.50 values $1.19

Everfast solid Colored Handkerchief Linen, $1.25 Values 94c

Everfast Solid Colored Dress Linen, priced now 79c

Everfast Solid Colored Broadcloth in $1.00 value, priced 79c

Everfast Printed Pique in regular $1.00 Value, priced now 79c

Everfast Tub-Tex and fine Madras, 85c value 69c

Everfast Super Voile in all shades, 69c value yard 47c

Everfast Gingham in solid and checked, 89c value, yd. 44c

Everfast Plain and Printed Suiting, 80c value, yard... 39c

Everfast playtime prints, new patterns, 39c value 29c

"THERE IS A LASTING SATISFACTION ABOUT QUALITY MERCHANDISE"

The Finest Stock of Standard High Grade Merchandise Is Offered You Now at January Clearance Prices

ALL SALES PRICES ARE STRICTLY CASH NO CHARGE TICKETS DURING THIS EVENT

It is our usual fine high grade merchandise that is offered you in this event—our regular from-day-to-day stocks—merchandise that we sponsor at all times as one of highest standards. Nationally advertised lables are included—fine models and correct colorings—staple merchandise that is not effected by season. It is an event that offers you more real chance for saving than you would usually expect to find. Twice each year we clear stocks in these sales when we forget all thought of profit and convert our resources into Cash to be able to purchase new merchandise to the best advantage. Its Your opportunity.

COOPERATE WITH US IN AVOIDING REQESTS OF REFUNDS, EXCHANGES OR RETURNS.

FINE BLANKETS, SHEETS AND SHEETINGS, TOWELS, DRAPERY MATERIALS, LADIE'S SLIPPERS. DEEP REDUCTIONS ARE FEATURED ON THIS PAGE

Most every item listed here is one that has an all year appeal. Many are included entirely because of our policy of reserving nothing that is not definitely reserved from cut price by manufacturer. Its a time when many dollars can be saved on staple needs.

BLANKETS AND COMFORTS PRICED FOR CLEARANCE

A liberal assortment of fine blankets remain for clearance now at real worth while reductions—see to it that you receive your share of these good values.

ALL WOOL BLANKETS

Oregon City All Wool blankets in 72x84 size and $27.45 value **$19.90**

66x84 Oregon City all wool Blankets in regular $16.45 value **$1.220**

72x84 Oregon City Blankets, all-wool, $14.95 and $15. values **$11.10**

72x84 Oregon City all wool Blankets $14.45 values, now **$10.85**

60x84 Oregon City Wool Blankets in regular $12.45 value **$8.85**

66x80 Wool Oregon City plaid Blankets in $8.25 value; priced **$6.15**

Oregon City Wool Robes, bright patterns; priced now **$6.15**

$10.45 all wool double Blankets in Chatham make, 70 x 80 now **$7.95**

$9.85 all wool Blankets in 66x80 size—plaid paterns, priced now **$6.95**

PART WOOL AND COTTON BLANKETS

$6.85 part wool Plaid Blankets in 70x80 size and pretty paterns **$4.95**

$6.45 part wool Plaid Blankets in 66x80 size, a wonderful value at **$4.69**

$5.85 Part Wool Blankets in Double style, 70x80 size, reduced now to **$3.98**

$4.45 part wool Blankets in 66x80 and 70x80 sizes, plaid styles, now **$3.19**

$4.00 part wool blankets in plaid patterns and 66x80 size priced **$2.89**

COTTON BLANKETS REDUCED

$3.75 good weight plaid Cotton Blankets in double size 70x80, now **$2.89**

$3.50 Plaid Blankets in 66x80 size and in good weight priced now **$2.69**

$2.95 heavy grey blankets in 70x80 size, a real value now **$1.98**

$2.75 heavy Grey Blankets in 66x80 size, reduced to **$1.89**

66x76 Plaid Blankets in light shades, reduced now to **$1.69**

COMFORT REDUCTIONS

$19.85 Down Comforts in pretty coverings, double size, priced now **$14.40**

$16.45 Down Comforts in dark patterns, double size, priced **$13.20**

72x84 Cotton Filled Comforts in fine bright patterns, $4.85 values **$3.69**

Fine Silk Comforts, wool filled, a regular $39.85 value priced **$26.60**

BABY BLANKETS AND COMFORTS

$2.25 Baby and Childs Comforts **$1.69**

$3.50 Baby and Childs Comforts **$2.49**

$4.50 Baby and Child's Comforts **$3.59**

$6.45 Baby Blankets now **$4.45**

$5.45 Baby Blankets now **$3.95**

$4.75 Baby Blankets now **$3.45**

$1.65 Baby Blankets now **$1.19**

TOWELS, LINENS, HANDKERCIEFS, GLOVES, AT DECIDED SAVINGS

HUCK TOWELS

43c Huck Towels reduced pr. 32c
49c Huck Towels, reduced pr. 34c
39c Huck Towels reduced pr. 26c
29c Huck Towels reduced pr. 21c
25c Huck Towels, reduced, pr. 19c
Barber Towels, per dozen now 69c

TURK TOWELS

42c Turk Towels, now 34c
65c Turk Towels, now 59c
$1.75 Turk Towels now $1.39
89c Turk Towels, now 64c
29c Turk Towels now 21c
59c Turk Towels, now 42c
69c Turk Towels, now 69c
39c Turk Towels, now 26c

Fancy Turk Towels formedly $1.69 pair reduced now to each **59c**

Fancy Turk Towels formerly $2.00 pair reduced now to each **79c**

BATH MATS

$2.50 Bath Mats now only ..$1.89
$1.65 Bath Mats now only ..$1.29
$1.19 Bath Mats now only ..79c
85c Bath Mats now only ..59c
$1.00 Bath Mats now only ..69c

TABLE DAMASK

$1.25 Table Damask now yd ..95c
$2.00 Table Damask now yard $1.44
$2.25 Table Damask now yard $1.65
$2.75 Table Damask now yard $1.99
$3.50 Table Damask now yard $2.43
$3.85 Table Damask now yard $2.79

NINEN NAPKINS

$14.85 Linen Napkins now ..$9.85
$9.85 Linen Napkins now ..$5.95
$7.45 Linen Napkins now ..$5.19
$8.45 Linen Napkins now ..$3.95
$4.85 Linen Napkins now ..$3.49
White Indianhead Napkins ..6c
35c Wash Cloths in Packages of six with pastel edges priced package **22c**

LINEN TOWELING

Plain and Fancy Linen Toweling in white and colored bordered ..
25c Linen Toweling now yard 19c
39c Linen Toweling now yard 27c
85c Linen Toweling now yard 59c

ART LINEN

$1.65 Art Linen reduced to ..$1.19
$2.25 Art Linen reduced to ..$1.69
$2.50 Art Linen Reduced to ..$1.89

ALL REMAINING MADIERA LINENS, LINEN SETS, BREAKFAST SETS, CLOTHS, Dresser Sets, etc., in values to as fine as $45. offered now at a flat discount of—1-3 OFF.

INDIAN HEAD

46 inch Indian Head 22c
44-inch Indian Head 29c
54 inch Indian Head 39c
25c Nurses Cloth 19c

COTTON FLANNEL

20c Cotton Flannel now 16c
25c Cotton Flannel now 19c

PRINTED OUTING

35c Printed Outing now yard ..24c
25c Printed Outing now yard ..18c
19c Printed Outing now yard ..14c

SATINES

63c Satins now yard 44c
75c Satines now yard 44c
45c Satines now yard 32c
29c Satines now yard 22c

Colored Indian Head in a wide assortment of shades 36 inches wide, a well known item and reg. 50c value now yard **29c**

Rayon Prints in fine light and dark shades suitable for either now or spring wear, regular 70c values, priced only **59c**

HANDKERCHIEF REDUCTIONS

All Ladies and Children's Handkerchiefs are included in these prices. Linens, Silk, Swiss and fine Dance Numbers—

10c Handkerchiefs now 7c
15c Handkerchiefs now 9c
20c Handkerchiefs now 12c
25c Handkerchiefs now 15c
35c Handkerchiefs now 21c
40c Handkerchiefs now 27c
65c Handkerchiefs now 39c
$1.00 Handkerchiefs now 75c
$1.25 Handkerchiefs now 95c
$1.50 Handkerchiefs now $1.15
$1.65 Handkerchiefs now $1.29
$1.75 Handkerchiefs now $1.39
$1.95 Handkerchiefs now $1.49
$2.25 Handkerchiefs $1.79
$2.50 Handkerchiefs now $1.89
$2.75 Handkerchiefs now $1.98
$4.00 Handkerchiefs now $2.89
$5.45 Handkerchiefs now $3.89

KID GLOVE REDUCTIONS

$2.29 Ladies' Kid Gloves $1.79
$2.50 Ladies Kid Gloves $1.89
$2.65 Ladies Kid Gloves $1.98
$2.75 Kid Gloves $1.98
$3.25 Ladies Kid Gloves $2.45
$3.50 Ladies Kid Gloves $2.59
$3.75 Ladies Kid Gloves $2.69
$3.85 Ladies Kid Gloves $2.79
$4.00 Ladies Kid Gloves $2.89
$4.45 Ladies Kid Gloves $3.19
$4.50 Ladies Kid Gloves $3.19
$4.85 Ladies Kid Gloves $3.69
$5.00 Ladies Kid Gloves $3.69
$5.45 Ladies Kid Gloves $3.95
$5.85 Ladies Kid Gloves $4.19
$6.45 Ladies Kid Gloves $4.49
$7.45 Ladies Kid Gloves $5.79
$8.45 Ladies Kid Gloves $5.98

Sheets, Sheeting—Bed Spreads and Miscellaneous

Here are items that you need at all times—items that do not feel any effect of style—When they are priced so cheap good judgment would indicate that you supply yourself—

81x108 Wamsutta sheets, regular $4.85 value, priced now **$3.95**

81x99 Piquot sheets, extra large, regular $2.45 value, priced **$1.95**

81x99 Fruit of the Loom fine sheets in $1.95 value priced now **$1.59**

81x99 COLORED LADY PEPPEREL SHEETS in blue only, $4.25 value **$2.85**

GARZA SHEETS REDUCED

81x108 Garza Sheets $1.69 value priced now **$1.39**

81x99 Garza Sheets in regular $1.39 value priced now **$1.19**

81x90 Garza Sheets in regular $1.29 value, priced now **$1.05**

72x99 Garza Sheets in regular $1.39 value priced now **$1.05**

72x90 Garza Sheets in regular $1.19 value, priced now **98c**

54x90 Garza Sheets in regular $1.00 value, priced now **87c**

SHEETING REDUCTIONS

9-4 Piquot Sheeting in bleached, regular 75c value, priced now, yard **59c**

10-4 Garza Sheeting in bleached, regular 52c value priced now, yard **44c**

9-4 Garza Bleached Sheeting in regular 49c value, priced now **39c**

89 Inch Unbleached Garza 42c
72-inch Unbleached Garza 37c
9-4 Unbleached Pepperell 34c

88x108 Rayon Bed Spreads in regular $11.45 values reduced to **$7.85**

81x105 Rayon Bed Spreads in regular $10.85 values, reduced to **$4.19**

72x108 Rayon Bed Spreads in regular $10.85 values, reduced to **$7.95**

72x105 Rayon Bed Spreads in regular $11.2.85 values, reduced to **$9.15**

RIPPLETTE BED SPREADS

81x108 White Rippelette Bed Spreads in $2.48 value priced now **$1.89**

81x90 White Rippelette Bed Spreads in $2.25 value, priced now **$1.79**

81x90 White Rippelette Bed Spreads in $1.98 value priced now **$1.59**

PILLOW CASE REDUCTIONS

$2.50, 42x36 Linen Pillow Cases in regular $2.50 value, pair **$1.59**

39c, 36x36 Fruit of the Loom Pillow cases in 39c value, priced **27c**

35c, 42x36 Garza Pillow Cases in regular 35c values, priced **27c**

42x36 Peppetell Pillow Cases in regular 35c value priced **24c**

PILLOW TUBING

36-inch, 45c Pillow Tubing **32c**

42inch, 39c Pillow Tubing **27c**

10-4 LINEN SHEETING IN A FINE EVEN THREAD, REGULAR $3.50 VALUE PRICED NOW, YARD **$2.69**

Ladies' And Children's Shoes Are Reduced As At No Other Time In The Whole Year

Unusual values are to be found in our ladies and childrens shoe sections just now. Always alive to new styles, our assortment is most delrable. More than this our idea of sales prices at Clearance time i most liberal.



ALL LADIES' SLIPPERS ARE ARRANGED IN EIGHT LOTS

Regardless of former value you will find the style you have in mind in these lots—

.....at $9.85

Fine Dress Slippers in blue, kid, brown and reptile and kid leather, Elco and other fine qualities. Both low and high heel styles. Regular values from $12.50 to $15.00. Choice now **$9.85**

.....at $7.85

Here are our regular $11.00 to $13.50 dress and sport styles in kid reptile and patent leathers—a collection of fine desirable styles in most all sizes and widths, priced now **$7.85**

.....at $5.85

Here are grouped Kid and Patent styles as well as Black Satins—Also several istyles in Matrix slippers. Blues, browns and tans are the colors and heel are assorted. $8.50 to $12.50 values **$5.85**

.....at $3.95

All Brown, Kid Enna Jettick, $6.00 values make up this assortment good low heel styles for miss or woman in oxford ties and pump effects, a truly wonderful opportunity when priced, pair **$3.95**

.....at $8.85

Matrix styles in kid, kid and reptile and patent materials—both low and high heels. A varied assortment of styles. Regular values of from $12.50 to $14.50. Priced now only **$8.85**

.....at $6.85

This assortment includes every leather and color and both low and high heels. A very liberal assortment that ranged in regular prices from $9.00 to $13.00—some Matrix styles included choice **$6.85**

.....at $3.85

A miscellaneous assortment of regular values to as high as $10.00—broken lines in good styles that include only a few pair each, a very special value in patent, blue and brown slippers, priced now **$3.85**

.....at $3.35

Here are all Enna Jettick $5.00 styles—Black and brown colors in pumps, straps and ties—mostly medium heels but in sizes to fit the narrowest foot, a nationally known shoe priced much under value at **$3.35**

House Slippers At A Saving

Ladies $5.00 and $6.00 Mules in Daniel Green make, fine brocaded in bright coerings—choose them now **$3.45**

All $5 and $6 Satin and Kid house slippers in red and black colors—special for Clearance **$3.45**

One lot Daniel Green Brocaded and Satin House Slippers in regular $4.50 values go now at choice only **$2.35**

Leather Boudoir Slippers in blue and black, a staple house slipper style always in demand, priced special **$2.15**

Children's Shoes

All children's styles in sizes from the tiniest infant to the growing girl are included—Dress shoes, Roman sandals, Pied Piper styles, dress styles—

$1.25 and $1.50 values now ..$1.05
$1.75 and $2.00 values now ..$1.33
$2.25 and $2.50 values now ..$1.69
$2.75 and $3.00 values now ..$2.10
$3.25 and $3.50 values now ..$2.45
$3.75 and $4.00 values now ..$2.85
$4.25 and $4.50 values now ..$3.20
$4.75 and $5.00 values now ..$3.60

NOTION BIN OF 5c NOTIONS 3c

NOTION BIN OF 10c NOTIONS 7c

NOTION BIN OF 15c NOTIONS 9c

NOTION BIN OF 25c NOTIONS 17c

BIN OF 50c TOILET GOODS 37c.

BIN OF 60c TOILET GOODS 41c

BIN OF 75c TOILET GOODS 52c

BIN OF $1.00 TOILET GOODS 74c

PERCENTAGE REDUCTIONS

AT HALF PRICE—
—All Scarfs Half Price
—All Jewelry Half Price

—AT 1-3 OFF
—All Belts and Ties 1-3 Off
—All Purses 1-3 Off
—All Novelties 1-3 Off
—All Baby Gifts 1-3 Off.
—All Baby Dresses 1-3 Off.

AT 1-4 OFF
—Toilet Goods 1-4 Off.
—All Laces 1-4 Off.

Drapery Fabrics From The Heaviest Silk Damask To The Lightest Sheer Nets All At A Saving

Here is a real opportunity to completely re-decorate your house with new hangings—an opportunity that brings you the finer qualities at prices even lower than inferior ones would ordinarily be—

FINE DAMASK

$7.45 Drapery Damask now $4.45
$4.25 Drapery Damask yard $3.19
$3.85 Drapery Damask yard $2.89
$3.50 Drapery Damask yard $2.39
$3.00 Drapery Damask yard $1.95
$2.75 Drapery Damask yard $1.79
$2.50 Drapery Damask yard $1.89
$2.25 Drapery Damask yard $1.59
$1.95 Drapery Damask yard $1.45
$1.85 Drapery Damask yard $1.29
$1.39 Drapery Damask now ..95c

CRETON REDUCTIONS

$1.85 Cretons reduced yard $1.69
$1.50 Cretons reduced yard $1.29
$1.25 Cretons reduced yard .. 98c
$1.00 Cretons reduced yard ..89c
85c Cretons reduced yard ..85c
75c Cretons reduced yard ..44c
65c Cretons reduced yard ..39c
59c Cretons reduced yard ..36c
50c Cretons reduced yard ..29c
39c Cretons reduced yard ..27c
35c Cretons reduced yard ..24c
29c Cretons reduced yard ..19c
25c Cretons reduced yard ..17c

Cloth Gloves

All Fabric Gloves bear a very deep reduction for the January Clearance—

$1.00 Fabric Gloves now 69c
$1.25 Fabric Gloves now 79c
$1.65 Fabric Gloves now 89c
$1.85 Fabric Gloves now 98c
$2.00 Fabric Gloves now ...$1.19
$2.25 Fabric Gloves now ...$1.79
$3.50 Fabric Gloves now ...$1.89

WOOL COMFORT BATS

81x90 Wool Bats for Comforts, $5.45 value, now **$4.29**

72x84 Wool Batz, covered, regular $4.45 value now **$3.19**

MISCELLANEOUS ITEMS

Laundry Bags and Shoe Bags, designed from creton for closet doors—98c value priced now **69c**

$3.25 Mattress protectors in double bed size, quilted regular $3.25 values, priced **$2.29**

MADE CURTAINS

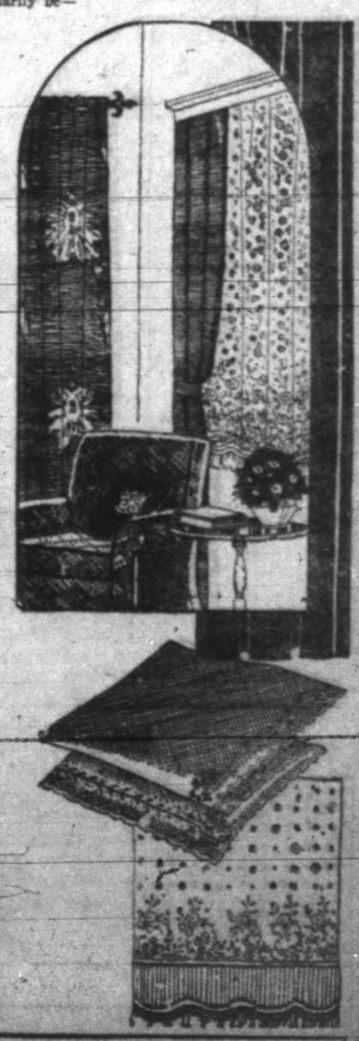
LACE CURTAIN NETS, MARQUISETTES AND NET MATERIALS

$2.50 Curtain Nets yard ..$1.89
$2.25 Curtain Nets yard ..$1.59
$2.00 Curtain Nets yard ..$1.45
$1.75 Curtain Nets yard ..$1.39
$1.65 Curtain Nets yard ..$1.39
$1.25 Curtain Nets yard 93c
$1.00 Curtain Nets yard 89c
89c Curtain Nets yard 82c
75c Curtain Nets yard 49c
65c Curtain Nets yard 39c
45c Curtain Nets yard 29c
29c Curtain Nets yard 19c

LACE CURTAINS PANELS & BEDROOM CURTAINS

$7.45 Made Curtains now ..$6.85
$6.45 Made Curtains now ..$4.87
$5.85 Made Cudtains now ..$3.65
$5.45 Made Curtains now ..$3.98
$4.85 Made Curtains now ..$3.65
$4.45 Made Curtains now ..$3.15
$3.85 Made Curtains now ..$2.65
$3.45 Made Curtains now ..$2.39
$3.50 Made Curtains now ..$2.39
$2.19 Made Curtains Now ..$1.79
$2.00 Made Curtains now ..$1.59
$2.75 Made Curtains now ..$1.98
$1.65 Made Curtains now ..$1.29
$2.85 Made Curtains now ..$1.98
$3.25 Made Curtains now ..$2.19
$1.39 Made Curtains now 99c

All Curtain Fringes in Cotton and Rayon in regular prices from 25c to $1.25 priced now—1-3 OFF—



Miscellaneous Items

Silk and wool Kasha in a limited color range, regularly 3.25 value, priced now yard **$2.19**

Corduroy and light weight Chenille for bath robes, two qualities, $1.69 Chenille now yard **$1.19**

89c Corduroy now yard 89c

Bath Room Ensembles, pretty colored covers for Comode and Stool, $1.65 values, priced now **$1.19**

SALE LASTS EIGHT DAYS

Don't delay in attending this event for it is a short sale—only eight days. Remember its only on two occasions each year that such prices are offered. Supply yourself liberally.

Hemphill-Wells Co.

FOUR PAGES OF REAL VALUE

Our sale ads are unique in that the entire space is used in definite quoting real reductions rather than in featuring a few "leaders" in Black Type. Unusual savings are listed in matter of fact type.

STANDARD LINES OF MENS QUALITY APPAREL ARE REALY DISCOUNTED

MEN'S CLOTHINGS AND FURNISHING AT SAVINGS THAT RANGE FROM 1-4 TO 1-2

Sale Prices Cash, No Exchanges, Refunds Or Approvals

Men who rather avoid the average sales are always glad of the announcement of our Semi-Annual clearances for it is unusual that they can purchase the high grade standard merchandise that they prefer at any material discount. In offering them this opportunity twice each year we follow our general policy of sales—that of freely discounting every item in our stock that is not restricted to definite resale price by manufacturers—thereby bringing them hundreds of staple desirable items at a definite saving. This season our mens assortments are most representative—desirable and style correct in all cases—a stock of goods that is worth dollar for dollar its regular retail price but discounted now from 1-4 to 1-2 to conform to our general store policy. Its a chance to save—an opportunity worth while.

Only 8 Selling Days—Sale Begins Jan. 3rd—Closes Jan. 11th

Men's Underwear—Shirts—Pajamas and Furnishings

Here are items that have a year round appeal—goods that men need at all times—goods that you can purchase now at greatly reduced prices.

MUNSING UNDERWEAR

Men's Munsing Winter-weight Knit Unions—Garments that fit and wear,

$1.50 Munsing Suits now $1.24
$2.00 Munsing Suits now $1.68
$2.25 Munsing Suits now $1.79
$2.50 Munsing Suits now $1.94
$3.00 Munsing Suits now $2.38
$5.00 Munsing Suits now $3 88

MUNSING ATHLETIC UNDERWEAR

Munsing Nainsook, Silk and Cotton Rayon and Rayon Underwear.

$1.00 Munsing Athletic 79c
$1.25 Munsing Athletic 98c
$1.50 Munsing Athletic $1.24
$2.00 Munsing Athletic $1.69
$2.50 Munsing Athletic $1.94

Men's Winter Weight Unions in regular $1.00 values, all sizes, priced now 68c

MUNSING TRACK PANTS AND SLIP SHIRTS

75c Separate Garments 59c
$1.00 Separate Garments 74c
$1.50 Separate Garments $1.15

MEN'S HAINES NAINSOOK SUITS

Haines Standard well-known Nainsook Unions in athletic style—all year weight—now priced—

75c Haines Underwear 54c
$1.00 Haines Underwear 69c

MEN'S FAULTLESS NIGHT SHIRTS

White and Colored Faultless Night Shirts—

$1.50 Values priced $1.15
$2.50 Values priced $1.89

PAJAMA REDUCTIONS

Men's Manhattan, Glover, and Universal Pajamas in new bright patterns and excellent weights—

$1.95 Pajamas now $1.49
$2.00 Pajamas now $1.49
$2.50 Pajamas now $1.89
$3.00 Pajamas now $2.18
$3.50 Pajamas now $2.58
$3.75 Pajamas now $2.79
$4.00 Pajamas now $2.95
$5.00 Pajamas now $3.75
$6.50 Pajamas now $4.85
$7.50 Pajamas now $5.48
$8.50 Pajamas now $6.35
$9.00 Pajamas now $6.35
$10.00 Pajamas now $7.25

MEN'S EAGLE AND MANHATTAN SHIRTS AT REDUCTIONS

Here are saving in Men's fine Shirts—all Collar Attached and neckband styles in colored patterns—

Men's $1.95 Shirts now $1.43
Men's $2.25 Shirts now $1.69
Men's $2.50 Shirts now $1.89
Men's $3.00 Shirts now $2.25
Men's $3.50 Shirts now $2.65
Men's $5.00 Shirts now $3.69

MEN'S WHITE SHIRTS IN EAGLE AND MANHATTAN

Men's $1.75 White Shirts $1.39
Men's $2.00 White Shirts $1.59
Men's $2.50 White Shirts $1.98
Men's $3.00 White Shirts $2.35
Men's $3.50 White Shirts $2.79
Men's $5.00 White Shirts $3.98

EXTRA SPECIAL

Men's Heavy weight Munsing Underwear in Cotton, Wool silk and Wool and heavy fleeced—broken lines in regular $2.00, $2.50, $3.00, $4.00 to $6.00 values ..... One-half Price

Men's Shirts 78c

Men's Shirts in a miscellaneous assortment of broken sizes in regular values to as high as $1.25—guaranteed fast color, priced now only 78c

Duofold Underwear 98c

One odd assortment of wool and cotton shirts and drawers in well-known Duo-Fold make—regular $2.00 to $5.00 values—special while they last 98c

Men's Suits and Overcoats at Final January Reductions

Hart Schaffner and Marx Rico and Manor Brooke clothes—choice now of our entire assortment of some three hundred suits at real clearance prices. Never have assortments been so complete in size scale or in good staple styles as this season—Its a time real value giving.

Group 1 Priced $19.30

Here are grouped all regular values up to $28.50 in fine worsteds and cashmere in conservative two and three button models, Feature Hart Schaffner & Marx styles.

Group 2 Priced $24.40

These Suits are our regular $35 and $37.50 Suits—by far the greatest assortment in our sale—good well made suits in new models—Serges and Pin Stripes included.

Group 3 Priced $29.90

These are regular $41.50 to $60 Suits—fine well made suits—suits every man would be proud to possess suits that have a world of service and looks—now most moderately priced.

Group 4 Priced $54.30

These are Bench Made Suits—Hart Schaffner and Marx finest hand tailored constructions—silk line in conservative patterns—suits that are as fine as the finest custom made.

All these suits are all priced with one pair of trousers—Extra Trousers can be had in most cases. Regular values are from $6.00 to $10 and they are Priced now 1-4 Off. AT SALE PRICES. ALL ALTERATIONS WILL BE AN EXTRA COST.

Men's Overcoats Reduced

All mens overcoats are now priced for Clearance. Those quoted here are both light weight top coats and regular weights—sizes from 34 to 40.

$14.85 OVERCOATS, NOW ... $ 9.85
$16.50 OVERCOATS, NOW ... $11.89
$25.00 OVERCOATS, NOW ... $16.85
$30.00 OVERCOATS, NOW ... $22.45
$35.00 OVERCOATS, NOW ... $24.25
$50.00 OVERCOATS, NOW ... $34.85

HART SCHAFFNER & MARX PREP SUITS, $19.30

Fine Suits for the man from 16 to 20 years old—well made, fine fitting garments—suits in regular $28.50 values. Choose them Now at only $19.30

MEN'S SUITS, PRICED $14.85

Mens odd suits in miscellanious styles in regular values from $20 to $28.50—good all wool fabrics in most all sizes—as an extra special offered now $14.85

HART SCHAFFNER & MARX PREP SUITS $14.85

Young Mens sizes from 16 to 20 in regular $18.50 to $20 values in good hard finished materials—well made fine suits for young fellows—priced now $14.85

All Boys' Apparel Priced Now For January Clearance

Boys' Clothing and furnishings will have a decided appeal in this event, both because of the liberal discounts and also because of the high quality of the items—

BOYS' ODD TROUSERS

All boys' Long Pants and Knickers in sizes 6 to 16 at these reductions.

$2.00 Boys' Pants, now only $1.48
$2.25 Boys' Pants, now only $1.69
$2.50 Boys' Pants, now only $1.89
$3.00 Boys' Pants, now only $2.18
$3.50 Boys' Pants, now only $2.63
$3.85 Boys' Pants, now only $2.89
$5.00 Boys' Pants, now only $3.60
$5.50 Boys' Pants, now only $3.98
$6.00 Boys' Pants, now only $3.98

BOYS' CAPS REDUCED

Boys' $1.00 Caps, now 72c
Boys' $1.35 Caps now 98c
Boys' $1.50 Caps now $1.15
Boys' $1.65 Caps now $1.25
Boys' $1.75 Caps now $1.29
Boys' $2.00 Caps now $1.45
Boys' $2.25 Caps now $1.48

CHILDREN'S PLAY SUITS

Cowden Play Suits in $1.35 values and sizes 1 to 7 ..... 98c
Cowden Play Suits in $1.65 values and sizes 8 to 11 ..... $1.23
Cowden Play Suits in $2.25 values and sizes 12 to 16 ..... $1.59

BOYS' OVERALLS

Boys' 75c Overalls 54c
Boys' $1.25 Overalls 98c
Boys' $1.50 Overalls $1.19

BOYS' RAINES AND MUNSING UNDERWEAR

Boys' 75c Underwear 59c
Boys' $1.00 Underwear 74c
Boys' $1.25 Underwear 93c
Boys' $1.50 Underwear 93c

BOYS' KAYNEE SUITS

Boys' Fast Colored Kaynee Suits in long sleeve Jersey, Flannel and Wool combinations—

All $1.95 Kaynee Suits $1.39
All $2.95 Kaynee Suits $2.15
All $3.85 Kaynee Suits $2.78
All $3.95 Kaynee Suits $2.78
All $4.95 Kaynee Suits $3.65
All $5.85 Kaynee Suits $4.24
All $6.50 Kaynee Suits $4.59
All $6.85 Kaynee Suits $4.98
All $7.85 Kaynee Suits $5.69
All $9.85 Kaynee Suits $6.73

BOYS' SWEATERS REDUCTIONS

Boys' $1.50 Sweaters, now 98c
Boys' $1.85 Sweaters, now $1.24
Boys' $2.35 Sweaters, now $1.59
Boys' $2.95 Sweaters, now $1.98
Boys' $3.45 Sweaters, now $2.29

BOYS' SHIRTS AND BLOUSES

Boys' Blouses, Shirts and Button style shirts in white and colors—Kaynee and other guaranteed fast colored materials—

85c Boys' Shirts and Blouses 64c
$1.00 Boys' Shirts and Blouses 74c
$1.25 Boys' Shirts and Blouses 94c
$1.50 Boys' Shirts and Blouses $1.15
$1.75 Boys' Shirts and Blouses $1.33
$1.85 Boys' Shirts and Blouses $1.39
$2.00 Boys' Shirts and Blouses $1.48
$2.25 Boys' Shirts and Blouses $1.69
$2.50 Boys' Shirts and Blouses $1.89

Boys' Pajamas $1.13

Boys' Pajamas in a special assortment of odds and ends from values to as high as $1.75—good colors and sizes—a special assortment in flannel $1.13

Wash Suits 79c

Little Boys Wash Suits in desirable colors and designs Sahtone make fast colors, sizes to size 3, regular values to $1.25, special now only 79c

Shoes For Men and Boys Are Priced Lower Than Ever Before

Here is one of the few opportunities to purchase mens' Edwin Clapp and Nunn Bush shoes and oxfords at a price cut. More than this its an opportunity to choose these shoes from good desirable style assortments and complete size scales.

Edwin Clapp Reductions

Edwin Clapp Shoes and Oxfords in kid and Kangaroo Leathers Black and Tan colors, regular $15 and $16.50 Values for $11.85

Edwin Clapp Oxfords in Black and Tan Calf leathers and young mens shapes, regular $13.50 values, now priced at only $9.85

A Group of odds and ends in Edwin Clapp grain leathers and odd styles in calf leathers, regular $13.50 values at only $7.95

Nunn Bush Reductions

Nunn Bush shoes and oxfords, the well known H. L. Nunn last included—in black and brown shades and kid and calf leathers—$11 to $12 values $8.45

Nunn Bush Calf Skin Oxfords in Black and tan leathers—varied shapes and weights and in all sizes—$10.00 values $6.95

Nunn Bush Black and Tan Grain leathers in good shaped oxfords, regular $10 values—fine dress styles, reduced now to only $5.85



The Tuxedo—Nunn-Bush—Ankle-Fashioned

Boys Shoes and Oxfords

Boys $5.50 and $6.00 Shoes and Oxfords in black and tan leathers and in varied patterns and styles—Choose them now $3.65

Boys $4.00 Shoes and Oxfords in all leather construction and in shaper boys like—black and tan colors, priced $2.15

Boys good weight Elk school shoes in regular $5.00 value—ideal in style and construction—as an extra special, priced $2.35

Little Gents sizes in Shoes and oxfords in regular $5.00 values and in black and tan colors—manish little styles—priced $3.65

Little Gents $4.00 Shoes and Oxfords, good serviceable leathers and styles for dress or school—priced now $2.85

Little gents styles in broken & discontinued numbers, excellent wearing shoes in regular values to as high as $5.00 priced $1.95

Friendly Five Reductions

Men's Friendly five Oxfords are known widely for their real values at moderate prices. Choose them now at discounts.

Men's Friendly Five Oxfords in black and tan calf leathers, regular $5.00 values, good shapes and all sizes, now $3.85

Special Lot Mens Friendly Five and other styles in regular $5.00 to $8.50 values priced to close out in the Clearance at only $2.85

Men's Elk Scout Shoes in good all leather construction and regulation tan color, special for this event, priced $1.95

Miscellaneous Shoe Reductions

Mens C. B. Slater boots in both dress and field style—fine tan leathers in regular $19.85 values, now $14.85

Mens $16.80 Dress Bootees—a chance to buy a hunting boot very cheap—fine correct fitting design, priced $12.45

Mens Service weight Water proof Bootee in good heavy leather—ideal for the out-door man, $12.50 value $9.40

Mens $10 Black and Tan Dress and Service boots in varied styles and all sizes—a final clearance $6.95

Mens Horse hide work shoes in Goodyear stitched—a regular $5.00 value—for the January Clearance priced $3.95

Mens Tan Elk Work Shoe in heavy sole—$3.50 value—one of our best work styles and a wonderful value now at $2.35

Boys' Suits at the Lowest Figure

Boys good sturdy all wool suits—made to give hard service from all wool materials and tailored in correct manner. Perfection make. All with two trousers—priced now at these reductions:

Boys $20.00 Suits $14.85
Boys $15, $17 and $18.50 Suits reduced to $9.85
Boys $9.50, $12.50 and $15.00 Suits reduced now to $6.85

MEN'S PANTS REDUCED

Men's Kalamazoo Trousers in good patterns and all sizes now at lowered prices—

Mens $3.00 Pants, priced $2.15
Mens $3.85 Pants, priced $2.89
Mens $5.00 Pants, priced $3.79
Mens $5.50 Pants, priced $3.89
Mens $6.00 Pants, priced $3.98
Mens $6.50 Pants, priced $6.59
Mens $6.85 Pants, priced $5.15
Mens $7.50 Pants, priced $5.65
Mens $8.50 Pants, priced $5.79
Mens 10.00 Pants, priced $7.45
Mens 12.50 Pants, priced $7.95

LUGGAGE

Hat Boxes, Gladstones, Fitted cases and plain hand bags—fine new designs in well constructed long wearing designs:

All $ 8.50 Luggage, at $ 6.39
All $12.50 Luggage at $ 9.85
All $14.85 Luggage at $11.45
All $16.50 Luggage at $12.39
All $19.85 Luggage at $14.95
All $22.50 Luggage at $17.70
All $24.85 Luggage at $18.80
All $27.45 Luggage at $21.20
All $29.85 Luggage at $23.30
All $35.00 Luggage at $27.70
All $42.50 Luggage at $31.30

Men's Hats

$3.95 Hats in all shades and shapes now offered at $2.97
$5.00 Hats in miscellanious light weights, priced ... $3.39
Men's $7.50, $8.00 and $8.50 Hats are grouped together at only $4.95
Men's $10 and $12.50 Hats are grouped together for $6.45

Work Clothing—Socks—Ties—Handkerchiefs—All Are Reduced

So many opportunities are listed here in good staple work clothing items that it will be well to read every line of these quotations.

MEN'S WORK GLOVES

Men's 10c Work Gloves, now $ .08
Men's 16c Work Gloves, now $ .14
Men's 25c Work Gloves, now $ .18
Men's 35c Work Gloves, now $ .26
Men's 39c Work Gloves, now $ .29
Men's 50c Work Gloves, now $ .38
Men's 75c Work Gloves, now $ .59
Men's $1.00 Work Gloves, now $ .78
Men's $1.50 Work Gloves, now $1.14
Men's $1.85 Work Gloves, now $1.44
Men's $2.00 Work Gloves, now $1.49
Men's $2.50 Work Gloves, now $1.88

MEN'S WORK SHIRTS

Men's 65c Work Shirts, now 58c
Men's 75c Work Shirts, now 62c
Men's $1.00 Work Shirts, now 78c

MEN'S OVERALLS AT A REDUCTION

Men's $ .96 Denim Overalls .. $ .79
Men's $1.25 Painters Overalls $ .98
Men's $1.50 Extra size $1.19
Men's $1.75 Denim Overalls .. $1.59
Men's $2.00 Carpenters $1.79
Men's $2.25 Extra Sizes $1.98

MEN'S LEATHER JACKETS AND COATS

Men's Heavy Lumber Jacks Leather Coats and Outing Garments.

Men's $3.50 Leather Coats ... $2.25
Men's $5.00 Leather Coats ... $3.45
Men's $7.50 Leather Coats ... $4.85
Men's $8.50 Leather Coats ... $5.38
Men's $9.85 Leather Coats ... $7.35
Men's $12.50 Leather Coats ... $9.45
Men's $38.00 Leather Coats ... $24.85

MEN'S SWEATERS AND SLIP ON COATS

Men's Sweaters and slip on Coats in varied colors and in most all sizes—choose them now at—

$2.50 Sweaters, priced now ... $1.65
$3.45 Sweaters, priced now ... $2.65
$3.50 Sweaters, priced now ... $2.65
$3.85 Sweaters, priced now ... $2.65
$5.00 Sweaters, priced now ... $3.35
$6.00 Sweaters, priced now ... $3.98
$6.50 Sweaters, priced now ... $4.35
$7.50 Sweaters, priced now ... $4.95
$8.50 Sweaters, priced now ... $5.45

MEN'S CAPS AT THESE REDUCTIONS

Men's $1.00 Caps are now 72c
Men's $1.50 Caps are now $1.15
Men's $2.00 Caps are now $1.45
Men's $2.50 Caps are now $1.85
Men's $3.00 Caps are now $2.19
Men's $3.50 Caps are now $2.48

MEN'S GOLF SOCKS REDUCED

Men's $1.00 Golf Socks, now ... 75c
Men's $1.50 Golf Socks, now ... 98c
Men's $1.85 Golf Socks, now ... $1.38
Men's $2.00 Golf Socks, now ... $1.49
Men's $2.25 Golf Socks, now ... $1.65
Men's $2.50 Golf Socks, now ... $1.85
Men's $2.85 Golf Socks, now ... $1.98
Men's $3.00 Golf Socks, now ... $2.15
Men's $3.00 Golf Socks, now ... $2.45

Men's Linen Handkerchiefs in both our 50c and 75c values—a big clearance value, now at 39c

MEN'S SOCKS AT CLEARANCE PRICES

Men's 15c Hose, priced now ... 12c
Men's 25c Hose, priced now ... 18c
Men's 35c Hose, priced now ... 28c
Men's 50c Hose, priced now ... 39c
Men's 75c Hose, priced now ... 59c
Men's $1.00 Hose, priced now ... 74c
Men's $1.50 Hose, priced now ... $1.12

MEN'S TIES AT A DECIDED SAVING

Men's $1.50 Ties, priced now ... $1.13
Men's $2.00 Ties, priced now ... $1.45
Men's $2.50 Ties, priced now ... $1.79
Men's $3.00 Ties, priced now ... $2.19
Men's $3.50 Ties, priced now ... $2.49
Men's $5.00 Ties, priced now ... $3.59

A big assortment of most desirable patterns in good silk Ties, regular $1.00 values, priced special 68c

HANSEN GLOVES

Dress styles and warm wool lined gloves in Hansen make from Mocha-cape and kid—all at reductions—

$1.50 Gloves, priced now $1.12
$2.00 Gloves, priced now $1.48
$2.50 Gloves, priced now $1.89
$3.00 Gloves, priced now $2.25
$3.50 Gloves, priced now $2.63
$4.00 Gloves, priced now $2.98
$5.00 Gloves, priced now $3.75
$6.00 Gloves, priced now $4.50
$6.50 Gloves, priced now $4.89

Handkerchiefs and Tie Sets in Silk in matched patterns—varied colors regular $2.00 and $3.00 values now $1.48

Miscellaneous Men's Goods

MEN'S WOOL SHIRTS

Men's $2.00 Wool Shirts $1.48
Men's $3.00 Wool Shirts $2.15
Men's $3.50 Wool Shirts $2.48
Men's $5.00 Wool Shirts $3.35

Mens $1.35 and $1.50 Heavy Warm Gloves in grey and tan priced now 39c

Men's White and fancy Handkerchiefs in 25c and 35c values, priced 16c

MEN'S HANDKERCHIEFS

5c Handkerchiefs 3c
10c Handkerchiefs 7c
15c Handkerchiefs 11c
25c Handkerchiefs 17c
50c Handkerchiefs 38c
75c Handkerchiefs 59c
$1.00 Handkerchiefs 74c

Men's Linen Handkerchiefs in plain and striped patterns, 50c and 75c values 39c

BOYS KAYNEE PAJAMAS

Boys $1.50 Pajamas $1.13
Boys $1.75 Pajamas $1.33
Boys $2.00 Pajamas $1.48
Boys $2.25 Pajamas $1.69
Boys $2.25 Pajamas $1.77
Boys $2.50 Pajamas $1.89
Boys $3.00 Pajamas $2.15
Boys $3.50 Pajamas $2.63

Boss Canvas Gloves in good weight with knit wrist—a big special when priced 14c

Men, Share In This Event

There are real values here for real men—values that are not usually found in most "Sales". You will find that you should at least investigate these opportunities.

Hemphill-Wells Co.

These Sales Each Season

We are quite proud of the reputation this store has earned as to sales—a reputation we guard most carefully—one that each succeeding sale must strengthen and foster.

"Starts The Day On The South Plains"

Lubbock Morning Avalanche

SIXTH YEAR, NO. 247 — 28 PAGES — LUBBOCK, TEXAS, FRIDAY, JANUARY 3, 1930. — (AP) MEANS "ASSOCIATED PRESS"

Ten Perish In Mid-Air Collision Of Two Planes

Two Men Die, Four Burned In Ship Explosion

Search For Black Sedan In Shooting

Head Of Crime Squad And School Girl Wounded By Unidentified Trio

(By Associated Press)

DETROIT, Jan. 2. — A city wide search for a black sedan and at least three men who this morning shot and severely wounded Inspector Henry J. Garvin, head of the crime and bomb squad, and dangerously wounded an 11-year-old school girl in the path of their bullets, was being pushed tonight.

Inspector Garvin, for two years identified as the moving spirit in the city battle against racketeers extortioners and liquor interests, was caught by a veritable broadside of bullets and shotgun slugs shortly before 8 a. m. today, as he was driving to work. The occupants of the black sedan, believed to have waited outside Inspector Garvin's house most of the night, drove up behind, the officer's car, forced him to the curb and opened fire.

Found In Yard.

The school girl, Lois Bartlett, daughter of Murray Bartlett, a Detroit motor car factory worker, was found lying on the yard of a house across the sidewalk. She had been struck in the head and arm by three bullets. The girl had been walking along the sidewalk to school, a short distance away.

Inspector Garvin was known to have been marked "to go on the spot," at least two months, police said.

Inspector Garvin, 40 years old, has been on the Detroit police force since 1914. Among his achievements as chief of the crime squad was the breaking up of the notorious Purple Gang which preyed on saloon keepers, bootleggers, cleaners and dyers and other groups.

NEGRO MAKES BOND

Otis Flanigan Charged In Shooting Affray Here

Otis Flanigan, local negro, was released late Thursday afternoon on $500 bond following filing of charges against him of assault with intent to kill. Flanigan was transferred yesterday from the city to the county jail, after a shooting affray early Wednesday night in which Willie Williams, another negro, was wounded in his right knee.

Flanigan stated to officers that he was going through an alley in the 900 block on Avenue M when he was accosted by a man who looked as if "he was going for a gun." Upon this action he stated that he just "levelled down on him."

Willie Mason, negro, and Williams told officers that Flanigan came to the door of a house in the alley and started shooting at several persons who were gathered in the room.

Apology Accepted By Pascual Rubio

DETROIT, Jan. 2. —(AP)—Pascual Ortiz Rubio, president-elect of Mexico, today accepted the apologies of Mayor John C. Lodge, for the communist celebration which marred his welcome to Detroit last night and passed the incident off as of no consequence.

"One finds that sort of people everywhere," he remarked. At the time of the demonstration, he had smilingly remarked of the milling communists, "they have a right to their opinion."

Fifteen years ago Rubio visited Detroit as an obscure colonel of engineers on the staff of President Carranza of Mexico, and spent a month studying methods in the automobile factories that production principles might be applied to Mexican industry.

YOUTHS HOLD "WAR"

American And Mexican Boys Engage In Battles

FORT WORTH, Jan. 2. (AP)—The story of a recent "war" between a dozen American boys and a like number of Mexican boys on the North Side will be bared before Judge Shannon in juvenile court Friday morning.

A Mexican lad of 11 years will go on trial for stabbing an American boy with a knife. A general fight between the two nationalities several days ago precipitated the cutting. The knife barely missed the boy's jugular vein.

C. E. Baker, chief juvenile officer, blamed the trouble on incompatibility of the two races. Ill feelings have arisen, threatening more serious outbreaks, Baker declared. Because of conflicting stories the two gangs of boys told, Baker decided to hear both sides of the trouble in court.

Loss Of $25,000 Is Sustained As Small Gig Burns

Starboard Side Of Giant Airplane Carrier Blackened When Blast Wrecks Lighter Moored Boat

Cause Is Unknown

Board Of Inquiry Will Be Held For Official Probe Of Explosion; Men Leap Into Water For Safety

(By Associated Press)

SAN PEDRO, Calif., Jan. 2.—A gasoline fire which flashed over the surface of the sea and up the side of the U. S. S. Saratoga, giant naval aircraft carrier, today killed two men and burned four, three seriously. The bodies of the two victims were not recovered.

Commander A. C. Reid, senior officer of the Saratoga, said the fire was caused by a turpentine pot in a punt alongside the Saratoga catching fire from an undetermined cause, and firing the surface of the water, which was covered with residue from a gasoline compressor pump which was being cleaned aboard the aircraft carrier.

Loss $25,000

The captain's gig moored alongside the big ship, was burned. It was valued at $25,000. Damage to the Saratoga was not estimated. Commander Reid said, however, repairs can be made to the ship without difficulty while she remains at her anchorage.

The dead:

Mathew La Vielle, 22, seaman, second class, 517 Hamilton street, Schenectady, N. Y., nearest relative, mother, Mrs. Clara La Vielle, Schenectady.

Vincent Lalor, 29, engineer, second class, 466 Pacific avenue, Brooklyn, N. Y., nearest relative, sister, Mrs. Muriel McCaffrey, 215 West Ninety-fourth street, New York City.

The injured:

George William Febrey, 19, Annapolis, Md., seaman second class.

See SHIP BLAST Page 11

J. M. Bradley To Be Buried Today

Seventy-Year-Old Pioneer Lubbock Auto Dealer Is Called By Death After Six Months Illness

Funeral services are to be held this afternoon at 3 o'clock for J. M. Bradley, 70, pioneer Lubbock automobile dealer, who died here yesterday morning at 3 o'clock. Services are to be held at the family residence, 1902 Avenue R, Rev. D. B. Doak, pastor of the First Methodist church at Plainview, officiating. Burial will be in the Lubbock cemetery, under direction of Bynum Brothers.

Mr. Bradley, a prominent figure in the growth of Lubbock for a number of years, died following an illness of about six months, due to infirmities of old age.

He was a member of the Odd Fellows lodge and owner of the Bradley Motor company, 1101 Main street.

Pallbearers at the funeral today will be: Active—L. C. Denton, B. P. Penney, E. L. Robertson, Ed Allen, W. E. Twitty and George Pickle. Honorary—E. P. Earhart, O. L. Slayton, W. S. Posey, R. C. Burns, D. P. Peek, F. E. Wilcelock, C. F. Hayward, W. E. Tilman, W. C. Bryan and W. S. Clark.

He is survived by the widow, one son, Hal Bradley, one daughter, Mrs. W. L. Barnes, a sister-in-law, Miss Tessie Rhea, all of Lubbock, a sister, Mrs. A. L. Schaffer, of Lorena, and a brother, L. B. Bradley.

PLAN EXECUTION

Man To Die For Slaying Of Wife In Cuba

MATANZAS, Cuba, Jan. 2. (AP)—Preparations went forward here today for the execution of Santiago Perdomo y Perez tomorrow. Perdomo was recently sentenced to death on the garrote chair for the murder of his young wife, Antonia Machado.

The garrote chair, survival of Spanish colonial times, was moved today to the death cell from its official storage place at Principe fortress.

Perdomo was sentenced after one of the most sensational murder trials in Cuba. Until a week ago his fate was in doubt. Defense attorneys sought to prove he was insane.

Plan To Check Leak Of Alcohol To Bootleggers

(By Associated Press)

WASHINGTON, Jan. 2.—New plans by the administration to check leaks of industrial alcohol into bootleg channels were reported tonight as the prohibition enforcement controversy continued to dominate the interest of Washington.

Apparently gratified by the assurance of Senator Jones of Washington that the Hoover law enforcement commission would not go into the wisdom or unwisdom of the Eighteenth amendment, the clashing dry leaders centered their attention on the industrial alcohol situation. They agree that this is prohibition's most difficult problem.

Rumor Heard.

A rumor also circulated today that the law enforcement commission had been blocked so far in efforts to investigate that problem, and that the commission is divided over the question of open or closed hearings on this subject.

Once more, Attorney General Mitchell and Prohibition Director Doran answered their critics in the senate. Doran issued a statement saying the leaks of industrial alcohol had been checked and that corn sugar now constituted the main source of supply to bootleggers. Senator Borah of Idaho stood by his contention that the administration of the industrial alcohol permit system constituted a "scandal."

Mitchell listed the turnover in district attorneys since the Hoover administration began and said he had received no information from Senator Borah about the latter's complaint that "practically open saloons are running" in the jurisdiction of many district attorneys.

Theatre Manager Held After Fatal Children's Panic

Culpable Negligence And Homicide Charged After Seventy-Two Boys, Girls Die In Blaze Tragedy

(By Associated Press)

PAISLEY, Scotland, Jan. 2. — Charles Dorward, manager of the Glen Cinema where 72 children perished during a fire panic on New Year's eve, was arrested today and charged with "culpable homicide or culpable negligence."

Dorward's arrest followed lengthy official inspection of the theater by Chief Officer A. B. Dyer, of the London fire brigade. Major T. P. Crozier, chief inspector of explosives at the home office, and J. T. Watson, solicitor general for Scotland. He will appear in the sheriff's court tomorrow.

Funeral Held.

The first funeral for the child victims of the disaster were held today. John and William Pinkerton, brothers aged six and 12, were buried with an impressive public tribute. The crowds lining the route from the Pinkerton house in the working class district of North Paisley to the cemetery were so dense that the police had to be summoned to regulate traffic and enable the funeral party to reach its destination.

GROUND UNDER TRAIN

Man Leaps From Automobile To Escape Train

WAXAHACHIE, Jan. 2. —(AP)— Knocked unconscious when he leaped from an automobile he believed would be struck by a train, E. A. Standridge, 53, was struck and ground beneath the wheels of the train here today.

Standridge was riding in a car driven by Andy Loyd, a farmer. As they neared the grade crossing Standridge declared he heard a train whistle and started climbing out. Loyd said. Loyd, believing he could not stop the car without skidding onto the tracks, speede up and the car went across just before the train.

YOUTH KILLED

SAN ANTONIO, Jan. 2. (AP)—Earl Hollenbeak, 21, was killed and Dennis Buckley, 20, was injured today when their automobile turned over on the Pleasanton road nine miles from San Antonio. Hollenbeak died on the way to a hospital.

Attorney General Bobbitt To Probe Charge At Laredo

Governor Moody Will Take No Action Until Charges Against Dist. Attorney Valls Are Investigated

(By Associated Press)

AUSTIN, Jan. 2. — Governor Moody will not take action on a petition of Laredo business men to remove District Attorney John Valls from office until after Attorney General R. L. Bobbitt makes an investigation of charges brought against Valls.

The governor announced his intention to withhold action after he had had his third conference with O. W. Killam and Hal Brennan of Laredo, who came here yesterday bearing petitions containing signatures of 1,800 persons, requesting that the prosecutor's appointment to the office he now holds be withdrawn.

Valls has not been confirmed by the Texas senate and under the law Governor Moody could withdraw it and send the name of another to the senate for confirmation.

"They made a number of charges against Valls' attitude as a public official toward and his treatment of Mexican people and I am withholding action until I can make an investigation," Governor Moody stated.

Attorney General Bobbitt who will conduct the investigation is a long-time resident of Laredo and was Valls' immediate predecessor in the district attorney's office. When the 41st legislature created a new district court for Webb county Governor Moody appointed Valls, who had been prosecuting attorney for many years, to the bench and Bobbitt, who was speaker of the house during the 40th legislature, was made district attorney.

SOLONS TO CONVENE

Texas Legislature Meets On January 20th

AUSTIN, Jan. 2. (AP)—The legislature will be convened in special session January 20, Governor Moody announced today. He had previously tentatively set the date for January 13.

He said he had delayed the session at the request of W. S. Barron of Bryan, speaker of the house of representatives, who had advised him he had some engagements for the week of January 15 that would preclude his attendance on the legislature.

Hold Hearings On Construction Of Southwest Rails

Examiner Thomas Sullivan Will Preside At Abilene And Amarillo Sessions Of I. C. C. Hearings

Applications Made

Fate Of Proposed Line To Las Animas, Colorado, From Amarillo To Be Up For Consideration

(By Associated Press)

WASHINGTON, Jan. 2. — Four hearings looking toward construction and abandonment of railroad facilities in the South and Southwest will be held by Examiner Thomas F. Sullifan of the interstate commerce commission beginning January 22.

At Amarillo, on that day, he will open a hearing on the application of the Elkhart and Santa Fe, the Cimarron Valle, and Northwestern, and the Panhandle and Santa Fe railroads to build connecting lines between Amarillo and Las Animas, Colorado.

At Abilene on January 27 he will hold a meeting on the application of the Abilene and Eastern railway for authority to construct a line from Abilene to Cross Plains; February 3 at Alexandria, La. On the application of the Louisiana railway and navigation company and the Louisiana and Arkansas railway for authority to abandon a branch line from Aloha to Winnfield, La. And on February 5 on the application of the New Orleans Great Northern for autority to abandon a line between Covington Junction and Folsom, La.

Two Officers Die In Pistol Battle

Night Watchman And Deputy Sheriff Shot To Death In Lonely Alley Duel In Gonzales, Texas

(By Associated Press)

GONZALES, Jan. 2.—A pistol duel in a lonely alley of Gonzales last night ended in death today for A. C. Strickling, 45, deputy sheriff, and J. Sam Tate, 73, city night watchman.

Tate, with five bullets in his body, died shortly after midnight. Strickling, shot three times, died a few hours later. Both men had fired their .45 calibre pistols five times.

Their acquaintances were unable to explain the shooting. The men had been friends for years.

Deputy Sheriff Ruel Vasburg was the first to reach the scene after the shooting. He said Tate told him that while he was punching a clock in the rear of a store, Strickling walked up and ordered him to "stick 'em up." Then Strickling fired, Tate said.

Falling to the ground, Tate managed to extricate his pistol and fired five times, he said. Three of the bullets took effect.

Both men leave families.

DENIED NEW TRIAL

Clyde Thompson Motion Is Refused At Eastland

EASTLAND, Jan. 2. (AP) — Clyde Thompson, under death sentence for the murder of Lucian Shook was denied a new trial here today by Judge Elzo Been. Attorney for Thompson gave notice of appeal.

Thompson, whose age and the question of his sanity were urged as a defense in his trial last November, had previously been tried and given the death penalty, but the higher court reversed the case.

Rum Drive Victim



Three rum runners killed and seizure of four boats and $600,000 worth of liquor culminated the most concerted drive against contraband on the New England coast since prohibition. Dudley Brandt, above, of Boston, is one of the three slain by coast guards on the Black Duck when the speed boat was trapped in a fog off Newport, R. I.

Abilene And San Angelo Get Daily Airplane Service

New Air Line Will Start Within Week, President Of Cromwell Airlines, Inc., Announces

(By Associated Press)

SAN ANGELO, Jan. 2.—Daily airplane service between here and Abilene, to start within a week, was announced today by Carl Cromwell, president of Cromwell Airlines Inc. The company now operates San Angelo, Dallas and San Angelo, San Antonio lines.

The Abilene line is planned to give an eastern outlet for Safeway line planes furnished by Safeway and operated by Cromwell.

Local Man Fined For Refusing Aid

Gus U. Davis, of this city, yesterday afternoon was assessed a fine of $25 in the city corporation court, following a verdict of guilty by a jury, on charges growing out of his alleged refusal to aid officers in an arrest.

Officers charged that while searching for Jess Sayers they located him in the Davis apartments and that Davis refused to give over keys to unlock rooms in the place.

Sayers was tried earlier in the day on a charge of vagrancy and assessed a fine of $100.

Both cases were appealed to the county court.

HUNT "CRAZY" MAN

Three Lubbock Women Tell Of Being Followed

Police last night were searching for a man characterized by three women as being "crazy."

A call to the station early in the evening and an excited feminine voice stated that a "crazy man had been following them." Officers went to 1604 22nd street where three women tried to explain the alleged "nut's" actions.

One of them, according to their story, had been visiting in the neighborhood and was returning to the house when she discovered the man following her. He said no word but just slowly followed.

A search was made of the immediate vicinity but officers could find no trace of the man.

MARTINEZ ON TRIAL

Alleged Murder Accomplice Accused In Death

GEORGE WEST, Jan. 2. (AP) — The trial of Roberto Martinez, alleged accomplice in the murder of Dr. J. A. Ramsey of Mathis, for which Harry J. Leahy, indicted with Martinez, was executed last August, began in district court here today. Failure of witnesses to arrive delayed opening of the trial this morning. Selection of a jury began at 2 p. m.

Motion Picture Camera Ships Crash Head-On And Plunge Into Ocean Out Three Miles From California Shore

Kenneth Hawks And Max Gold Among Victims Of Fatal Mishap; Planes Fall Three Thousand Feet After Wedging Together And Bursting Into Flames

(By Associated Press)

SANTA MONICA, Calif., Jan. 2.—Ten persons, including Kenneth Hawks, director, and Max Gold, assistant director and former national handball champion, were killed today when two motion picture planes collided head-on in mid-air and plunged into the ocean.

The cabin ships heavily laden with cameras and motion picture equipment, in addition to five passengers, each, crashed together at 3,000 feet altitude, three miles off the coast. They wedged together in a tangled mass, burst into flames and plunged to the surface, sinking immediately.

Three Thrown Clear.

Three of the passengers were thrown clear as the interlocked planes struck the water. The other seven were carried beneath the surface. Their bodies later broke free from the wreckage on the sea bottom and rose, to be picked up by patrol boats. The doors had been removed from the cabins to give cameramen free play, and searchers believed all bodies eventually would appear on the surface.

The dead:

Kenneth Hawks, motion picture director and husband of Mary Astor, film actress.

Max Gold, assistant director and former national handball champion.

George Eastman, camera man.

Conrad Wells, camera man.

Ben Frankeji, assistant camera man.

Otto Jordan, assistant camera man.

Hank Johaness, property man.

Tom Harris, property man.

Paul Roos, pilot.

Ross Cook, pilot.

All were in the employe of the Fox Film Corporation and all were residents of Hollywood, except Roos and Cook, who were Clover Field pilots.

Escape Death.

Hawks' brother, Howard, whose wife is Athol Shearer, sister of Norma Shearer, screen star, escaped death by a last-minute whim which caused him to change his mind about accompanying Kenneth in one of the camera planes which took off from Clover Field here, to film a parachute jump scene over

See TEN KILLED, Page 11

Forgery Suspect Will Be Returned

Chester Bender Will Face Indictment When Brought Back From Pecos After Extended Legal Delay

Climaxing a long delay caused by legal procedure, Chester Bender alias Wm. T. Richardson, of Oklahoma City, will be returned to Lubbock county to face a grand jury indictment of forgery, according to information received last night by the local sheriff's department from Pecos authorities, where he is being held in jail.

Bender was arrested several months ago in Pecos and held in that county on charges of forgery. After some delay his case came to trial and he was assesed two years in the state penitentiary. A message from Reeves county officers last night stated that he could be turned over to Lubbock county at this time.

Under Indictment.

He is under grand jury indictment here for forgery and passing a forged instrument in connection with a check given on the American First National bank of Oklahoma City for $750. The check was made payable to Wm. T. Richardson with the forged signature of A. V. Weaver. Bender is alleged to have forged the name of Richardson as endorsement and cashed it at the Lubbock National bank in this city.

An extensive search followed but Bender was lost to the world for a length of time, finally being apprehended at Pecos.

Deputy O. B. Cooley will leave this morning for that city to bring the prisoner here.

RELEASED ON BONDS

Jack Nabors, Buddy Porter Face Pro Law Charges

Jack Nabors and Buddy Porter were released yesterday afternoon from the county jail on bonds of $1,000 and $1,000, respectively, following their arrest Wednesday night on charges of violation of the prohibition law.

They were arrested in an automobile and a small quantity of whiskey confiscated by officers. They were lodged in the county jail to await hearing Thursday.

Nabors, at the time of his arrest, was out on $1,000 bond charged once before with pro law violation.

Gas Company Will Transfer Offices To Lubbock Soon

New $65,000 Building To House Headquarters Of West Texas Firm Moved Here From Amarillo

Announcement was made in Lubbock yesterday of the near future construction of a new $65,000 brick structure which will house general offices of the West Texas Gas company, subsidiary of the Prairie Oil and Gas company.

R. F. Hinchey will head an office personnel of 20, which will move from present headquarters at Amarillo to this city.

The structure, measuring 52 by 125 feet and two stories high, will be located at the corner of Tenth street and Avenue K. It will be owned by M. O. Owens, local real estate operator.

Maintain Location.

Local unit of the gas company, 912-14 Avenue J, will maintain the present location, it was announced. The South Plains Pipe Line company will occupy one-half of the lower floor, while the West Texas Gas company's offices will be located on the upper floor. James B. Clow & Sons will also occupy space on the lower floor, while other office space will be for rent. The gas company has signed a 10-year lease on the building.

J. P. McCloskey, general superintendent of the South Plains Pipe Line company, announced here yesterday that work on pipe lines from Lubbock to serve five additional towns is being held up awaiting orders from headquarters at Independence, Kan.

Permission was granted the pipe line company by the county commissioners court December 26 to lay a line from Lubbock to Littlefield, via Shallowater, and to Levelland, from a point northwest of this city.

Size of the pipe to be used is not known and the total cost of the project could not be estimated until information is received from headquarters. Mr. McCloskey said. The line will provide natural gas for Shallowater, Amherst, Anton, Littlefield and Levelland.

CAPTAIN FOUND DEAD

SEYMOUR, Jan. 2. (AP)—Capt. A. H. Hunt, 50, land owner and automobile dealer of Seymour, was found dead in his overturned automobile near here today. It was believed he died of heart disease. The body will be sent to Oklahoma for burial.

The Weather



WEST TEXAS: Generally fair, [illegible] and probably [illegible]. Local Temperatures: Maximum 57; minimum 35.

Story Of Sewing Up Dog's Mouth Is Believed Hoax After St. Louis Newspaper Conducts Investigation

(By Associated Press)

ST. LOUIS, Jan. 2—The Globe-Democrat tomorrw will say investigations by both the police and the Globe-Democrat into the reported finding of a small dog with its mouth sewed up have failed to reveal its carcass or evidences of its mutilation.

The newspaper will quote Dr. R. Emmett Kane as saying the circumstances surrounding the mutilation of the dog, its discovery and disposition of the carcass as reported by Robert F. Sellar, executive secretary of the Human Society of Missouri, presented a scientific impossibility.

"Mythical Dog"

"I believe this was a mythical dog," the newspaper will quote Dr. Kane as saying. The interview with the surgeon will list other discrepancies in Sellar's story, including the fact the poison Sellar said he used to painlessly exterminate the animal was slow acting in effect. He said more than one person would have been necessary "to do the job."

Rewards totaling $3,875 have been offered from various sources for the discovery of the supposed torturer of the dog and the Globe - Democrat says "which so far as the police are officially concerned, has never been except by Sellar."

Print Statement

The newspaper will print Sellar's reiterated statement as to the finding of the dog the day before Christmas, but also will quote Chief of Police Gerk, as the police investigation, city employes charged with destruction of animals' carcasses, and officers of the humane society.

Speaking of its own investigation, the newspaper will say:

"In view of the heinous nature of the maltreatment, so vicious that offers of rewards began pouring in a few hours after the Globe-Democrat was in circulation, this newspaper began an independent investigation, that to date, has failed to reveal anything beyond the bare fact that Sellar insists he found and destroyed the dog."

Prosperity Seen In 1930 By Prof.

Prohibition And Science Cited As Factors Aiding Business Outlook During Next Year In U. S.

DES MOINES, Ia., Jan. 2. (AP)—Prosperity for 1930, despite lingering memories of the stock market crash, is forecast by Prof. Irving Fisher of Yale.

Prohibition, the application of science and invention to industry, and scientific management in mass production were cited as contributing factors for a better business outlook. He spoke last night before Iowa bankers.

Controversial Subject

"Prohibition is a highly controversial subject," Prof. Fisher said, but not on the economic side. Whatever else we may think of prohibition, there is no gainsaying its economic value.

"Future earnings may also be expected to be greater because we are now applying science and invention to industry as we never applied them before. Inventing is now a profession.

Earnings Increase

"Scientific management and mass production are contributing to increased output, which is reflected in increased dividend earnings. Labor unions are increasingly sympathetic with scientific management and have largely renounced the policy of limitation of output."

The stock panic was laid to "unsound financing of sound prospects." "The real trouble," he said, "was not so much the high prices of securities as that there were too many people in debt and too deeply in debt. The outlook was so very bright as to dazzle the public and lure them into debt to get rich quick."

Loss of $30,000,000,000 in paper values of securities was seen as no reason for slowing down of business and industry.

DRUG AGENT SHOT

Federal Narcotic Officer Injured By Assailant

SEATTLE, Jan. 2 (AP)—P. L. Jourdin, Federal narcotic agent, was shot and critically wounded by an unknown assailant in front of his home here today.

Jourdin was about to enter his automobile when four shots rang out from shadows at the sidewalk. He fell to the pavement with a bullet wound in the abdomen, and was rushed to a hospital. He lapsed into unconsciousness before he could describe his assailant.

Mrs. Jourdin said her husband had been out all evening on government business.

CREAMERY OPENS

Modern Machinery In Plant Located At Ralls

(Special To The Avalanche)

RALLS, Jan. 2. — Equipped with the latest and most improved machinery, the Crosby County Creamery company at Ralls opened for business Tuesday in their new brick and tile structure.

The first output of the creamery will be butter. It has a daily capacity of 4,000 pounds. It will also retail Bulgarian buttermilk, pasteurized whole milk and whipped cream.

Wallace Leuther, of Hereford, an experienced butter maker has been employed by the company and is in charge of the butter making.

Officials of the company say that the outlook is very encouraging.

SHIP WRECKED

SANTIAGO, Chile, Jan. 2. (AP)—The Greek ship Theofand was wrecked yesterday on reefs surrounding the Guaitecas Islands. The British steamship Laguna intercepted her radio messages for help and reached the scene in time to save the crew.

NEGROES SOUGHT

Deliveryman And Conductor Robbed In Dallas

DALLAS, Jan. 2 (AP)—Police today sought two negroes and two white youths after a butcher's deliveryman and a street car conductor were robbed here yesterday.

H. R. McBride, 18, truck driver, was found by caddies bound and gagged on a golf course. He was taken to a hospital suffering with head injuries. He said two armed negroes kidnaped him while he was making a delivery, beat him and robbed him of $150.

H. D. Crisp, trolley operator, was left bound to a rod in the vestibule of his car after two youths relieved him of $16 in cash and $3 in tokens shortly before midnight. The bandits bound his arms with adhesive tape.

Honors Bestowed By British Crown

LONDON, Jan. 2. (AP)—The list of New Year's honors bestowed by the Crown today was headed by names of six men peers, one Privy Councilor, four baronets, and 26 new Knights.

The new Peers are:

Major Dudley Leigh Aman.

Sir Willoughby Hyett Dickinson honorary secretary of the World Alliance for promoting international friendship through the churches.

Sir William Joseph Noble, a former president of the United Kingdom chamber of shipping.

Arthur William Harry Ponsonby, M. P., parliamentary secretary to the ministry of transport and the only new peer connected with the labor government.

Sir Hugh Trenchard, whose retirement as chief-of-air staff was announced yesterday.

Sir Charles Wakefield, former Lord Mayor of London.

The new Privy councilor is Viscount George Joachim Goschen formerly governor of Madras.

TWO QUESTIONED

MEXICO CITY, Jan. 2. (AP)—Two former Ad Interim governors of the State of Chipas have been detained for questioning into the attempted assassination of Governor Raymundo Enriquez in a hotel here Friday.

The assailant entered the governor's room and fired a shot which failed to take effect. Friends overpowered the man and turned him over to the police.

DEAN BURIED

EL PASO, Jan. 2. (AP) — Funeral services for R. W. Goddard, dean of engineering at New Mexico Agricultural and Mechanical college, Las Cruces, N. M., will be held there Friday. Memorial services for Goddard were broadcast last night over Radio Station KOB at Las Cruces. The educator Tuesday night was accidentally electrocuted while making repairs to the station, which he built.

Hawaii is preparing for the greatest influx of tourists that it ever has had.

SLATON NEWS

By MRS. L. G. ODOM
Slaton. Phone 26 -J

Mr. and Mrs. W. R. Lovett and son Cecil returned home Sunday from a ten days visit with relatives in Kansas, Mo.

Mr. and Mrs. J. H. Teague, sr., and jr., and families spent the day in Lamesa Sunday, visiting Mr. and Mrs. Westerman.

Misses Joveta and Alva Jo Blundell returned home Sunday from Amarillo where they spent the Christmas holidays.

Willie George left Sunday night for Dallas to resume his studies at S. M. U. after spending the holidays with his parents, Mr. and Mrs. W. M. George and sister, Miss Maggie.

Mrs. Lillian Butler and son have returned to Slaton after spending several days in Pecos.

Mr. and Mrs. George Culwell and daughter Mary spent the day in Plainview Sunday visiting Mrs. Culwell's sister.

James Cullar who is a student at A. C. C., Abilene, spent the holidays in Slaton with his parents, Mr. and Mrs. G. M. Cullar.

Miss Mildred Swafford visited in Plainview over the week-end.

Mrs. Laura Rhodes left Tuesday afternoon for Phoenix, Arizona, to spend a few weeks with a son who lives there.

Dr. and Mrs. S. A. Ball of Amarillo visited Mrs. Ball's parents, Mr. and Mrs. W. H. Smith here Sunday between the morning and afternoon train. They were en route home after spending the holidays with Dr. Ball's parents, Dr. and Mrs. W. S. Ball of Fort Worth.

L. C. Young who has been an employee in the Slaton State bank the past three years has excepted a position with the Pandem Oil company in Archer county, and left Sunday to begin work.

Miss Ruby Catching who is a student in Simmons university at Abilene is visiting her parents, Mr. and Mrs. G. G. Catching.

Mrs. K. C. Scott and little daughter, June, are visiting in Amarillo.

Mr. and Mrs. J. R. Shock of Portales, New Mexico, spent Sunday with Mrs. Shock's brother, R. H. Todd and family here.

Miss Eunice McDonald who is in school at Plainview spent the holidays here with her parents, Mr. and Mrs. Sam McDonald.

John Vance of San Francisco, Calif., visited his aunt and uncle Mr. and Mrs. R. P. Burks here, during the holidays.

Mrs. Norbitt Young and little son, Rodney, accompanied her brother, Jack Freeman, to his home in Amarillo Tuesday.

Mr. and Mrs. Dorrance D. Roderick, little daughter Francis, and son "Buddy" of El Paso, spent Christmas here with Mr. Roderick's parents, Mr. and Mrs. T. E. Roderick on West Lubbock street.

Miss Billie Nell Pirtle who is teaching at Tokan, spent the holidays here with her sister, Mrs. Carl George.

Morris Ledger has returned to Slaton after spending the holidays with his parents, Rev. and Mrs. M. E. Ledger of Moran.

Dr. and Mrs. Roland Peters of Galveston spent the holidays with Mrs. Peters' parents, Mr. and Mrs. W. T. Driver here, and Dr. Peters' mother, Mrs. O. K. Peters of Lubbock.

Mr. and Mrs. G. A. Rhodes of El Paso have returned to their home after visiting their parents the past month.

Miss Mildred Rowley of Portales visited friends in Slaton Sunday.

Olive, the little daughter of Mr. and Mrs. A. R. Keys is in the hospital where she had an appendicitis operation Sunday.

Mrs. Leslie Smith of Dallas visited at the home of her sister-in-law Mrs. J. H. Teague, sr., Saturday.

Mr. and Mrs. B. N. Billingsley will leave today for Corpus Christi and Mission to spend about two weeks.

Mr. and Mrs. L. T. Green spent the holidays in Central Texas visiting relatives.

Clifton Henry, student at McMurray college at Abilene spent the holidays with his parents, Mr. and Mrs. Forney Henry.

Miss Fay Hampton of Goree is visiting her parents, Mr. and Mrs. J. G. Hampton.

Mr. and Mrs. John Jones have returned to their home at Pampa after visiting Mrs. Jones parents, Mr. and Mrs. D. C. Hoffman for several days.

MOURNS BROTHER

ROME, Jan. 2 (AP)—Pope Pius XI today mourned his brother, Count Fermo Ratti, who died suddenly at 9:35 p. m., last night after a two days illness.

Immediately after hearing of the death, Monsignors Venino, Caccia Dominioni and Castiglione went to the Vatican to express their sympathy.

The countess and their son was with Count Ratti when he died.

PEDDLER RELEASED

JONESBORO, Ark., Jan. 2. (AP)—Arthur M. Baxter, war-crippled peddler released Tuesday night as a suspect in an investigation of the murder of a woman at Marked Tree, Ark., December 11, was rearrested today for questioning.

Dries Up Colds In a Few Hours

The most disagreeable and embarrassing part of a cold is that constant, nasal discharge, which you can now stop in a few hours with Aspironal, the latest and most scientific "Liquid Cold Remedy."

Aspironal is guaranteed to stop the irritation that causes sneezing and nasal discharges; dispel the congestion and relieve grippy, neuralgic pains, at the same time causing a gentle and complete evacuation of the liver and bowels. All druggists carry and guarantee Aspironal, the largest selling liquid cold remedy in the world. (adv.)

Bowden Drug Store,
City Drug Store
Corner Drug Store
Hotel Drug Co.
Lubbock Drug Co.
Post Office Drug
Sheppard-Smith Drug
Stafford Drug Co.
Stovall Drug Co.
Thornhill Drug Co.

Different Now Says A Cisco Housewife

Mrs. Broyles Says Condition Has Greatly Improved Since Taking Orgatone

"I haven't had a pain since I began taking Orgatone several weeks ago," says Mrs. J. N. Broyles, residing at 1108 Avenue J, Cisco, Texas, the other day.

"I had a bad case of indigestion and stomach trouble that had worried me for the past several years," continued Mrs. Broyles, "and my nerves too, were in a naughty bad state. I had no appetite, and after eating anything, my food would ferment in my stomach and cause gas to rise, and the pain was awful to bear—something like cramp colic, and I got to be weak and nervous from the trouble. I had studied about my case, and I was badly constipated and was in a general run down condition and could hardly take interest in my house work or look after it with any satisfaction."

"But it's quite different now. I took my first bottle of Orgatone several weeks ago and I got much relief from it. I kept on taking the medicine and my condition has improved so much I don't have the gas and swelling at my stomach like I did before, my nerves are much better and the constipation is overcome, and I am feeling stronger and more fit to look after things about the house than I was before I began using it."

Genuine Orgatone may be obtained in Lubbock at Bowen's Drug Store.—Adv.

NOW

THE YEAR'S GREATEST CLEARANCE

Jewelry AUCTION

$25,000

STOCK OF FINE DIAMONDS, WATCHES, JEWELRY, SILVERWARE, Etc.

At Your Own Price

Starting Friday, January 3rd at 2 P. M.

Must Reduce Stock

Auction Sale Every Day at 2 P. M. and 7:30 P. M.

FREE
BEAUTIFUL PRESENTS
(On display in our window)
Given away absolutely Free to the first 25 ladies at the first Sale, Friday, January 3rd at 2 p. m.

WOODS JEWELRY
CORNER SOUTH CITIZENS NATIONAL BANK

GIGANTIC PRICE-FORGOTTEN

FIRE SALE

CONTINUES WITH LOWER PRICES

AND THIS IS ONLY A FEW OF THE MANY OUTSTANDING VALUES, ALL ARE SELLING AT FIRE SALE PRICES!

909 BROADWAY

NOTICE!

The remainder of our FIRE STOCK MUST GO! We are expanding and remodeling our store and it will be many times larger when completed . . . . We have buyers at the markets buying new merchandise for the opening of a BIGGER MODEL STORE to be announced at a later date.

This Stock Must Move Regardless!

Children's Coveralls
Heavy grade sizes to 8.
Fire Sale Price
59c

Women's Fur-Trimmed COATS
All New Arrivals! Formerly sold to $15.00
FIRE SALE PRICE—
$4.98

WOMEN'S NOVELTY SHOES
FIRE SALE PRICES
$1.98
PAIR
WOMEN'S PURE SILK FULL FASHION HOSE
Offered in Black and fancy heels, former value $2.25—Fire Sale Price—
$1.00

Men's Suits
Some with two pair trousers, values to $22.50. Fire Sale Price—
$9.98

ONE LOT
Women's, Children's Coats
FIRE SALE PRICES
$3.98
Undamaged offering a fine group to select from.

ONE LOT
Ladies' Hats
Formerly Sold For $3.98
FIRE SALE PRICE
69c

Women's Silk DRESSES
ALL NEW ARRIVALS!
FIRE SALE PRICES
$2.98 And $4.98
You will buy more than one when you see these lovely values!

Men's Overalls
Fire Sale Prices
79c
Extra good quality!

Men's Oxfords
Goodyear Welts, Rubber and leather heels, formerly sold to $6.95 pair.
Fire Sale Prices
$2.98

THE MODEL STORE
909 BROADWAY

Chambermaid Now Mansion Mistress

Servant Of Seventeen Years Service Probably Owner Following Death Tuesday Of Millionaire

PORT CHESTER, N. Y., Jan. 2. (AP)—In a rambling old mansion where for 17 years she served as chambermaid and in which her brother still is a butler, a middle-aged Czechoslovakian immigrant reigned today as mistress and possibly sole owner.

She is the former Anna Mary Schleis, who two years ago became the fourth wife of her employer, Frank W. Savin, retired millionaire, then 76.

Dies, After Operation

Savin died Tuesday after an operation. His will has not yet been filed. Among the heirs are his son and daughter and two adopted children, but presumably his widow will be one of the principal beneficiaries.

The size of the estate has been estimated from $5,000,000 to $20,000,000.

"Twenty million dollars would be far too much, I think," the widow said today. "Five million would be nearer right."

With the house of towers and gables, the widow also had at her sole command several automobiles and a staff of servants, of which her brother, Joseph Schleis, is the head.

DEFER SENTENCES

Pronouncement On 9 Former Bank Officials Delayed

FLINT, Mich., Jan. 2. (AP)—Sentencing of nine former executives and employes of the Union Industrial bank who pleaded guilty to charges of embezzlement in connection with the $3,592,000 defalcation recently revealed, today was deferred by Judge James S. Parker in circuit court until Jan. 20 on motion of Charles D. Beagle, prosecuting attorney.

Those concerned are Ivan P. Christensen, former assistant cashier; Elton D. Graham, former cashier and vice-president; Frank D. Montague, former assistant vice-president; Milton Pollock, former vice-president; Russell A. Runyon, former discount manager; Mark H. Kelley, former assistant cashier, and A. J. Schlosser, J. W. Barron & C. A. Plumb, former tellers.

PILES? No matter what kind, or how stubborn, or what has failed to help them, try PAZO. Money back guarantee. Tube with pile pipe attachment. The tin box, too,
PAZO OINTMENT

McCOLLUM BURIED

Services Held Thursday At Funeral Home Here

Funeral services for B. C. McCollum, 48, of Lubbock, were held yesterday afternoon at the Rix-Sanders funeral home with Rev. Walter P. Jennings, pastor of the First Christian church, officiating. Mr. McCollum died Wednesday morning in a local hospital.

Pallbearers were Charles Turner, M. O. Owens, E. A. Patterson, Gus Kallas, L. J. Von Tungeln and Wade Hardy.

Survivors are the widow, three daughters, Misses Opal, Ora and Marie McCollum and a son, Troy.

Four Men Held In Shooting Sheriff

WHITEVILLE, N. C., Jan. 2 (AP)—Four men accused of shooting Deputy Sheriff Hoke B. Smith of Columbus county in retaliation for a raid he led on a whiskey still were held in jail here tonight while officers awaited the outcome of Smith's wounds before lodging formal charges against them.

The deputy, paralyzed by two bullets which struck his spine, was in a Lumberton hospital, believed to be fatally wounded. He also was wounded in the hip and arm.

Accused of the shooting are Pope Floyd, Hubert Floyd, Woodell Milligan and Seals Hill. Smith said they called him from his home near Clarkton last night and asked him to accompany them on a search for a stolen automobile. Suspicious of a plot, he refused, he said, and three of the men then seized him while the fourth emptied a revolver at him.

SERVICES SIMPLE

Charles P. Taft Is Buried In Cincinnati

CINCINNATI, Jan. 2. (AP)—Simplicity that ruled the life of Charles P. Taft, philanthropist, newspaper publisher, politician and business man, who died Tuesday night at the age of 86, was retained in death as his body was laid to rest today.

Although city officials planned to attend the services at Christ Church in a body, and many organizations of which he was a member designated honorary pallbearers, only the customary rites of the Episcopalian Church were arranged in keeping with Cincinnati's memory of Mr. Taft.

Chief Justice William Howard Taft, half-brother of Charles, and his wife left Washington in time to attend the services.

PIONEER DIES

HOUSTON, Jan. 2 (AP)—A descendant of two of the state's most honored pioneer families, Austin Y. Bryan, Jr., died here yesterday.

Beauty Shop Will Operate In Hilton

Informal Opening Will Be Held Today On Mezzanine Floor Of New Hostelry; Mrs. Hines In Charge

Announcement was made yesterday that informal opening of the Hilton Beauty Shop will be held today in connection with opening of the hotel. The shop is to be operated by Mrs. Fred Hines and is on the mezzanine floor of the hotel. It is to be ready for business by the middle of next week.

Orchid and green is the color scheme chosen for both the operating room and the waiting room, while walls will be in orchid, and woodwork and booths will be in nile green. Wicker furniture is to be used in the waiting room.

Three Booths.

Three booths comprise the operating room, one for marcelling, one for permanent waving and a third for facials. Manicuring is to be given in the waiting room.

Mrs. Hines is a graduate of the Moler Beauty School at Dallas, and has been connected with shops in both Dallas and Ardmore, Okla. She will have as one of her assistants Miss Sybil Tarrance, who for several years has operated her own shop in Tahoka. Miss Tarrance is a graduate of the Sellers School of Beauty Culture in Fort Worth.

PLAN APPROVED

MADRID, Jan. 2. (AP)—Premier Primo de Rivera today announced King Alfonso had approved a "political plan" looking toward organization of the patriotic union and later on another plan would be submitted for a national government presumably to replace the present dictatorship.

The premier denied reports he had resigned or that a political crisis was impending.

DOUBLE FUNERAL HELD

LIBERTY, JJan. 2. (AP)—Double funeral services were held in Wallisville today for two sisters, Mrs. Edward A. Dunham, 85, who died Tuesday afternoon, and Mrs. W. P. Mayes, 72, who died Tuesday night.

Best Purgative for Colds


Relieves the congestion, reduces complications, hastens recovery.

O. E. SEARS IN JAIL

Local Realtor Held On Bad Check Charges

Charged with swindling in connection with the alleged passing of a worthless check for $86.25, O. E. Sears, Lubbock real estate dealer, is being held here by county authorities.

Written on a blank of the Planters National bank, Whitewright, Texas, the check was made payable to the First State bank at Slaton and was signed "O. E. Sears."

Sears was returned Tuesday from Dallas by Sheriff Wade Hardy, who held a grand jury indictment against him.

From $400 to $500 an acre was paid for cabbage crops in England recently.

BACK TO LONDON

LONDON, Jan. 2. (AP)—The Prince of Wales was back in London today, after spending the holidays with his parents at Sandringham, to make preparations for beginning his African trip and to say goodbye to friends. He will leave tomorrow from Southampton aboard the Kenilworth Castle to resume the jaunt interrupted last year with illness of King George. He will go first to Capetown, and return to England probably in April.

TRANSFERS ENROLL

Several transfers were on the campus yesterday preparing to enroll in the college. H. M. Elsworth is entering as a transfer from Utah Agricultural college and Ernest Waller as a transfer from Decatur Baptist college.

Cabin Planes To Hunt For Fliers

NOME, Alaska, Jan. 2. (AP)—Weather permitting, two powerful cabin planes piloted by Canadian aviators are expected here from Fairbanks today to aid in the search for Carl Ben Eielson and Earl Borland, Arctic airmen lost in Northeastern Siberia.

The planes are built to give the pilots protection from the elements, are equipped with motors which will enable them to fly under adverse conditions and are large enough to carry necessary gasoline to make the 500 miles from Teller, Alaska, to North Cape, Siberia, where the fur trading ship Nanuk is locked in the ice, and still have fuel left for extensive scouting operations. Eielson and Borland were flying to the Nanuk when they were lost.

Heretofore the planes available for the search were of the open cockpit type, affording little protection to their pilots and unable to carry required reserve fuel.

HEARING SET

MESQUITE, Jan. 2. (AP)—Preliminary hearing here for B. S. Bivins of Terrell, charged with driving while intoxicated, failure to stop and negligent homicide, was set for today. Bivins was released under $5,000 bond after he was charged in justice court here in connection with the death Tuesday of a negro known as "Uncle Billy" Jackson, 80. The negro was struck by an automobile on the highway between Mesquite and Forney, Dallas county, and killed.

A man on his way to execution in Arabia is safe from punishment if he can lay hands on the skirts of a woman.

THROAT IF SORE NEEDS RELIEF
Use safe Musterole—usually effective in one application—lasting when applied once every hour for 3 hours.
MUSTEROLE

COAL!
Plenty of Sacked Coal Ready
Prompt Delivery Service
Campbell Coal Co.
2207 Ave. H. Phone 2089

CONGRATULATIONS
And Best Wishes To
THE


NEW HILTON HOTEL
We recognize the New Hilton Hotel as being a masterpiece of construction, and a distinct asset to the city of Lubbock. It is a monument to progress on the Great South Plains, and Lubbock people may well be proud that the "Hub of the Plains" was chosen for its location. We extend our congratulations and best wishes to the New Hilton Hotel, their manager, Swede Kling, and all associates.
NISLAR HARDWARE CO.
North Side the Square 'Phone 105

$2.95 Cotton Blankets
Priced Regularly at $2.95 Pair
Fine, soft, fleecy cotton plaid blankets in all desirable colors. Full 66x80 inch size for $1.95

CARTER-HOUSTON
A SUNSET DEPARTMENT STORE
LUBBOCK, TEXAS

Boys Long Pants
$3.00, $3.45 and $3.95
Fine all wool mixed materials in blues, grays, tan and browns. Sizes 8 to 17 $2.95

JANUARY
CLEARANCE
Now In Full Swing!
It's A Money-Saver For You

DRESSES
In Two Great Value-Giving Groups—
$10.95 to $19.75 Values $29.75 & $39.75 Values
$8.90 To $19.85
The $8.90 group includes forty excellent dress values. The styles are new, authenic and unusually becoming. A wide range of colors to choose from. Sizes from 14 to 36. At $19.85 there are twenty dresses in sizes 14 to 36. Many of the new long models included. Blues, Black and other smart shades.

14 Better Dresses One-Half Price
Afternoon, evening and dinner dresses in rich velvets, crepes and metallics. Beautiful colorings—newest styles. Formerly $49.75 to $98.50. Half Price—

COATS
Ultra smart styles for miss or matron. There are not all sizes in each price group but all sizes from 14 to 40 are included. Tweeds and fancy all wool materials in sports and dressy types . . . all silk lined. Trimmings include fox, kit fox, fitch, wolf and badger.
5 Coats, $16.75 and $19.75, Now $12.95
7 Coats, $29.75 and $39.75, Now $19.85
13 Coats, $49.75 and $59.50, Now $29.75
2 Coats, Now $39.75

Coats One-Half Price
Luxuriously flr trimmed coats in the newest style versions. Beautifully made, perfect fitting, silk lined.
(2) $195.00 Coats.. $ 97.50
(1) $219.50 Coats.. $109.75
(5) $150.00 Coats.. $ 75.00
(1) $165.00 Coats.. $ 82.50
(1) $169.50 Coats.. $ 84.75
(2) $ 95.00 Coats.. $ 47.50

MILLINERY CLEARANCE
Offering Exceptional Values
$3.85
2 Hats That Were $27.50 ..... $3.85
7 Hats That Were $12.50 ..... $3.85
1 Hat That Was $18.50 ..... $3.85
1 Hat That Was $20.00 ..... $3.85
1 Hat That Was $25.00 ..... $3.85
1 Hat That Was $25.00 ..... $3.85
$2.45
—2 Hats That were $5.75
—16 Hats That Were $5.95
—3 Hats That Were $7.50
—3 Hats That Were $6.50
—3 Hats That Were $4.95
KIDDIES' HATS
$1.45
12 cunning felt hats that were formerly priced at $4.95 and $5.95.

SMART FOOTWEAR
AT JANUARY CLEARANCE PRICES
60 PAIRS FORMERLY $7.50 NOW
Neat, perfect fitting strap and pump styles in brown, blue and black. Practically all sizes.. $5.45
33 pairs reptile straps and lace oxfords formerly priced at $12.50 a pair $7.95
49 pairs pumps and strap slippers formerly priced at $6.00 a pair, now $4.45

Rayon Pajamas
Formerly $5.95 and $7.95
$4.45
Soft, smooth finish rayon garments in the popular three piece style. Only nine of these wonderful values at $4.45.
$10.50 to $16.75 Silk Robes $8.95
Fancy silk and quilted silk robes in blue, rose and pastel shades. Only 10 to sell at this price.
One three piece crepe pajama suit formerly $36.50, now $25
One $35 Three-piece printed flat crepe lounging pajama Suit $25

MEN'S FINE WOOL SUITS
Drastically Reduced For Our Great January Clearance Sale
Included in this special group are one and two pant suits half-lined. Blues, browns, grays, pin stripes and oxfords in worsteds and cheviots. (Winship, Middishade and Worsted-Tex Suits not included).
$25 and $30 SUITS, ... $21.85
$35 and $37.50 SUITS, ... $27.85
$45 and $50 Suits, ... $39.85
$55, $60 and $62.50 SUITS, ... $44.85
Men's Extra Trousers
A complete range of sizes from 28 to 48 in attractive patterns and colors including blues, browns, grays and tans.
$5 and $5.50 Values, ... $3.85
$6 and $6.50 Values $4.85
$7.50 and $8.00 Values $5.85
$8.95 Values $6.85
Boys' Two-Pant Suits
$13.50 and $15.00 Values $10.45
$17.50 to $20.00 Values $12.45
$22.50 to $25.00 Values $14.45
All two pant models, some have two pair long trousers, others have one pair short trousers. Well tailored from all wool cheviots and worsteds. Sizes 6 to 18 years.
Clearance of Wash Suits
Jerseys, woolens and combinations of fabrics. Blues and all desirable colors. Sizes from 3 to 7 years.
(5) $3.45 SUITS $2.65
(7) $3.95 SUITS $2.65
(7) $4.45 SUITS $2.65
(12) $4.95 SUITS $3.65
(13) $5.95 SUITS $3.65
(4) $6.45 SUITS $3.65
BOYS' SWEATERS
$1.85
Regular $2.45 Shaker Knit Sweaters in sizes 26 to 36.
BOYS' LUMBERJACKS
$2.65
All wool, blue and tan plaids. Knit waist, plain cuff, $3.50 values.
WOOL SHIRTS, HALF PRICE
Men's Oregon City and E. and W. Shirts. Plaids and solids.

Our Regular $2.45 and $2.95
SATIN BACK CREPES
Rich, heavy, firmly woven crepe for making blouses, dresses and trimming purposes. $1.59 Colors of buffalo, dark brown, everchestnut garnet, chesnut garnet navy blue, eggshell.
$3.50 Satin, $2.24
Skinners crepe back satin in beige, red feather, black, dark brown, navy.
$1.95 Satins, $1.39
Crepe back satin in tan, navy, garnet, kaffa, white and light pink.
$1.95 to $2.95 Flannel, $1.25
30 to 42-inch widths in stripes, plaids and figured patterns. Yard, $1.25.
$1.39 Wool Challis, 89c
32-inch wool challis of a fine, soft quality in fancy patterns and colors.
98c Tub Taffeta, 69c
Fanry plaid patterns in a choice selection of color combinations.
59c Charmeuse, Yard 35c
Serviceable fabric for many purposes. All fast colors in a large variety.

Children's
COATS and DRESSES
The Coats come in plain and fur trimmed models—tweeds and other wool materials. Sizes 6 to 12 years. Garments formerly priced from $8.95 to $16.50.
1-2 PRICE
The Dresses include adorable styles developed from crepes and jerseys in a wide range of smart colors and combinations. Formerly priced from $5 to $12.50.
1-2 PRICE

Activities Planned For Woman's Missionary Society

Officers Of Methodist Group Meet In Home Of President On Thursday Afternoon; Social Hour Also Held

Will Have Installation At Joint Session With Mary Helm Auxiliary Monday In Parlor Of Church

PLANS FOR the coming year's work were made by officers of the Woman's Missionary society of the First Methodist church Thursday afternoon in the home of the president, Mrs. R. T. Campbell, 1621 Avenue Y, who presided for the meeting.

It was decided to hold circle meetings again during 1930, as has been the custom for several years, but the group will be divided into 10, rather than four circles.

Plans also were made for a joint meeting with the Mary Helm Auxiliary to be held Monday afternoon at 3 o'clock in the church parlor, where officers for 1930 will be installed. Rev. H. I. Munger, pastor of the church, will have charge of the installation services. Names of circle chairmen will be announced at that time, as well as the names of members of the various circles.

New Officers.

W. M. S. officers to be installed Monday are Mrs. R. T. Campbell, president; Mrs. W. C. Rylander, vice-president; Mrs. J. C. Orr, recording secretary; Mrs. Ruff Williams, corresponding secretary; Mrs. T. V. McKinney, connectional treasurer; Mrs. W. N. Stanton, local treasurer; Mrs. C. B. Powell, superintendent of study; Mrs. J. P. Edgar, agent of "Missionary Voice"; Mrs. Erle Thompson, superintendent of social service; Mrs. G. B. Walden, superintendent of local work; Mrs. R. C. Odom, superintendent of supplies; Mrs. A. G. Odom, superintendent of Gibson Auxiliary; Mrs. R. L. Carroll, superintendent of publicity; Mrs. A. B. Ellis, pianist.

Others Present.

Others present at Thursday's meeting were the following district chairmen who served during the past year: Mesdames George R. Bean, Bonnie Crawford and C. C. Webb.

An informal social hour was enjoyed after the business session, and light refreshments were served.

Personals

Mrs. Allene O'Neall Huffman of Philadelphia and Dallas arrived Thursday morning to attend the Charles F. O'Neal funeral which will be held Saturday morning at 10 o'clock.

Mrs. Lee Donnell and two children, Ruth and Sidney, have returned to their home, 2201 Main street, after spending the holidays visiting in Graham and Elmaville.

Miss Rena Collier of Spur spent yesterday visiting in this city.

Thomas Bartlett and Ted Moody, of Dallas, have returned to Lubbock after visiting in their homes during Christmas and have re-entered Texas Tech college.

Floyd Wooldridge, football star of the Matador team during his stay in Texas Tech college, has returned to enroll in the college after an absence of several terms.

Mrs. Mary Dahn, of Bonham has been the house guest this week of Mrs. Dick Borders of this city.

Cricket Parks of the Roberts-Dearborn company has returned home after visiting friends in Clovis, N. M.

Miss Estie Castleberry has returned to her teaching duties in Clovis, N. M., after visiting her parents during the Christmas holidays.

Mr. and Mrs. A. G. Odom and daughters, Alyne and Lorena Odom, returned Sunday from a visit to Austin and surrounding towns. They were joined en route by another daughter, Mrs. R. G. Reed.

At Leander the party visited in the home of Mrs. Odom's mother, Mrs. D. L. Dorroh, where seven sisters and brothers were gathered for Christmas celebration.

Carl and Raymond Pfleuger have returned from their Christmas vacation spent in Eden.

CAMP FIRE MEET

Miss McFarland Hostess To Group Here Wednesday

The Songan Camp Fire group met Wednesday afternoon at the home of the guardian, Miss Dorothy McFarland, 1911 13th street, for a business meeting.

Nancy Ann Halsell, vice-president presided at the meeting and Christine Lane, secretary, read the roll. Mary Ross Edwards, Sarah Beth Fox were voted as new members into the group.

One-fifth of the cows in Denmark are milked by machinery.

AT THE THEATERS

LINDSEY

"The Trial of Mary Dugan" with Norma Shearer.

PALACE

"Paris Bound" with Ann Harding and Frederic March.

LYRIC

"The Bondman," starring Norman Kerry.

Luther Blagg And Miss Dodson Wed

Couple Married In Clovis, New Mexico, With Three Lubbock Young People Witnessing Ceremony

Luther Blagg of this city and Miss Ruth Dodson formerly of Lubbock but now of Wichita Falls were married in Clovis, New Mexico Saturday evening, December 28, with the justice of the peace officiating.

Accompanying the couple were Lynn Peveto, Miss Billy Harper, and Yancey Price, and directly following the ceremony all of the young people returned to Lubbock.

Mr. and Mrs. Blagg will be at home in Lubbock at 616 Main street for a time.

Missionary Group Given Party Here

Mrs. A. B. Ellis Hostess To Circle Wednesday; Games Furnish Diversions And Refreshments Are Served

Members of Missionary circle No. 2 of the First Methodist church met Wednesday afternoon in the home of Mrs. A. B. Ellis, 1802 Avenue O, for a social hour.

Games were engaged in and at tea time the hostess served light refreshments to Mesdames George R. Bean, W. C. Rylander, P. Barrett Penney, R. C. Odom, M. H. Sneed, Bob Smith, Emory Butler, L. D. Rankin, Walter Ames, S. Horace Scott, J. D. Stalmaker and R. A. Holland.

Forty-Two Party Held Wednesday

Mr. And Mrs. H. W. Sims Are Hosts At Pretty Affair; New Year Motif Is Used In Entertaining

Mr. and Mrs. H. W. Sims, 902 Avenue Q, were hosts at a forty-two party in their home Wednesday evening. The New Year's motif was used in entertaining.

Radio music furnished entertainment during the game hour and J. H. Beard won high score.

The hosts served a delicious refreshment plate to the following guests: Messrs. and Mesdames W. C. Rylander, Sam T. Davis, A. B. Ellis, J. H. Beard and C. B. Powell.

Princess Leaves For Her Wedding

Marie Jose En Route For Rome To Become Bride Of Humbert, Heir To Throne Of Italy

BRUSSELS, Jan. 2. (AP)—Princess Marie Jose will leave this capital tomorrow for Rome, where on January 8 she will become the bride of Humbert, Prince of Piedmont and heir to the Italian throne.

She will be accompanied on a special train across France and Italy by her father, King Albert, and her mother, Queen Elizabeth, high government dignitaries and attendants at the wedding.

Extraordinary precautions will be taken over the entire route to prevent untoward incident. An attempt was made recently to assassinate the groom when he visited Brussels to announce his betrothal, and several conspiracies against lives of the Belgian royalties and Italian dignitaries have been uncovered.

Photographs Given

The princess, youngest of three children of the Belgian royal pair and but 23 years old, yesterday took leave of the personnel of the royal house. Each member was presented with the princess' photograph and an autograph inscription signed "Marie Jose."

Both princess and the household were moved by the leave-taking; each had known the other for many years, and few eyes remained dry.

The presidents of the senate and the house of deputies arranged to meet the princess today, bringing gifts, and bidding her farewell.

Officials of the government in Ethiopia have decided that watches are necessary in order to have an official time.

Housewives of New Zealand are using American vacuum cleaners

2-DAY COUGHS END OVERNIGHT



A protracted cough is a danger signal. Since 1884 thousands have benefited on Mother's Salve to quickly relieve colds, coughs and catarrh. Promptly applied to nose, throat, chest or back, Mother's Salve produces a penetrating vapor which works surely and gently. Ends coughs overnight. Mother's Salve is pleasantly scented, easy to use and quick to act. Full directions on every jar. For sale at all drug stores. Two sizes, 30c and 50c.

Vaporize "Mother's Salve" for Colds

Presbyterians To Have Church For Little Folk Soon

Plans Are Made At Sunday School Worker's Meeting Here; Changes Made In Program

A junior church congregation will be established in the First Presbyterian church soon following plans laid Wednesday evening in a meeting of the Sunday School Workers' conference.

Miss Virginia McLean, educational director of the church, will be in charge of the services, which are to begin Sunday, January 26.

It was also decided to change the Sunday school program so that there will be no break between the general meeting of the classes and of the morning church service. This will eliminate a waste of some 15 minutes, and it is the belief of church officials that more people will remain for the morning service.

The Sunday school superintendent, N. L. Peters, presided for the session, and J. J. Clements, superintendent of the adult department, had charge of a devotional on the subject, "Make Me More Usable." A report by R. T. Groves, Sunday school secretary, showed a considerable increase in enrollment during the past quarter.

The following representatives gave reports on departmental plans for the next quarter: Mrs. Ed Ainsworth, cradle roll; Mrs. L. C. Ellis, primary; Mrs. H. A. Davidson, junior; Mrs. G. W. McCleary, intermediate; Miss Jennie Robison, young people; Mrs. G. D. Robison, adult.

Mrs. Dingus Has Party For Guest

Countiss Callan Honoree For Pretty Function On Wednesday; Four Tables Arranged For Forty-Two

Mrs. William Dingus was hostess at a party Wednesday evening in her home, 2302 21st street, complimenting her neice, Miss Countiss Callan of Slaton.

Attractive decorations of poinsettia plants and other effects characteristic of the season lent loveliness to the living room, where four tables were arranged for games of forty-two.

At the close of the evening's playing, the hostess passed dainty plates of sandwiches, salted almonds, and punch to Messrs. G. W. Bonner, Cecil Hilley, Trent Campbell, Chalmers Callan, Sanford Gabrielle, Hubert Hopper, Weldon Snodgrass, Paul Cowden; Misses Paulina Foard, Margaret Turner, Mary Edna Chapman, Lois Cooper, Felice Dockray, Countiss Callan of Slaton, Hollyee Sellers and Mrs. Weldon Snodgrass.

STEAMER STRANDED

LIMA, Peru, Jan. 2. (AP)—The National Telegraphs announced today that the Chilean steamper Mapocho was stranded at Samanco, 200 miles north of Callao and that panic prevailed on board. The Mapocho, whose home port is Valparaiso, Chile, is a steamer of 1,552 tons belonging to the Compania Sud Americana de Vapores.

CHRONIC COUGHS CHECKED IN A FLASH! One Swallow and the COUGHING STOPS! MENTHOLENE—A Specialist's prescription—gives INSTANT relief. No "dope." Get Mentholene from druggist today. Check stubborn cough at once.

Lindsey

NOW SHOWING

"The Trial of Mary Duggan"

with

Norma Shearer

Lewis Stone

Don't Miss This Sensational Murder Trial

Also

Sound News

Comedy

With

Stan Laurel

And

Oliver Hardy

Sports Clothes Now Are "Feminine"



New and softly feminine is the trick of using bandings of smocking as decorative insertion on a tweed suit.

BY HENRI BENDEL

Written for NEA Service.

NEW YORK, Dec. 30.—Sports suits for Palm Beach flatter their wearers in the most feminine manner.

They are soft in texture gentle in line, becoming in their color and beautiful in their detail of trimming.

An imported Chanel suit of grayish blue tweed uses bands of smocking as if they were insertion, for its trimming, along with fancy buttons and pointed edges wherever possible, in the finish.

The skirt is gored, with two bands of smocking marking the bottom and the top of the yoke and two bands running down from the yoke to the lower hand-finished edge.

There is a tuck-in decorative sweater blouse, in brighter tones of blue, gray, black and white, which has a scarf that can be worn like an Ascot. The coat is a Norfolk jacket but modified most femininely, with bands of the smocking running down from its yoke on both sides and in the back and down the sleeves into very intricate cuffs.

The hat that tops this suit is felt, but it also is intricately cut. It is a Marie Christine of gray felt, trimmed with a dog leash of gray leather. The crown has a fan pleated into it.

Annual Party For Sorosis Club Held

New Year Affair Attended By Club Members And Husbands; Mr. And Mrs. W. W. Royalty Are Hosts

The annual New Year party for members of the Sorosis club and their husbands was given Tuesday evening in the home of Mr. and Mrs. W. W. Royalty, 1619 19th street.

Lovely Christmas decorations were used in the entertaining rooms where forty-two was played. Handmade candies in candy holders were used as favors for the refreshment plates of fruit cake with whipped cream and coffee served later in the evening.

Those attending were Messrs and Mesdames R. M. Boyd, William Dingus, S. A. Henry, G. W. McCleary, J. D. Peters, C. B. Powell, C. E. Roberts, W. W. Royalty, A. T. Stewart, R. S. Williams, O. B. Hewett, Carl Slaton, and H. A. Davidson; Mesdames R. T. Campbell, J. R. B. Cooper, R. H. Moore, and Miss Frances Campbell.

IN NO DANGER

PORTLAND, Ore., Jan. 2. (AP)—A radio message from Captain Johnson of the States Line steamer California, reported in distress 300 miles off Tatoosh island, was received today by offices of the States Line here saying the vessel was in no immediate danger.

The message stated the vessel would return to the Columbia river for repairs at once. The emergency steering gear had been rigged, Captain Johnson said.

Chest Colds Rub well over throat and chest VICKS VAPORUB

OVER 17 MILLION JARS USED YEARLY

PALACE

NOW SHOWING

Out The Window Flew Happiness— To PARIS



ANN HARDING in PARIS BOUND with FREDRIC MARCH

Paths Picture

When Love Flies Out the Window in These Modern Times—It Heads Directly for Paris! Paris, the Home of Girls, Gaiety, and Divorce! You'll Want to See This Great Cast of Screen and Stage Stars, Headed by Exquisite Ann Harding, in Philip Barry's story of Sophisticated Modern Marriage!

Also

NEWS

SOUND FABLES

BEACH BABIES

2-Reel Comedy

LYRIC

FRIDAY AND SATURDAY



World Wide Pictures, Inc. Presents

NORMAN KERRY

In

SIR HALL CAINE'S GREAT NOVEL

The BONDMAN

Directed by Herbert Wilcox

An Imported Photoplay

Actually Produced on the Isle of Man and in Sicily

Also

Comedy and Cat Comedy

Admission

Child 10c Adults 30c

Technical Topics from Texas Tech

BY FAY FOOTE

Tech College Staff Correspondent

REGISTRATION YESTERDAY

Long lines of registering students filled the corridors yesterday as many old Tech students returned from their homes to the fifth winter session. The lines were especially long in front of the offices of the deans and in front of the business offices. The paying of fees continued until late yesterday afternoon and only a few students waited until this morning to pay them.

NEW STUDENTS ENROLL

Numerous new students were enrolling in the college yesterday. Among them were: Blanche Sutton, Brownfield; Pauline Thomas, Lubbock; Katheryn Sowell, Lubbock; Audrey Peveto, Lubbock; Mrs. Scott Hollingsworth, Lubbock; Genelle Wilhite, Lubbock; Allie Mae Tipps, Quitaque; Cleone Newberry, Dickens; Gertie Roe, Aile; Marjorie Collier, Stanton; Virginia Meachum, Lubbock; Gladys Fincher, Chillicothe; Marjorie Russel, Lubbock; Alvena Neece, Shamrock; Thurston Nicklas, Fort Tawson; Bob Moffett, Lamesa; Lennis Baker, Lubbock; Garland Moore, Olney; Victor Smith, Merkel; Marvin Meyers, Lubbock; Johnnie Young, Commerce; J. C. Williamson, Lubbock; Buster Thompson, Lorenzo.

OLD STUDENTS RETURN

Former students who have not been registered in the college for the last term who were registering in the administration building yesterday include: B. H. Roberts, Roland Keefe, Jack Mimms, E. E. Wright, Frank E. Wilcox, Buck Davis, Ruth Culwell, Mary Lou Bayless, Elsie Crawford and Hallie Jess Millsapps.

WHERE TO PUT HER?

Three deans are debating the question of where to place a new Tech student. She is Mrs. V. R. Tenebel and is entering the college for the first time. The difficulty arises over the fact that Mrs. Tenebel is taking one subject in the School of Home Economics, one in the School of Liberal Arts and two in the School of Agriculture. She is also carrying one course in Bible.

FIRST TO PAY FEES

Henri Mast of Lubbock was the first person to pay winter term registration fees. He is a pre-med student in the School of Liberal Arts and is classified as a junior.

DR. GRANBERY HOLDS OFFICE

During the holidays Dr. J. C. Granbery, head of the department of history, attended a meeting held at Southern Methodist university, Dallas, where an organization known as the Southwestern Society of Biblical Study and Research was perfected. Dr. Granbery was made vice-president of the new organization and Dr. C. M. Bishop, of S. M. U. was chosen president.

The next meeting is to be held in Fort Worth at Texas Christian university. Five states, Texas, Louisiana, Oklahoma, Arkansas and New Mexico are represented in the society which was organized for those interested in the scientific study of the Bible.

Miss Mary De Bardeleben, member of the Tech faculty, was also asked to become a member.

LECTURE SUNDAY

Dr. E. F. George, head of the department of physics, will speak on "Science and Religion" at the fourth lecture on religion to be given at the college Sunday at 4 o'clock. The lecture, to which the public is invited, will be given in the auditorium of the Chemistry building.

R-E-X

TODAY AND SAT.

Hoot Gibson

In

"The Wild West Show"

See Hoot at his best in this one—also

Vanishing West

Chapter No. 3

and

"Comedy"

Admission: Child 10c

Adults 25c

START NEW SYSTEM

Building Permits Must Be Approved By Schlag

Under a new system of issuance of building permits, which was inaugurated yesterday, the application must be approved by D. J. Schlag, city building inspector, before the permit is issued.

Application for a permit for $1,500 improvement to her store at 909-10 Broadway was made yesterday by Mrs. Jack Roberson.

Three building permits totalling $30,300, were issued the first day of the year.

STOPS FALLING HAIR



Lucky Tiger knocks dandruff and scalp ailments by killing germs, like Whyte-Fox knocks skin irritations. Both sold under Money Back Guarantee. At Barbers and Druggists.

LUCKY TIGER

THOUSANDS ARE NOW USING

WHYTE-FOX NO. 2

The New Two-Way Treatment for

GRAY COLOR AND SKIN IRRITATIONS

Contains 14 active ingredients of well-known therapeutic value. Its record shows the best

CORMACK & EUBANKS

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2014 18th St.

CLEM N. GAUSS

NEW DRESS FASHIONS for Spring

and they cost only

$9.90



Gay plain colors and sprightly prints . . . charming styles for a diversity of needs.

Here they are! *New dresses . . . straight from New York . . . every one as smart and different as a dress should be . . . and all of them priced with unusual attention to more style and better quality at a lower price. The smartest features of the new silhouette have been used in their styling . . . though hemlines are only slightly uneven, skirts are definitely longer and hiplines moulded. The colors are as fresh and alluring as a spring day . . . with black to emphasize the high shades. Be sure to see them . . . and soon. Sizes for women, misses and juniors.*

J. C. PENNEY CO.

Broadway At Texas Avenue



YAGER SHOE CO.



Final Reduction Prices

On Thousands of Pairs of Men's, Women's and Children's Shoes

Begins Today

You know what that means, so we urge you to come early.



SEE OUR WINDOWS



Two Trolleys Are Bombed In Strike

Investigation Is Started Under Old Law Providing Death Penalty In Such Cases Of Violence

NEW ORLEANS, Jan. 2, (AP)—In the latest violence attendant to the six-months old street car strike here, two trolleys have been bombed, the second blast occurring in a distant section of the city while authorities were investigating the first in the downtown district.

Bombings last night followed the dynamiting of one car on Tuesday night. Police have announced they will arrest suspects under an old law providing the death penalty for such violence.

Federal marshals enforcing a court order protecting the street car lines have assisted in the investigations.

Passengers Faint

Miss H. McPherson and Miss Whitney David, two passengers, fainted when the first car encountered a charge of dynamite laid on the tracks. Eight other passengers were unhurt.

Floor boards in the front of the car were torn up. The detonation broke 25 panes of glass in a nearby house, and additional panes in a cigar factory adjacent.

The second car was bombed in a similar fashion. Four passengers escaped injury.

SUSPECT ARRESTED

MEXICO CITY, Jan. 2, (AP)—Police tonight investigated an alleged attempt to assassinate Governor Raymundo Enriquez of Chiapas who is here on leave of absence. They held a man giving the name of J. Moran Castillejos, whom friends of the governor said had fired at him with a pistol.

INSTALL MAIL BOXES

(Special To The Avalanche)

LAMESA, Jan. 2—Six corner mail boxes will make their appearance in the Lamesa business section after the tenth of January, according to J. D. Dye, postmaster. The boxes will be included in the Federal program of free city delivery of mail in the business district here which begins during the latter part of January.

ASKS RECEIVERSHIP

NEW YORK, Jan. 2, (AP)—Stanley M. Lazarus, counsel for the class A stockholders committee of the Fox Film corporation, in a statement issued today said "indications are that a receivership must be resorted to at once in order to protect all interests."

LINDBERGHS ON TRIP

ST. LOUIS, Jan. 2, (AP)—Col. and Mrs. Charles A. Lindbergh took off from Lambert-St. Louis Field at 9:30 a. m., today for Kansas City, resuming their inspection trip over the line of the Trans-Continental Air Transport, Inc. They were New Year's day guests in St. Louis.

ASKS FOR AID

PORT ANGELES, Wash., Jan. 2, (AP)—Wallowing helpless 300 miles off Tatoosh Island with a broken steering gear and her after-hold filled with water, the steamer California today asked aid from the coast guard. The cutter Snohomish left shortly after 2 a. m., expecting to reach the Californian in approximately three days.

Roses cut in a Murray Hill, N. J., nursery on November 8 were fresh and full of perfume when exhibited on November 20 in Royal Agricultural Hall, London.

DR. REA COMING TO LUBBOCK

Specializing in internal medicine treating diseases without surgical operation

At The Lubbock Hotel
Wednesday, Jan. 8th
from 9:30 A. M. to 4 P. M.

ONE DAY ONLY

Free Consultation And Examination

DR. REA well known American physician, licensed by the State, visiting professions by many important places in the state.

Specialist in stomach diseases, liver, bowels, blood, skin lungs, nerves, heart, kidneys, bladder, nose, throat, rheumatism, neuritis, bed-wetting, pellagra, blood pressure leg ulcers, slow growth and deformities in children.

He does not operate for chronic appendicitis, gall-stones, ulcers of stomach, goitre. Small tumors, skin cancer, tubercular glands, moles, warts, facial blemishes, piles, fistula varicose veins successfully treated with hypodermic injection method.

Dr. Rea is an experienced practitioner in chronic diseases and applies his efforts in the interest of those diseases he is best qualified to treat, so if ailing, and not getting any better, see him, at this time.

He will give free consultation and examination. Services and medicines at reasonable cost in those cases in need of treatment. Remember the date, and bear in mind that his treatment is different.

Married women should come with their husbands, and children with their parents.

REA BROS. Medical Laboratory. Minneapolis, Minnesota.

SWINDLING CHARGED

SWINDLING CHARGED

T. L. Diffy Held On Three Worthless Check Charges

T. L. Diffy is being held by Lubbock county sheriff's department on three charges of swindling, after his bond was set at $100 in each case before Judge Robert H. Bean.

Diffy is alleged to have given three worthless checks, using blanks of the Brownfield State bank. The checks were for $5, $6 and $3.

Increase Expected In Enrollment At Tech Winter Term

Registration Is Started Thursday; Courses In All Departments Outlined By Professors

The enrollment at Texas Technological college, registration for which began yesterday, is expected to be increased for the winter term beyond the present number of 2,052, according to an announcement yesterday afternoon from the office of the registrar.

Courses were being outlined yesterday in all departments of the college. Grades for the fall term have been arranged in the office of the registrar in preparation for the winter term.

Plan New Course

The department of architecture announces that a general course in the history of architecture will be given on Mondays, Wednesdays and Fridays from 1 to 2 o'clock, beginning with the winter and continuing through the spring terms. Lectures in the course will be given by Professor F. A. Kleinschmidt.

The course is open to all upper classmen in the college and citizens of Lubbock.

FISHING BOAT HELD

NEW LONDON, Conn., Jan. 2, (AP)—Listed by the coast guard as a rum running suspect, the fishing sloop Gander was brought to the state pier here today by the patrol boat C. G. 124, whose crew said the vessel failed to heed its command to halt. An examination revealed no liquor aboard, and it was expected the sloop would be freed later today.

TWENTY-FOUR OVERCOME

PITTSBURGH, Jan. 2, (AP)—Twenty-four men were overcome today in a small building where they were preparing for work at the plant of the Duquesne Light company on Brunot Island, in the Ohio river, here. They were removed to a hospital, but company officials said none of them was in a serious condition.

Mexico is giving federal co-operation in promoting the athletic tournament which will be held at Mazatlan and other cities next Summer.

Radio Wins Mme. Frances Alda at Peak of Opera Career; She Says She Has No Regrets For Leaving Metropolitan

By RICHARD MASSOCK
Feature Service Writer

NEW YORK, [illegible] (AP)—Mme. Frances Alda is about to sing farewell to the audiences of the Metropolitan opera house, and she has no regret whatever.

For she is going to devote herself to a much larger audience in a field where the emoluments are even greater than they are in the music temple of New York society, where she has sung for 22 years.

Madame Alda's last appearance on the stage of the Metropolitan will be in the title role of Puccini's "Manon Lescaut" Saturday afternoon, December 28. After that she will keep her voice for radio chain presentations of operatic airs, in which she pioneered a half-decade ago.

In moving over to the radio ranks, Madame Alda says she wants no gala good-bye—no floral tributes either in baskets or in speeches.

She thinks with her friends that her voice is better than ever, and she wants to leave her accustomed audiences in good voice. Furthermore, she is doing that now so that people will never, in her own words, be able to say:

"Mimi? Why, she looks like Mimi's great grandmother!"

For she is best known, perhaps, as Mimi in "La Boheme." Not that she is partial to "Mimi;" she has no "favorite role." She is only 45 years old, and she has sung in 42 different operas.

Frances Alda made her operatic debut in the Paris Opera Comique in 1904. Her first role was that in which she bids adieu to the glamorous stage, Manon—but the Manon of Massenet, who himself taught her the part.

Born in Christ Church, New Zealand, she had studied music in Paris.

In 1908, she came to the Metropolitan, singing Gilda in Verdi's "Riggoletto" the first year. Two years later she was married to the opera company's general manager, Giulio Gatti-Casazza. In the fall of 1928, their Mexican divorce was announced.

"But we are perfectly amicable," she said in the French living room of her Park Avenue apartment. "We just couldn't get along together. Now everything is quiet and peaceable. Gatti was here for tea just a few days ago."

As for Madame Alda's art, she practices 45 minutes every morning. And the exercises are the same today as they were 25 years ago.

A year ago, when she first sought to retire from the Metropolitan—Gatti-Casazza and Otto Kahn induced her to remain another season—she announced that she intended to adopt a boy and a girl "to make life worth while." She has not yet adopted them, but she still has that intention.

Her memoirs she now is writing for a book, to be called "Coming of Age at the Metropolitan."



Mme. Frances Alda has no regrets that she is leaving the operatic stage for the radio. At left she is shown as Mimi in "La Boheme," her most famous role. At the right is her characterization as Ginevra in "The Jest."

Swedish reindeer herds contain about 250,000 animals valued at about $2,010,606.

Eighty-five per cent of the homes in New Hampshire are wired for electricity.

A THREE DAYS' COUGH IS YOUR DANGER SIGNAL

Coughs from colds may lead to serious trouble. You can stop them now with Creomulsion, an emulsified creosote that is pleasant to take. Creomulsion is a medical discovery with two-fold action; it soothes and heals the inflamed membranes and inhibits germ growth.

Of all known drugs creosote is recognized by high medical authorities as one of the greatest healing agencies for coughs from colds and bronchial irritations. Creomulsion contains, in addition to creosote, other healing elements which soothe and heal the inflamed membranes and stop the irritation, while the creosote goes on to the stomach, is absorbed into the blood, attacks the seat of the trouble and checks the growth of the germs.

Creomulsion is guaranteed satisfactory in the treatment of coughs from colds, bronchitis and minor forms of bronchial irritations, and is excellent for building up the system after colds or flu. Money refunded if not relieved after taking according to directions. Ask your druggist. (adv.)

CREOMULSION
FOR THE COUGH FROM COLDS THAT HANG ON

MAYORSHIP SOUGHT

Two Men In Race At Lamesa As Campaigns Begin

(Special To The Avalanche)

LAMESA, Jan. 2.—The city election race here in April promises to be an interesting affair with two candidates for mayor already announced. The present mayor E. B. Warren, has announced that he will run to succeed himself, while a prominent physician, Dr. F. C. Warnick, states that his hat is in the ring. No candidates have been announced yet for the position of the two city commissioners although considerable rivalry is expected in that race.

MEXICO AT PEACE

MEXICO CITY, Jan. 2, (AP)—Reports from military commanders throughout Mexico to the secretary of war today disclosed the entire country at peace for the first time in several years.

The secretary of war announced not a single governor had reported a military problem of the slightest importance.

Large water power plants are being constructed in Spain.

Chinese coolies are reported to be so anxious to move to Manchuria that they are selling their children to raise money for the venture.

WALL PAPER SALE!

Closing out our entire stock of beautiful non-fading wall paper patterns at less than cost to make room for our 1930 s tock. Over 200 patterns to select from.

INTRODUCTORY OFFER
Waterproof Varnish
Per Gal. $2.85

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CHEVROLET



Tomorrow

CHEVROLET makes a Sensational Announcement

SATURDAY

Jan. 4TH

Congratulations

To The Owners, Contractors And Management Of The New

Hilton Hotel

We were indeed happy to have given our typical, superior Lumber Service during the construction of this 200 room Hostelry.

Foxworth-Galbraith Lumber Company

Phone 430 8th and Ave. H.

Shawkey Faces Task Of Re-Shaping New York Yankees

Matadors Whip Hornets, 42-22, In Practice Contest



When the Jack Monroe "Open Challenge" Had to Be Closed Up

An open challenge plan sure put Harry Pollok and myself in hot water once. Harry, you recall, handled Young Corbett, Freddie Welsh and Jack Monroe among others. With Pat Powers he promoted six-day bicycle races at the old Madison Square Garden. Now he's doing publicky for Baron Longs and Writ Bowman's big casino and race track at Agua Caliente, Mexico.

After his fight with Sharkey in Philadelphia in 1903, Jack Monroe was matched with Jeffries in San Francisco. I was training Jack when



When we reached the theater — my, what a mob of heavyweight fighters there was! All waiting to get a crack at Monroe for the money. In the lot I noted Big Jack McCormick, who crossed up Kid McCoy and kayoed him in that same theater. I seem to recall Billy Stift and Jack Root among others.

We knew were were heading into trouble. We recalled Coffroth's words We had to think fast. I phoned Houseman that Munroe was indisposed from the trip from California; for the time being, he'd meet a wrestler. Houseman sent us "The Cuban Wonder."

When the curtain went up, I stepped forward, to gaze at the greatest array of cauliflower I've seen anywhere. Big, tough fighters!

I held up my hand, told the audience it was regrettable that there were no fighters to try for the $1000 and that under the circumstances, Munroe would do his best to entertain with the services of a wrestler.

Fighters started to squawk from all parts of the house. As I finished, Jack and the Cuban started a tussle that drew the crowd's attention from the protesting battlers. And we got away with it!

We got aJck (Twin) Sullivan, the middleweight, to finish out the week with Munroe. We explained the original $1000 offer by saying I had decided it was best to save Munroe's hands for the fight with Jeffries. Promoter Jim Coffroth decided the fight should be put off three months.

Pollok and I decided we'd have to make some money. We won Coffroth' grudging consent to going east to meet all comers.

"Remember Tim," "Sunny Jim" adjured me, "if Monroe gets knocked out, come back alone."

Lou Houseman, then writing sports for the Inter-Ocean, told Chicago that Munroe, the man Jeff was afraid of, would be at the Trocadero theater, willing to pay $1000 to anybody he couldn't stop in four rounds.

Thirty-Five Men In Line For Jobs With Old Champs

New Yank Pilot Has Plenty Of Material But Must Find Best Combination; Recruits Promising

BY BRIAN BELL,
Associated Press Sports Writer.

NEW YORK, Jan. 2. —(AP)—The New York Yankees will give Bob Shawkey, the new manager, 35 players next month and ask him to fit the baseball puzzle picture together. There are enough players of known worth in the assortment to make the former world champions contenders again if Bob, the Gob, can strike the right combination.

His first problem will be arrangement of the infield. Only Lou Gehrig is established. He will play first base as usual, Tony Lazzeri is a certainty in the line of first defense, but whether he will again take care of second remains to be seen. He may be needed elsewhere. Mark Koenig has shown that he is a better shortstop than third baseman so he probably will return to his former love. A general scramble may result between Lyn Lary, Jimmy Reese, Lary's former teammate, Ben Chapman a great hitter and the talkative Leo Durocher for the one place likely to be open. Not even Shawkey, however, knows what that vacant place will be.

Ruth And Combs Back

Two-thirds of the outfielders will be back, the rejuvenated Babe Ruth and Earle Combs. Allan (Dusty) Cooke, great prospect from St. Paul, has been tentatively accorded Bob Meusel's former post. more or less by acclamation, but Sam Byrd, ball player and golfer extraordinary will ask that his vote be recorded in the negative. There are only five outfielders available, Cedric Durst being the fifth, and all will be retained.

One of the older school of recruits, Eugene (Bubbles) Hargrave, with ten years in the National League behind him, will bolster the catching staff after a year as manager of St. Paul in the American Association. Dickey, a fine newcomer, Bengough and Jorgens of last year's club and Bill John Karlon drafted from Springfield. Mass. complete the receiving staff.

Pitchers Plentiful

Manager Shawkey, who was a great pitcher in his day, will have a crop of 17 pitchers, prospects and near pitchers from which to choose his staff. Hoyt, Pipgras, Zachary, Heimach, Wells, Pennock, Sherid and Johnson are veterans, although the last two are young in years.

Among the recruits with the best records are Vernon Gomez, from the San Francisco club, and Louis McEvoy from Oakland of the Pacific Coast league; Louis Americus Polli of St. Paul and Ivy Andrews, from Albany. Rhodes, Craig and Van Elt have had trials with the Yankees. Edwards was a star in college and threatened to develop into a real pitcher when he was with the Boston Braves. Henderson, late of Jersey City, at times has seemed to be on the verge of becoming a sensation.

Three Outstanding Backfield Stars Feature 1929 "All-State" Grid Team

Composite Eleven Is Gleaned By The A. P.

DALLAS, Jan. 2. (AP)—Three outstanding backfield stars, an abundance of fine tackles, guards and centers, and a scarcity of great ends marked the 1929 state high school race, as reflected in the "all-state" selections of nine sports writers.

A composite team, gleaned by the Associated Press, revealed that Boyce agness of the Breckenridge Buckaroos, co-holder with Port Arthur of the state championship, Kelly Scott of Marshall, and Ray Brandon of Cleburne generally were regarded as the finest trio of backfield stars in the race.

DeWitt Knight of Port Arthur was a unanimous choice at one end, but the critics were widely divided in the choice of his running mate.

Contrary to the usual practice, the scribes did not confine themselves to the teams that won district championships in looking for starring material. Five of the players represented in the concensus played on teams that did not win out in their section. Four district winners, Brownsville, Denton, Waco and Central (Fort Worth), did not place a man on the team. The composite selection is somewhat off-side in that it contains 12 players, one more than it could use conveniently. This was brought about through the fact that Dumesneil, Port Arthur, captain, and Hecker, plunging fullback at Sam Houston high (Houston), each received three votes for the fourth job behind the line. They will have to alternate at the position.

Team Is Representative

Although any agency that attempts to name the eleven outstanding players in a race that contains 68 teams cannot be entirely accurate, the team presented herewith may be considered at least representative. The nine sports writers who contributed their opinions followed the state race closely, especially in the bi-district, semi-final and final stages.

They are: Prexy Anderson, News, Abilene; Victor Davis, News, Dallas; "Tookie" Sheppard, News, Port Arthur; Victor Emmanuel, News, Galveston; Bill Parker, Times-Herald, Dallas; Jinx Tucker, News-Tribune, Waco; Wes Hodges, American, Breckenridge; Elmo Angell, Record-Chronicle, Denton; Harold V. Ratliff, Times-Review, Cleburne.

The team:

Dewitt Knight, left end, Port Arthur, 9 votes; Claude Cox, left tackle, Breckenridge, 3 votes; Fay Lagow, left guard, Forest (Dallas), 7 votes; Fred Nicklaus, center, Amarillo, 4 votes; Bill Stamps, right guard, Corsicana, 6 votes; Eugene Grimes, right tackle, San Angelo, 5 votes; G. Cary, right end, Breckenridge, 3 votes; Boyce Magness, back, Breckenridge, 9 votes; Ray Brandon, back, Cleburne, 6 votes; Kelly Scott, back, Marshall, 5 votes; Fred Hecker, back, Sam Houston, 3 votes; and Walton Dumesneil, back, Port Arthur, 3 votes.

The honor roll, including other players who received at least one vote follows:

Ends, Shear, Waco; Price, Lubbock; Richardson, Breckenridge, (San Antonio); Barfield, Port Arthur; Watson, Gilmer.

Tackles: Bennett, Brownsville; Nicklaus, Amarillo.

Guards: Summers, Brownsville; Pierce, Sherman; Thompson, Breckenridge; Royall, Waco; Golasinski, John Reagan (Houston).

Center: Turner, Port Arthur; McMillan, Waco; Hagler, Cleburne; Moore, Denton.

Backs: Semano, Brownsville; Granstaff, Denton; Graham, Breckenridge; Nash, Ball high (Galveston); Bufkin, Amarillo; Cabler, Brownsville; Frye, Jeff Davis (Houston).

Fast Exhibition Won By Paynemen Over City Outfit

College Five Wins Handily Over Weaver's Quintet, But Floor Work Is Ragged; Play Saturday

Tech cage artists were given a fast workout at the college gymnasium last night in their practice bout with the Lubbock Hornets, the cohorts of Coach Vic Payne emerging with the long end of a 42 to 22 count after a ragged exhibition of floor work.

The Crimson basketeers were off to a flying start to pile up a commanding lead over the city quintet, but lapsed into a listless coma as the first half wore on, the period ending with the collegians leading, 18-10.

Coach Payne used 14 men during the exhibition, with the starting lineup composed of Hodges and Fisher at forwards, Maxwell at center and Tadlock and Vinsant at guards showing up to the best advantage. Clarence Hodges set the pace in scoring with 14 points to his credit. The floor work of Maxwell and Grimes featured as did the long range shots through the netting by Tadlock.

Although the Matadors won handily from the Hornets, Coach Payne was far from pleased with the showing of his charges. There were times when the team functioned brilliantly but these were outnumbered by spells when no member of the club seemed to do anything right. The Matadors broke loose in the second half with a volley of baskets that left the city nds far behind, but this spurt came at a time when the "Camel" aditis were calling repeatedly for time-outs.

Jack Hays was the leading scorer for the invaders, accounting for

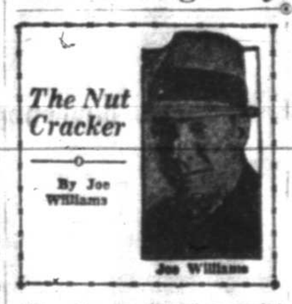
See MATADORS WIN Page 11

Leading Hurlers Of Senior Loop



THE LEADING PITCHERS of the National league during the 1929 season were, according to just released official averages: Charley Root, Cubs, highest percentage games won, .760; Bill Walker, Giants, lowest average earned runs per game, 3.08; Percy Malone, Cubs, most shutouts, five; most strikeouts, 166; Jess Petty, Pirates, least number bases on balls, 42.

Charles Arthur (The Great) Shires Suspended From Fighting In Rings Of Michigan By Boxing Commission



DETROIT, Mich., Jan. 2. (AP) — Charles Arthur Shires, White Sox first baseman, was suspended from fighting in Michigan rings by the State Boxing commission today.

The action was taken after the commission had heard evidence that Shires' handlers had attempted to induce a scheduled opponent to "lay down."

The scheduled bout was to have been last night with "Battling" Criss, of Rockwood, Mich., as an opponent. Yesterday morning it was announced Shires was ill with a cold and could not fight.

On the basis of evidence heard this afternoon, the Michigan commission ordered the suspension, which cancelled four scheduled bouts, and voted a recommendation to the National Boxing association that Shires be suspended in states controlled by that body.

The other day the wires carried the report that George Godfrey had knocked out Long Tom Hawkins in Roanoke, Va. Mr. Hawkins having been in Los Angeles at the time, was very much surprised.

Danny Murphy, the old Athletics' ball player, turned up as a vagrant in Chicago. Meantime, Danny Murphy, now a prosperous hardware dealer in Jersey City, read about his own downfall with tearful eyes.

O'Goofty says he's going up to Wilbert Robinson and tell him he's Judge Steve McKeever and ask him if he won't kiss please and make up.

O'Goofty also is billing a return match between Jack Dempsey and Gene Tunney at Devil's Island. He plans to have One-Eye Connolly take the part of Jack Dempsey and George Bernard Shaw fill in for Mr. Tunney.

Then he is going to sign up Loughran and Sharkey for another bout. Art Shires will take the role of Jack Sharkey and Pavlowa will be cast in the Loughran part.

O'Goofty also gave us a big tip on the Florida battle this year. It's to be between Schmeling and Campolo. The role of Schmeling will be played by Donie Bush of the White Sox (because of the excellent eyebrows) and the four Marx Brothers will act as Campolo.

And in the world series next year, by special arrangement, Nick Altrock will pitch the opening game for the Macks. Mr. Altrock will go to Mr. Mack five minutes before game time and tell him he's ready.

Ray Barbuti is going to be married. But before he takes the step he says he is willing to battle Art Shires. Wouldn't it be just like some wisecracker to ask if this is a training stunt?

We saw a picture of Mr. Rogers Hornsby on horseback the other day. It's Hack Wilson, however, who really needs the horse.

Gene Tunney will attend the dinner the 600 Millionaires give to William F. Carey January 14. That will give the affair the proper literary touch.

One of the biggest men in the six-day bike racing game is Pietro Linari, an Italian who stands six feet six inches and weighs 220 pounds.

New York Giants To Play 23 Games In Spring Period

NEW YORK, Jan. 2. (AP) — The New York Giants today announced an exhibition game schedule of 23 games, opening March 6 and closing April 14. Two dates are open and the number of practice tilts will be increased to 25. Sixteen games will be played with the Chicago White Sox. The Sox and Giants train at San Antonio.

Two games will be played with the Cleveland Indians, the only major league opposition other than the White Sox thus far booked. Only two minor league clubs appear on the schedule, Memphis of the Southern association and Shreveport of the Texas league. The exhibition season will be started and closed by college teams, the University of Texas and the Army.

Pitchers and catchers will report at San Antonio February 15 with the outfielders and infielders following two weeks later.

Night Coughing Quickly Relieved

Famous Prescription Gives Almost Instant Relief

Night coughs, or coughs caused by a cold or by an irritated throat are usually due to causes which cough syrups and patent medicines do not touch. But the very first swallow of Thoxine is guaranteed to stop the most stubborn cough almost instantly. Thoxine is a doctor's prescription, working on an entirely different principle, it goes direct to the internal cause.

Thoxine contains no harmful drugs, is pleasant tasting and safe for the whole family. Sold on a money back guarantee to give better and quicker relief for coughs or sore throats than anything you have ever tried. Ask for Thoxine, put up ready for use in 35c., 60., and $1.00 bottles bottles. Sold by Hotel Drug and all other good drug stores. Adv.

Rosenbloom And Leo Lomski Meet

"Rubber Decision At Stake In Bout At Madison Square Garden Tonight; Both Contenders

NEW YORK, Jan. 2. (AP)—Two of the best light heavyweights in the boxing business, Maxie Rosenbloom, busy welter from Harlem, and Leo Lomski of Aberdeen, Wash., tangle for the fourth time tomorrow night in Madison Square Garden with nothing more than the "rubber" decision at stake.

The elimination contest, ordered by the New York State Athletic commission to provide a successor to the retired Tommy Loughran, never did take Lomski into consideration. Rosebloom, the slapstick acrobatic star, lost his standing among the "favored four" by dropping a close decision in Buffalo to Jimmy Slattery, also of Buffalo, also overlooked in the early nominations. Slattery and Lou Scozza, also of Buffalo, must fight now for recognition here as the new title holder.

The boxers have met in a business way o nthree previous occasions, Leo won one, Rosenbloom won one, and another was a draw. Tomorrow night's ten rund feature should result in a definite edge one way or the other. Rosenbloom, fighting now in his best form, is a 8 to 5 favorite over the stiff punching westerner who has not appeared to advantage of late.

Mike Gonzales Is Made Free Agent

Chicago Cubs Release Veteran Backstop, Unconditionally; Action Follows Hartnett's Recovery

CHICAGO, Jan. 2. — (AP)—Mike Gonzales, one of Cuba's first contributions to major league baseball, became a free agent today as the Cubs gave him his unconditional release.

Thirty eight years old and hampered by a weakened salary wing, the veteran Cuban backstop probably passed out of the major league picture for good after 14 years of service.

Gonzales' release indicated the Cubs were convinced Leo "Gabby" Hartnett's right ar mhad healed and that he could be ready to take his turn behind the plate in the 1930 championship drive. Hartnett, who was out all of last season, recently pronounced his wing in good shape again.

MILWAUKEE, Wis., Jan. 2. (AP) The purse of Billy Wallace, lightweight who lost to King Tut, of Minneapolis in a bout here New Year's day, was ordered withheld today by the State Boxing commission pending a hearing of claims the Philadelphian could have continued instead of quitting at the end of the eighth round because of injuries.

May Pilot Case



Don Miller, one of the four horsemen of Notre Dame and during the past season line coach at Ohio State university, may become head coach at Case, Cleveland.

Major Saase Made Army Head Coach

Former West Point Line Mentor Succeeds Biff Jones At Academy; Is Cavalry Graduate

KANSAS CITY, Jan. 2. (AP) — Appointment of Major Ralph Saase as head coach of football at the United States Military academy to succeed Capt. "Biff" Jones next fall was officially confirmed by Gen. William R. Smith, superintendent of athletics, here late today.

The new West Point gridiron chief, who was graduated from the cavalry school at Fort Riley and the staff school at Ft. Leavenworth, has been Army line coach the last four years.

Captain Jones will be stationed at the field artillery school at Ft. Sill, Okla., after the end of the present scholastic year at West Point.

Army officials, stopping here briefly on their return from the disastrous Western invasion, announced the appointment of R. B. Semple of Cambridge, Mass., as football manager and J. P. McConnell of Boonesville, Ark., as assistant manager.

Denton Teachers Even Series Count

DENTON, Jan. 2. (AP) — Trailing until the middle of the second period but using a delayed offense with telling effect after obtaining a one-point advantage, the Denton Teachers college basketball team evened the series here with the Simmons University Cowboys from Abilene, winning, 46 to 32.

The game was marred by a flat fight between two of the players. Cowley, Denton forward, took high point honors with 15 points.

Both Jack Britton and Ted Kid Lewis are still fighting. Why not bring these two together again? It would be a treat for the fans to see a show that really has been thoroughly rehearsed.

Dixie Classic Is To Be Permanent

All-Star Football Clash Between Southwest And Midwest Will Be Annual Grid Attraction

DALLAS, Jan. 2. (AP)—The Dixie classic, bringing together all-star football teams of the Southwest and Midwest for the benefit of the Scottish Rite hospital for crippled children here, will be a permanent institution.

Officials of the event were enthusiastic over the turnout at yesterday's game, when almost 15,000 saw the Midwest triumph, 25 to 12, and predicted that the crowds would grow larger at each renewal. The new Fair Park stadium, with a seating capacity of 80,000, will be the site of next year's battle.

Each of the athletes who participated in yesterday's thrilling bout received a gold wrist watch bearing the inscription, "Dixie Classic, 1930." All had scattered for their respective schools today.

Major Cavanaugh Stays At Fordham

NEW YORK, Jan. 2. (AP)—Fordham university tonight announced the re-engagement of Major Frank W. Cavanaugh as head football coach for the 1930 season.

The "Iron Major," who turned out an undefeated eleven at Fordham in 1929, said two months ago he did not expect to renew his contract but university officials said today they had no difficulty arranging terms for a new one-year agreement.

Bienne, Switzerland, with a population of only 35,000, will soon have seven motion picture theaters.

SALE OF

MEN'S and BOYS'

SUITS

AND

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One lot of men's suits $15.00

These are an assortment of odd suits that were regular stock at $25, $30 and $35.

One lot of men's suits $19.00

These suits are of our new fall lines and are genteel—all have 2 pr. pants.

One lot of men's pants $3.85

These are an assortment of odd pants worth up to $6.50.

Men's Wool Shirts

20 PER CENT DISCOUNT.

Sweaters At

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WE DO WHAT WE SAY WE DO

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That Friendly Store

Simmons To Have Opponent In June

Josiah William Bailey To Enter Campaign Against Hoover Supporter In Next Democratic Primary

RALEIGH, N. C., Jan. 2. (AP) — Senator Furnifold M. Simmons, democrat, North Carolina, who supported Herbert Hoover for president, will have opposition in the democratic primary next June from one of the staunchest campaigners for Alfred E. Smith.

Josiah William Bailey, Raleigh, attorney and long a leader in the democratic party in this state, announced today he would be a candidate against Senator Simmons.

Field To Self.

Simmons has been a senator from North Carolina for more than 30 years, and has not been opposed for the office by a democrat since 1912 when the late Claude Kitchin, former representative from North Carolina, was an unsuccessful candidate against him in a primary.

Last year Senator Simmons bitterly opposed the nomination of Smith for the presidency and stumped the state in behalf of Hoover. His efforts were generally credited with placing North Carolina in the republican column.

George Lansbury, First Commissioner of Works of London, started three football games on a recent Saturday, kicking off for each game.

Forest rangers of the Far West report that the grizzly bear is almost extinct.

Questionaire Is Sent To Employes

AUSTIN, Jan. 2. (AP)—Each state employe returning to work today found a New Year's greeting in the form of a questionnaire sent out by Moore Lynn, state auditor.

Lynn explained the questionnaire was for the purpose of a personal survey. He pointed out that a number of states had followed a like course. Questionnaires were sent to all employes other than executives, and they are supposed to be answered by January 15.

The questionnaire contains 33 questions or requests. Among the matters of informations to be given are whether the employe has ever taken a Federal civil service examination, and, if so, what rating he attained, and the names of all persons related either by blood or marriage employed by the state.

Fair Association Looms For Lamesa

LAMESA, Jan. 2.—A permanent fair association looms for Lamesa following appointment of a committee of three business men at a recent meeting of the chamber of commerce to study plans for such an organization. F. T. McCollum, Carl Rountree and W. B. Collins were named on the committee. It has been pointed out that details of expenses and other matters will be placed in the hands of one responsible body with this plan. County Agent W. W. Evans and several prominent farmers in Dawson county expect a record breaking fair next fall in exhibits, attendance and education.

Offers $50,000 for Pacific Hop



NEA Los Angeles Bureau.

A purse of $50,000 for the first aviator to fly across the Pacific ocean has been offered by Colonel William E. Easterwood, famous Texas millionaire, shown here with Mrs. Easterwood as he sailed for Honolulu to confer with James Dole, rich pineapple king, whom he hopes to interest in the venture. Colonel Easterwood is also offering $25,000 for a Rome to Dallas flight.

Wardrobes Replinished For Social Functions Leading Up To Marriage

ROME, Jan. 2. (AP)—Womenfolk of the diplomatic set and those who are admitted at court have made sizeable purchases of toilettes in anticipation of social functions that will lead up to the Crown Prince's marriage to Princess Marie-Jose of Belgium Jan. 8.

Foreign diplomats, highly-placed government functionaries and members of both the Papal and Italian aristocracies have been replenishing their wardrobes. New full dress uniforms have been ordered by army, navy and aviation officers destined to attend the wedding ceremony and others leading up to it. The last category naturally includes Colonel Humbert of Savoy, the bridegroom.

Despite Mussolini's campaign in favor of made-in-Italy raiment, it is an open secret that Paris dressmakers and London tailors and haberdashers have had more than their share of the diplomatic and aristocratic custom. Roman tailors, however, have nothing to complain of, thanks to the boom given their handiwork by a report that the Prince of Wales will this year have some Italian models among his sartorial accoutrements. But even the most patriotic and home-boosting Italians have been showing a preference for English cloth, although ordering their evening clothes and formal morning and afternoon dress from their regular purveyors.

WASHINGTON, Jan. 2. (AP)—The war department has asked the attorney general to institute immediately condemnation proceedings to acquire for the government flowage rights to 126,000 acres of land in Missouri to be used in the development of Mississippi flood control.

Lubbock Court Records

Clara Harrell versus Reagan Harrell, divorce, 99th district court.

Panhandle Lumber company versus F. E. Brannon and M. L. Brannon, debt and foreclosure, 99th district court.

Guaranty Construction company versus F. E. Brannon and M. Brannon, debt and foreclosure, 99th district court.

Robt. H. Lowrey, jr., versus H. J. Lowrey, Mrs. Irene Lowrey Kershner and V. Richard Kershner, suit for partition, 72nd district court.

Middlesex, England, has just voted against Sunday movies.

Old Fiddlers To Vie In Contest

The second annual old fiddlers contest will be staged in Lubbock on January 11 at the court house at 8 p. m., according to an announcement made yesterday.

The old tunes such as "Sally Goodin," "Sally Johnson," "Billy in the Low Ground," and many others will be played.

Contest is open to all old fiddlers except professionals. Winners of first, second and third places will receive $20, $10 and $5 respectively. An additional prize of $2.50 will be given to the best buck and wing dancer who is past 60 years old.

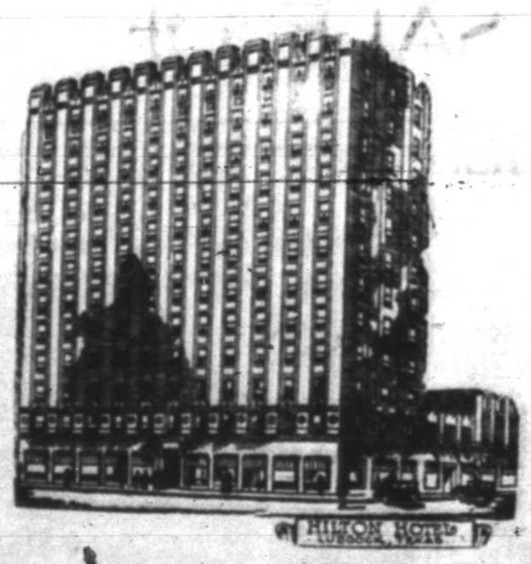
All contestants are requested to be in Lubbock by 2 p. m. January 11 for a big parade. They will register at Martin's Shoe shop, 808 Broadway.

The contest is being conducted by J. W. Wiggins.

Ethiopia is developing its schools along American lines.

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"The Company with a Guaranty Fund"
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220 Ellis Bldg. Lubbock, Tex.

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NO JOB TO SMALL

For this first-class Lumber Yard to Figure

Bring Your Estimates To Us

Shelton Lumber Co.

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STORE NEWS

WORLD NEWS

Fire in the White House; War in Europe; murders in Chicago; Lubbock County Votes Road Bonds; Mayor makes statement; city government orders change—all are bits of news from the world of affairs, both local and national in scope. These items which are published in newspapers are vital parts of life. They represent the focal points of civilization—the points where institutions either break down, clash or harmonize. These incidents are, and must be an important part of a newspaper.

But along with the chronicle of events must be news from the business world. Store news, representing not only the personalities back of each firm, but a definite idea of the merchandise offered. This news, when written convincingly and backed up by service, interests individuals from the standpoint of economy and value. They are convinced of a firm's purpose and service, just as they are interested in a White House fire, or a change in local government. Both are vital to every home. Both serve a definite purpose. Both inform the public. One of economy! The other of current events. It pays to advertise.

The MORNING AVALANCHE
The EVENING JOURNAL
The Sunday Avalanche-Journal

Lubbock Morning Avalanche

MEMBER OF ASSOCIATED PRESS
FULL LEASED WIRE SERVICE

Published every morning except Sunday and Monday, and consolidated on Sunday morning only in the Sunday Avalanche-Journal by the Avalanche-Journal Publishing Company, Inc., 1211 Texas Avenue

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Far more desirable seems the ideal represented by the deathbed words of Theodore Rosevelt who finished his course at an age comparatively early, "I have had a full life and a happy one." Properly estimated, Roosevelt lived longer than any score of these vaunted centenarians put together.

Fine feathers make sad birds when the bills come in.

You seldom hear a man brag about what a good boy he was.

They used to hide their rouge, now they rouge their hide.

A rolling stone hits the bumps.

On the Firing Line at the Nation's Capital

RAILWAY MERGER PLAN MAY OR MAY NOT HAVE REAL MERIT—STEWART

By CHARLES P. STEWART
Central Press Staff Writer



WASHINGTON, Jan. 2.—The interstate commerce commission's plan for consolidation of America's railroads into 19 key systems may be one of the best ideas given to the country in modern times.

Or it may not.

Nobody but an expert can tell.

For the public there is just one counsel of safety when a big program is laid before the government which the average man is utterly unable to understand. And that is to fight it tooth and nail.

• • •

If a huge, mysterious scheme really has merit, from the standpoint of the overwhelming majority of folk, the few specialists who actually do comprehend it will manage to make it plain, as soon as they discover that they cannot possibly put it across otherwise.

If it remains a mystery, and so fizzles—then it is a mighty good thing for most of us that it did.

The experts invariably explain unless there is something that they cannot afford to explain. It is a rule which holds good of railroads and tariffs and naval yardsticks and everything else.

• • •

Of course there is one way of getting a certain sort of inkling of the most intricate plan's general import, and that is to take due note of the kind of experts who are for and against it.

It is only a superficial way, and not entirely reliable.

Even experts make mistakes. The ablest expert may think a plan will work out so-and-so, when it will not. An expert one ordinarily would trust is liable to be in error for once. An expert one normally would not trust a bit may be on one's own side by accident.

• • •

Still, when one bears in mind that Wall street has had a lot to say concerning the selection of our interstate commerce commission members for the last few years—

Well, one's conclusion depends on what one thinks of Wall street's judgment.

We must remember, however, that there is one commissioner whom Wall street did not pick—Commissioner Joseph B. Eastman. Whether or not Commissioner Eastman has since turned more conservative, there certainly was one while when he expressed himself favorably toward state ownership of railroads. What would Wall street be apt to say to that!

Now, Commissioner Eastman says of his fellow commissioners' consolidation plan that he believes "we should proceed slowly in this matter."

• • •

No, Commissioner Eastman did not join in the other commissioners' recommendation. He wrote one of his own, urging caution until "we have had more experience."

Whom do we find on the opposite hand, pledging industriously for consolidation in the form proposed by a majority of the commission members?

Why, we find Senator Simeon D. Fess—former advocate of a railroad consolidation scheme of his own invention, but now an enthusiastic booster for the interstate commerce commission's—hurrying up legislation (if any is needed) to put all our railroads into 19 systems.

Your Health

MEDICAL SCIENCE HAS MANY NEW WEAPONS TO FIGHT DISEASE

EDITOR'S NOTE: This is the last of six articles in which Dr. Morris Fishbein, editor of the Journal of the American Medical Association, and the nation's foremost authority on health subjects, reviews the accomplishments of medical science during the year 1929.

By DR. MORRIS FISHBEIN
Editor Journal of the American Medical Association and of Hygeia, the Health Magazine

One of the features of modern medical advancement is the discovery of new apparatus for use in diagnosis and treatment of disease.

It would seem that man has gone as far as he can possibly go with the senses that he has and that it is necessary to prolong or project these senses by the use of such instruments as the microscope, stethoscope, laryngoscope, electro-cardiograph, audiometer and similar devices. When these electrical instruments, capable of amplifying sights or sounds tremendously and even of increasing the sense of touch, are used, new facts are learned.

New Forms Of Treatment

In the treatment of disease, heat, light, water and similar physical forces are amplified greatly or used in new forms to considerable advantage.

In the field of chemistry the osd drugs are developed in new combinations which intensify greatly theier effects. Bismuth, long known to chemistry, is now adapted in various combinations for the specific treatment of the major venereal disease. Barbituric acid, a powerful sedative drug, is now available in dozens of preparations of varied efficiency.

Diptheria toxin used for the Schick test and for the prevention of diptheria is modified in various ways so that it may be injected with practically no reaction. All sorts of bacterial preparations are now available which are used to great advantage in both the prevention and treatment of infectious disease. Each year hundreds of new preparations are introduced, thoroughly tested by the medical profession, and each year the permanent gain is considerable.

One of the most interesting advances in medical care has been the development of the hospitals and similar institutions fod the care of the sick. In such great centers it is possigle to apply all of the advanced technics and laboratory methods of diagnosis that have been mentioned and to give adequate nursing care and physical treatment. These things have increased greatly the cost of medical care.

The number of hospitals in this country has increased from less than 1000 in 1890 to more than 8000 in the current year. The number of nurses graduating annually has been increased from less than 500 in 1890 to 200,000 this year. The physical therapy and X-ray departments in hospitals have increased by 65 per cent in the last ten years. Hence more people are beinf given the opportunity to receive scientific medical care under the most advanced conditions.

Medical Care Is Vital

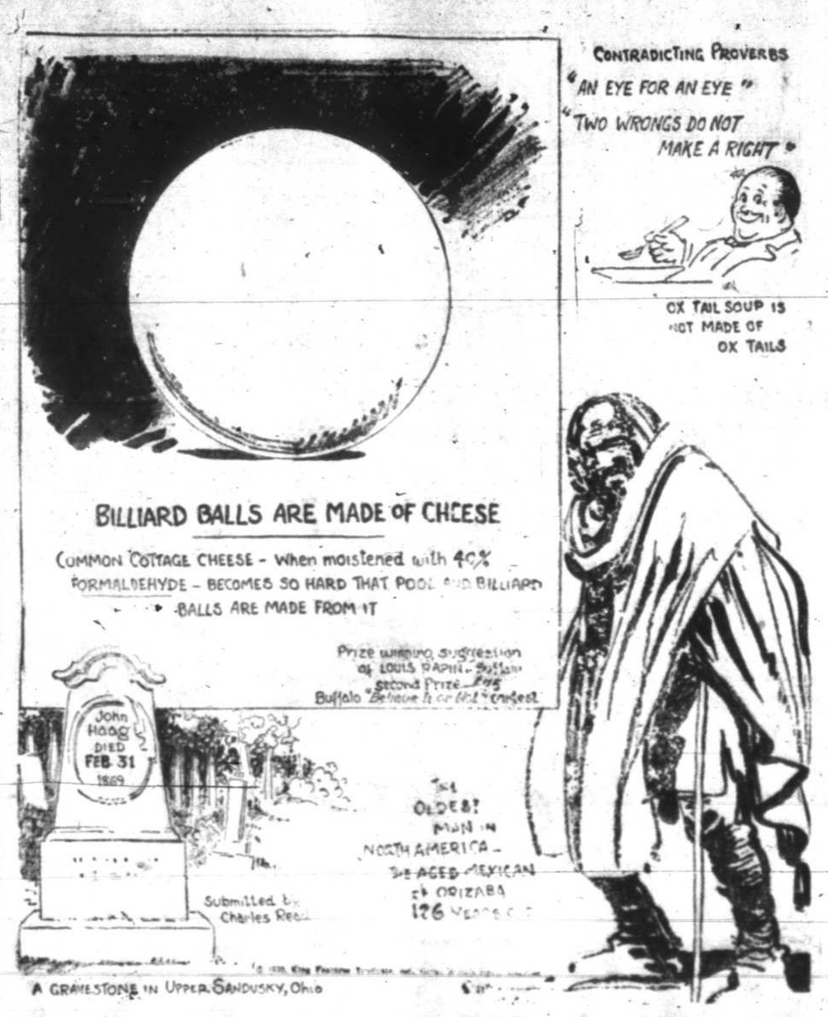
The great problem of the present is to develop some method whereby people will realize that at least two million people are seriously sick every day in the United States and that human beings will be wise if they anticipate the sicknesses that are inevitable and save sufficient funds to insure the best medicy and hospital care when sickness comes.

When the appendix becomes infected, when tuberculosis strikes, when the gallbladder becomes blocked by stones, or when one suffers a serious and mutilating accident, the sum of $200 or $300 to insure the best possible medical care is far more important than the possession of an asthmatic motor car or a shrieking radio 365 days a year.

Believe It Or Not!

(Title Fully Protected) By Ripley

On request, sent with stamped, self-addressed envelope, Ripley will send proof and details of anything BY RIPLEY depicted by him.



Anniversary Notes

MAINE JOINS UNION

On Jan. 3, 1820, congress passed a bill to admit Maine as a state.

The struggle over the admission of Missouri into the Union had brought about the necessity of admitting a northern state to preserve the balance of power, and on March 15, 1820, Maine joined the Union.

Today also is the anniversary of President Taft's announcement of his candidacy for renomination, on Jan. 3, 1912.

On Jan. 3, 1898, the United States treasury recalled all $100 silver certificates on account of counterfeits.

And on Jan. 3, 1861, the Delaware legislature refused to join the Confederacy.

RANCHER DIES

KANSAS CITY, Jan. 2 (AP)—Howard M. Stonebraker, 64, widely known southwestern rancher and cattleman, died today at his home here following a long illness.

At various times Mr. Stonebraker engaged in the livestock business of the Independent Packing company at St. Louis, owned ranches at Guymon, Okla., Elkhart, Kas., and El Paso, and managed extensive real estate holdings in Tulsa.

He spent his early youth at Severy, Kas.

TO FILL VACANCIES

WASHINGTON, Jan. 2. (AP)—Fifteen vacancies among the 91 United States District Attorneys will be filled soon, 12 others having been replaced since Attorney General Mitchell took office.

Today's Poem

"WHAT RICHES HAVE YOU?"

What riches have you that you deem me poor,
Or what large comfort that you call me sad?
Tell me what makes you so exceeding glad,
Is your earth happy or your heaven sure?
I hope for heaven, since the stars endure
And bring such tidings as our fathers had.
I know no deeper doubt to make me mad,
I need no brighter love to keep me pure.
To me the faiths of old are daily bread;
I bless their hope. I bless their will to save,
And my deep heart still meaneth what they said.
It makes me happy that the soul is brave,
And, being so much kinsman to the dead,
I walk contented to the peopled grave.

—George Santayana (1863—)

INDUSTRY PRAISED

PHILADELPHIA, Jan. 2. (AP)—General W. W. Atterbury, president of the Pennsylvania railroad, declared today that "the great combinations of industrial enterprises, once feared and antagonized under the name of trusts, are now recognized as among our greatest national assets and absolutely necessary to maintenance of our place in the world's trade. He was the principal speaker at the New Year's day exercises at Girard college.

Quotations Of Real Merit

"Boys and girls are representative of what their fathers and mothers are."—President Marvin of George Washington university.

"Men worship sport more sincerely than they worship women."—Jesse Lynch Williams.

"The British press has consistently gibed at American journalism, but has at the same time followed slavishly in its tracks."—Francis McCullagh.

"It is not what men think of women, but what women think of each other that gives spice to life."—Sir John Foster Fraser.

"Aviation is no fun any more. You go up, you come down."—Anthony Fokker.

Paintings To Be On Exhibit Here

C. N. Hilton announced today that a group of Taos and Santa Fe artists have been induced to exhibit their paintings in the new Hilton hotel, coincident with its opening tonight.

This group has been made possible through collaboration with the Spanish and Indian Trading company of Taos, New Mexico, and among the exhibitors are included some of the finest artists in America.

Lubbock is the smallest city in the United States with the exception of Santa Fe and Taos in which these paintings have been exhibited. Four members of the National Academy are represented in this group.

The artists who will exhibit are: Kenneth M. Adams; O. E. Berinhaus (National Academy); E. L. Blumenschein, (National Academy); Howard Cook; Richard Crisler (who is a Texas boy); Victor Higgins (National Academy); Kleonora Kinsell (very promising woman artist); J. Ward Lockwood, Walter Ufer (National Academy).

AFFIRM JUDGMENTS

Prisoners Must Serve 75 And 10 Years In Pen

AUSTIN, Jan. 2. (AP)—Joe Ramshay of Dallas and R. B. Rhodes of Potter county must serve 75 years and 10 years, respectively, for criminal assault, the court of criminal appeals decided today in affirming trial courts.

The court refused the state a rehearing in the case of Charlie Knox, who was given life imprisonment by a McLennan county jury for robbery with firearms, but which was reversed and remanded by the appellate court some time ago.

Knox was indicted in Limestone county, it having been alleged he robbed O. D. Hallum, cashier of the First State bank at Tehuacana, of $1600.

The court disposed of 17 cases in its New Year day session, six of which were on motions for rehearings.

NEBRASKAN INJURED

WACO, Jan. 2 (AP)—John Buckley, said to be from Freemont, Neb., was brought to a Waco hospital tonight from Abbott where he was injured in an automobile accident. He has regained consciousness.

SIDE GLANCES By George Clark



"I just wanted to tell you I'm out of pints this morning. Would two half pints do as well,"

Lindy Thinks Air Science Abreast

ST. LOUIS, Jan. 2. (AP)—Science in flying kept well abreast of other progress and development in both North and South America in 1929, in the opinion of Col. Charles A. Lindbergh, and he believes progress will continue at the present rate and perhaps at a more rapid pace, in 1930.

Pausing here over New Year's day on a flight across the country with Mrs. Lindbergh, the trans-Atlantic flier conferred with officials of the Transcontinental Air Transport, Inc., with which he is connected, paid a surprise visit to a historical memorial maintained here in his honor and in an interview, took stock of the status of aviation.

Germany's automobile tax for the last fiscal year totaled $43,000,000.

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Call 500 For
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Prompt and Courteous Service!



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RIX-SANDERS FUNERAL HOME
Corner 14th St. & Ave. M.
Two Blocks South of Methodist Church.

To The
New Hilton Hotel
We Extend
Congratulations
And Best Wishes.
LUBBOCK NATIONAL BANK

OPEN OFFICE HERE

New Grain And Cotton Exchange Established

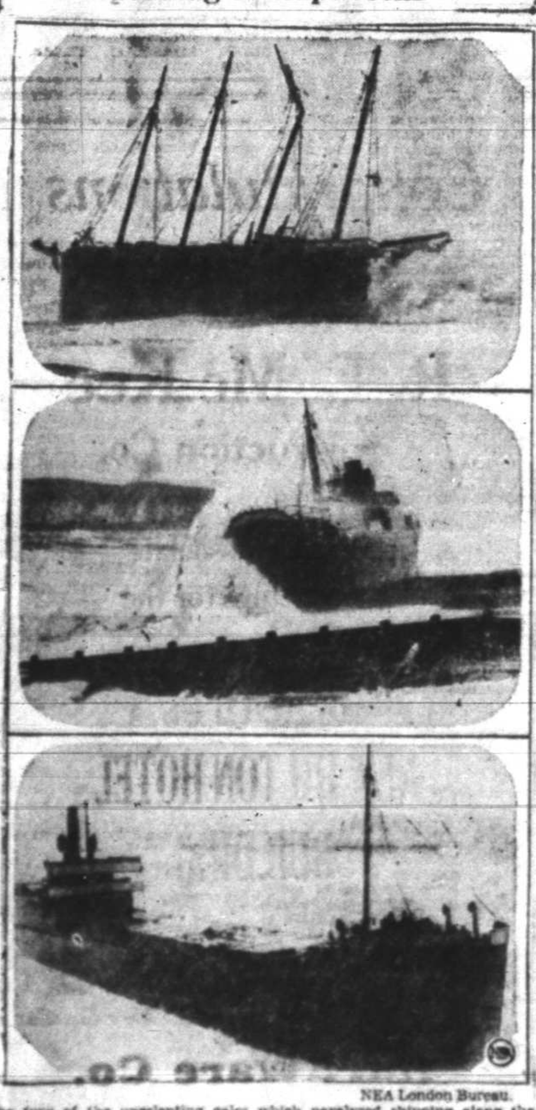
Establishment of a branch office of the Henderson Graig company in Lubbock was announced here yesterday by G. L. Kelly, formerly with the Plainview office, who is to manage the local concern.

The new grain and cotton exchange will be located on the fourth floor of the Myrick building and equipped with private wire service. Headquarters for the organization are in Fort Worth.

British Malaya expects to produce 450,000 tons of rubber this year.

New bus lines are being opened in the Hopei and Shansi provinces of China.

Speaking of Shipwrecks—



NEA London Bureau.

The fury of the unrelenting gales which paralyzed shipping along the western coast of Europe, wrecking scores of vessels and causing heavy loss of life, is strikingly indicated by these pictures showing three of the ships driven aground in southern England. At the top you see the four-masted Norwegian barque Mogens Koch, after high seas had hurled it ashore near Cockmere. In the center, battered by mountainous waves, the wreck of the Rotterdam steamer Merwede is seen after its crew had been rescued by life-lines shot from shore by rockets. The French steamer Canalo 2 is shown, below, pinioned on the rocks at St. Michaels Mount, near Cornwall.

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Physician
407-8 Myrick Bldg.

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CLEANING AND PRESSING
75c Suit
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JOE SEALE STORE
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Lubbock, Texas
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Surgery and Consultation
Sam G. Dunn M. D.
Surgery and Urology
Fred W. Standefer M. D.
Robert T. Canon M. D.
Eye, Ear, Nose and Throat
Allen T. Stewart M. D.
Obstetrics and Pediatrics
Wm. L. Bangh M. D.
Surgery and Diagnosis
W. E. Cravens M. D.
General Medicine
D. D. Cross M. D.
Surgery and Gynecology
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Supt. of Nurses
Edna Engle R. N.
Instructor

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Surgery and Consultation
Dr. J. T. Hutchinson
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Dr. M. G. Overton
Diseases of Children
Dr. J. P. Lattimore
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Dr. J. H. Stiles
Surgery and Physiotherapy
Dr. H. C. Maxwell
General Medicine
Dr. R. L. Powers
Obstetrics and General Medicine
Dr. B. J. Roberts
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Dr. John Dupree
Resident Physician
C. E. Hunt
Business Manager
A chartered training school for nurses is conducted in connection with the sanitarium.

WE ANNOUNCE THE OPENING OF OUR BRANCH OFFICE ON JAN. 2, 414-16 MYRICK BLDG.

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Grain Merchants
GRAIN AND COTTON FUTURES
Private Wires and Connections to all principal markets.
BRANCH OFFICES
Lubbock, Texas — Myrick Bldg. — Local Phone 2051 — L. D. Phone 21
Amarillo, Texas — Fisk Bldg. — Local Phone 8959 — L. D. Phone 37
Plainview, Texas — Skaggs Bldg. — Local Phone 600 — L. D. Phone 13

GOOFEY MOVIES —By Neher



BIG SISTER — Try, Try Again — By Lee Forgrave



HIGH PRESSURE PETE — A Real Cool-Headed Guy — By Swan



ETTA KETT — Oh, Well, It Saves Him Gas — —By Paul Robinson



OUT OUR WAY— By Williams



OUR BOARDING HOUSE — By Ahern



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There used to be considerable doubt whether it was possible for a human being to live for a century. Reports of centenarians were not convincing to all people with a taste for statistics and documentary evidence. That doubt, however, has been pretty well swept away. Recently there have been a lot of news items about people alive or departed from life at anywhere from 100 to 136 years of age.

It will be observed, however, that practically all of these instances of extreme longevity have to do with people living simple, plain uneventful lives, so far removed from the world of action and progress that no attention is paid to them until their death. Really, is a long life so greatly to be desired when it can be said that the most important part of it is its end?

Far more desirable seems the ideal represented by the deathbed words of Theodore Rosevelt who finished his course at an age comparatively early, "I have had a full life and a happy one." Properly estimated, Rossevelt lived longer than any score of these vaunted ventenarians put together.

Fine feathers make sad birds when the bills come in.

You seldom hear a man brag about what a good boy he was.

They used to hide their rouge, now they rouge their hide.

A rolling stone hits the bumps.

On the Firing Line at the Nation's Capital

RAILWAY MERGER PLAN MAY OR MAY NOT HAVE REAL MERIT—STEWART

By CHARLES P. STEWART
Central Press Staff Writer



WASHINGTON, Jan. 2.—The interstate commerce commission's plan for consolidation of America's railroads into 19 key systems may be one of the best ideas given to the country in modern times.

Or it may not.

Nobody but an expert can tell.

For the public there is just one counsel of safety when a big program is laid before the government which the average man is utterly unable to understand. And that is to fight it tooth and nail.

* * *

If a huge, mysterious scheme really has merit, from the standpoint of the overwhelming majority of folk, the few specialists who actually do comprehend it will manage to make it plain, as soon as they discover that they cannot possibly put it across otherwise.

If it remains a mystery, and so fizzles—then it is a mighty good thing for most of us that it did.

The experts invariably explain unless there is something that they cannot afford to explain. It is a rule which holds good of railroads and tariffs and naval yardsticks and everything else.

* * *

Of course there is one way of getting a certain sort of inkling of the most intricate plan's general import, and that is to take due note of the kind of experts who are for and against it.

It is only a superficial way, and not entirely reliable.

Even experts make mistakes. The ablest expert may think a plan will work out so-and-so, when it will not. An expert one ordinarily would trust is liable to be in error for once. An expert one normally would not trust a bit may be on one's own side by accident.

* * *

Still, when one bears in mind that Wall street has had a lot to say concerning the selection of our interstate commerce commission members for the last few years—

Well, one's conclusion depends on what one thinks of Wall street's judgment.

We must remember, however, that there is one commissioner whom Wall street did not pick—Commissioner Joseph B. Eastman. Whether or not Commissioner Eastman has since turned more conservative, there certainly was one while when he expressed himself favorably toward state ownership of railroads. What would Wall street be apt to say to that!

Now, Commissioner Eastman says of his fellow commissioners' consolidation plan that he believes "we should proceed slowly in this matter."

* * *

No, Commissioner Eastman did not join in the other commissioners' recommendation. He wrote one of his own, urging caution until "we have had more experience."

Whom do we find on the opposite hand, pledging industriously for consolidation in the form proposed by a majority of the commission members?

Why, we find Senator Simeon D. Fess—former advocate of a railroad consolidation scheme of his own invention, but now an enthusiastic booster for the interstate commerce commission's—hurrying up legislation (if any is needed) to put all our railroads into 19 systems.

Your Health

MEDICAL SCIENCE HAS MANY NEW WEAPONS TO FIGHT DISEASE

EDITOR'S NOTE: This is the last of six articles in which Dr. Morris Fishbein, editor of the Journal of the American Medical Association, and the nation's foremost authority on health subjects, reviews the accomplishments of medical science during the year 1929.

By DR. MORRIS FISHBEIN
Editor Journal of the American Medical Association and of Hygeia, the Health Magazine

One of the features of modern medical advancement is the discovery of new apparatus for use in diagnosis and treatment of disease.

It would seem that man has gone as far as he can possibly go with the senses that he has and that it is necessary to prolong or project these senses by the use of such instruments as the microscope, stethoscope, laryngoscope, electro-cardiograph, audiometer and similar devices. When these electrical instruments, capable of amplifying sights or sounds tremendously and even of increasing the sense of touch, are used, new facts are learned.

New Forms Of Treatment

In the treatment of disease, heat, light, water and similar physical forces are amplified greatly or used in new forms to considerable advantage.

In the field of chemistry the osd drugs are developed in new combinations which intensify greatly theier effects. Bismuth, long known to chemistry, is now adapted in various combinations for the specific treatment of the major venereal disease. Barbituric acid, a powerful sedative drug, is now available in dozens of preparations of varied efficiency.

Diptheria toxin used for the Schick test and for the prevention of diptheria is modified in various ways so that it may be injected with practically no reaction. All sorts of bacterial preparations are now available which are used to great advantage in both the prevention and treatment of infectious disease. Each year hundreds of new preparations are introduced, thoroughly tested by the medical profession, and each year the permanent gain is considerable.

One of the most interesting advances in medical care has been the development of the hospitals and similar institutions fod the care of the sick. In such great centers it is possigle to apply all of the advanced technics and laboratory methods of diagnosis that have been mentioned and to give adequate nursing care and physical treatment. These things have increased greatly the cost of medical care.

The number of hospitals in this country has increased from less than 1000 in 1890 to more than 8000 in the current year. The number of nurses graduating annually has been increased from less than 500 in 1890 to 200,000 this year. The physical therapy and X-ray departments in hospitals have increased by 65 per cent in the last ten years. Hence more people are beinf yiven the opportunity to receive scientific medical care under the most advanced conditions.

Medical Care Is Vital

The great problem of the present is to develop some method whereby people will realize that at least two million people are seriously sick every day in the United States and that human beings will be wise if they anticipate the sicknesses that are inevitable and save sufficient funds to insure the best medicry and hospital care when sickness comes.

When the appendix becomes infected, when tuberculosis strikes, when the gallbladder becomes blocked by stones, or when one suffers a serious and mutilating accident, the sum of $200 or $300 to insure the best possible medical care is far more important than the possession of an asthmatic motor car or a shrieking radio 365 days a year.

Believe It Or Not!

(Title Fully Protected) By Ripley

On request, sent with stamped, self-addressed envelope, Ripley will send proof and details of anything BY RIPLEY depicted by him.



Anniversary Notes

MAINE JOINS UNION

On Jan. 3, 1820, congress passed a bill to admit Maine as a state.

The struggle over the admission of Missouri into the Union had brought about the necessity of admitting a northern state to preserve the balance of power, and on March 15, 1820, Maine joined the Union.

Today also is the anniversary of President Taft's announcement of his candidacy for renomination, on Jan. 3, 1912.

On Jan. 3, 1898, the United States treasury recalled all $100 silver certificates on account of counterfeits.

And on Jan. 3, 1861, the Delaware legislature refused to join the Confederacy.

RANCHER DIES

KANSAS CITY, Jan. 2 (AP)—Howard M. Stonebraker, 64, widely known southwestern rancher and cattleman, died today at his home here following a long illness.

At various times Mr. Stonebraker engaged in the livestock business of the Independent Packing company at St. Louis, owned ranches at Guymon, Okla., Elkhart, Kas., and El Paso, and managed extensive real estate holdings in Tulsa.

He spent his early youth at Severy, Kas.

TO FILL VACANCIES

WASHINGTON, Jan. 2. (AP)—Fifteen vacancies among the 91 United States District Attorneys will be filled soon, 12 others having been replaced since Attorney General Mitchell took office.

Today's Poem

"WHAT RICHES HAVE YOU?"

What riches have you that you deem me poor,
Or what large comfort that you call me sad?
Tell me what makes you so exceeding glad;
Is your earth happy or your heaven sure?
I hope for heaven, since the stars endure
And bring such tidings as our fathers had.
I know no deeper doubt to make me mad,
I need no brighter love to keep me pure.
To me the faiths of old are daily bread;
I bless their hope, I bless their will to save,
And my deep heart still meaneth what they said.
It makes me happy that the soul is brave,
And, being so much kinsman to the dead,
I walk contented to the peopled grave.

—George Santayana (1863—)

INDUSTRY PRAISED

PHILADELPHIA, Jan. 2. (AP)—General W. W. Atterbury, [illegible] of the Pennsylvania railroad, declared today that "the great combinations of industrial enterprises, once feared and antagonized under the name of trusts, are now recognized as among our greatest national assets and absolutely necessary to maintenance of our place in the world's trade. He was the principal speaker at the New Year's day exercises at Girard college.

Quotations Of Real Merit

"Boys and girls are representative of what their fathers and mothers are."—President Marvin of George Washington university.

"Men worship sport more sincerely than they worship women." —Jesse Lynch Williams.

"The British press has consistently gibed at American journalism, but has at the same time followed slavishly in its tracks." — Francis McCullagh.

"It is not what men think of women, but what women think of each other that gives spice to life." —Sir John Foster Fraser.

"Aviation is no fun any more. You go up, you come down."—Anthony Fokker.

Paintings To Be On Exhibit Here

C. N. Hilton announced today that a group of Taos and Santa Fe artists have been induced to exhibit their paintings in the new Hilton hotel, coincident with its opening tonight.

This group has been made possible through collaboration with the Spanish and Indian Trading company of Taos, New Mexico, and among the exhibitors are included some of the finest artists in Americs.

Lubbock is the smallest city in the United States with the exception of Santa Fe and Taos in which these paintings have been exhibited. Four members of the National Academy are represented in this group.

The artists who will exhibit are: Kenneth M. Adams; O. E. Berinhaus (National Academy); E. L. Blumenschein, (National Academy); Howard Cook; Richard Crisler (who is a Texas boy); Victor Higgins (National Academy); Kleonora Kispell (very promising woman artist); J. Ward Lockwood, Walter Ufer (National Academy).

SIDE GLANCES By George Clark



"I just wanted to tell you I'm out of pints this morning. Would two half pints do as well,"

AFFIRM JUDGMENTS

Prisoners Must Serve 75 And 10 Years In Pen

AUSTIN, Jan. 2. (AP)—Joe Ramshay of Dallas and R. B. Rhodes of Potter county must serve 75 years and 10 years, respectively, for criminal assault, the court of criminal appeals decided today in afrial courts.

The court refused the state a rehearing in the case of Charlie Knox, who was given life imprisonment by a McLennan county jury for robbery with firearms, but which was reversed and remanded by the appellate court some time ago.

Knox was indicted in Limestone county, it having been alleged he robbed O. D. Hallum, cashier of the First State bank at Tehuacana, of $1600.

The court disposed of 17 cases in its New Year day session, six of which were on motions for rehearings.

NEBRASKAN INJURED

WACO, Jan. 2 (AP)—John Buckley, said to be from Freemont, Neb., was brought to a Waco hospital tonight from Abbott where he was injured in an automobile accident. He has regained consciousness.

Lindy Thinks Air Science Abreast

ST. LOUIS, Jan. 2. (AP)—Science in flying kept well abreast of other progress and development in both North and South America in 1929, in the opinion of Col. Charles A. Lindbergh, and he believes progress will continue at the present rate, and perhaps at a more rapid pace, in 1930.

Pausing here over New Year's day on a flight across the country with Mrs. Lindbergh, the trans-Atlantic flier conferred with officials of the Transcontinental Air Transport, Inc., with which he is connected, paid a surprise visit to a historical memorial maintained here in his honor and in an interview, took stock of the status of aviation.

Germany's automobile tax for the last fiscal year totaled $43,000,000.

H. V. ROBERTSON & COMPANY
ESTABLISHED 1919
ACCOUNTANTS AND AUDITORS
—Industrial and Petroleum Engineers—
Income and Estate Tax Service
830-1-2-3-4-5-6 AMARILLO BLDG., AMARILLO, TEXAS
Phone 2-2038

Congratulations
To The
R. E. Mc Kee
Construction Co.
and their associate
Contractors for the
BEAUTIFUL
NEW HILTON HOTEL
BUILDING

NISLAR
Hardware Co.
Phone 105 North Side Square

Call 500 For
AMBULANCE!
Prompt and Courteous Service!



Same personnel—just a new location and better equipment, giving us an opportunity to BETTER serve you.

RIX-SANDERS FUNERAL HOME
Corner 14th St. & Ave. M.
Two Blocks South of Methodist Church.

To The
New Hilton Hotel
We Extend
Congratulations
And Best Wishes.
LUBBOCK NATIONAL BANK

OPEN OFFICE HERE

New Grain And Cotton Exchange Established

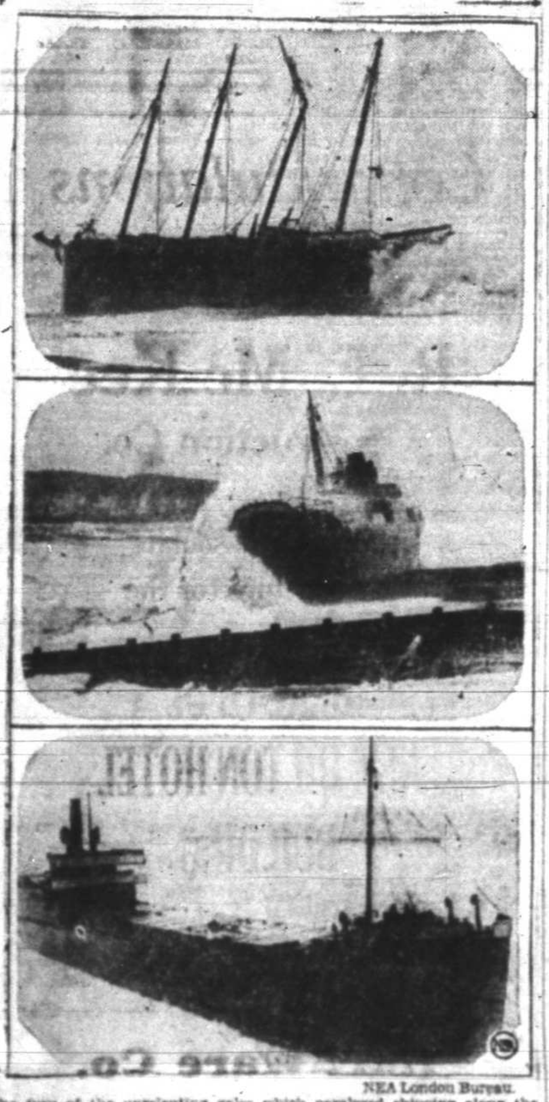
Establishment of a branch office of the Henderson Grain company in Lubbock was announced here yesterday by G. L. Kelly, formerly with the Plainview office, who is to manage the local concern.

The new grain and cotton exchange will be located on the fourth floor of the Myrick building and equipped with private wire service. Headquarters for the organization are in Fort Worth.

British Malaya expects to produce 450,000 tons of rubber this year.

New bus lines are being opened in the Hopei and Shansi provinces of China.

Speaking of Shipwrecks—



NEA London Bureau.

The fury of the unrelenting gales which paralyzed shipping along the western coast of Europe, wrecking scores of vessels and causing heavy loss of life, is strikingly indicated by these pictures showing three of the ships driven aground in southern England. At the top you see the four-masted Norwegian barque Mogens Koch, after high seas had hurled it ashore near Cuckmere. In the center, battered by mountainous waves, the wreck of the Rotterdam steamer Merwede is seen after its crew had been rescued by life-lines shot from shore by rockets. The French steamer Canala 2 is shown, below, pinioned on the rocks at St. Michaels Mount, near Cornwall.

DR. F. W. ZACHARY
Physician
407-9 Myrick Bldg.

Plate Lunch 35c
MEXICAN DISHES
Every Evening
GLORIETA SHOP
1210 Broadway

FIRST NATIONAL GLASS CO.

CLEANING AND PRESSING
75c Suit
Free Delivery
JOE SEALE STORE
Phone 1694 802 1-2 Broadway

West Texas Hospital
Lubbock, Texas
STAFF
Chas. J. Wagner, M. D.
Surgery and Consultation
Sam G. Dunn M. D.
Surgery and Urology
Fred W. Standefer M. D.
Robert T. Canon M. D.
Eye, Ear, Nose and Throat
Allen T. Stewart M. D.
Obstetrics and Pediatrics
Wm. L. Baugh M. D.
Surgery and Diagnosis
W. E. Cravens M. D.
General Medicine
D. D. Cross M. D.
Surgery and Gynecology
O. W. English M. D.
Medicine and Surgery
G. H. Ater, D. D. S.
R. L. McAllister D. D. S.
Dental and Oral Surgery
R. S. WILLIAMS,
Business Manager
Recognized school for nurses in connection with Hospital
Mrs. Ruby Buchan Gilbert R.N
Supt. of Nurses
Edna Engle R. N.
Instructor

Lubbock Sanitarium & Clinic
Dr. J. T. Krueger
Surgery and Consultation
Dr. J. T. Hutchinson
Eye, Ear, Nose and Throat
Dr. M. G. Overton
Diseases of Children
Dr. J. P. Lattimore
General Medicine
Dr. F. S. Malone
Eye, Ear, Nose and Throat
Dr. J. H. Stiles
Surgery and Physiotherapy
Dr. H. G. Maxwell
General Medicine
Dr. R. L. Powers
Obstetrics and General Medicine
Dr. R. J. Roberts
Urology and General Medicine
Dr. A. A. Rayle
X-Ray and Laboratory
Dr. T. W. Rogers
Dentist
Dr. John Dupree
Resident Physician
C. E. Hunt
Business Manager
A chartered training school for nurses is conducted in connection with the sanitarium.

WE ANNOUNCE THE OPENING OF OUR BRANCH OFFICE ON JAN. 2, 414-16 MYRICK BLDG.

HENDERSON GRAIN COMPANY
L. D. 124 FORT WORTH, TEXAS L. D. 125
Grain Merchants
GRAIN AND COTTON FUTURES
Private Wires and Connections to all principal markets.
BRANCH OFFICES

Lubbock, Texas	Amarillo, Texas	Plainview, Texas
Myrick Bldg.	Fisk Bldg.	Skaggs Bldg.
Local Phone 2261	Local Phone 3060	Local Phone 900
L. D. Phone 21	L. D. Phone 71	L. D. Phone 13

GOOFEY MOVIES —By Neher



BIG SISTER — Try, Try Again — By Lee Forgrave



HIGH PRESSURE PETE — A Real Cool-Headed Guy — By Swan



ETTA KET? — Oh, Well, It Saves Him Gas — —By Paul Robinson



OUT OUR WAY— By Williams



OUR BOARDING HOUSE — By Ahern



- MANY APARTMENTS, COMFORTABLE AND MODERN, ADVERTISED HERE -

Rates, Rules and Requirements of Classified Advertising Of The
Lubbock Daily Journal (Afternoon)
Lubbock Morning Avalanche (Morning)
Sunday Avalanche-Journal (Sunday Morning)

All classified advertising will appear in both the Morning and Afternoon papers—both papers counting one insertion. All classified advertising is printed in the Lubbock Morning Avalanche first and the Daily Journal of the same date, no classified originating in the afternoon paper.

Classified for Sunday's issue will appear in the Avalanche-Journal counting one insertion, as this paper is sent to all subscribers of both the afternoon and morning papers.

AVALANCHE-JOURNAL Combined Rates:

Minimum words, per insertion, 10

One insertion, per word	4c
Two insertions, per word	6c
Three insertions, per word	7c
Seven insertions, per word	12c
Thirty insertions, per word	45c

These rates are for consecutive insertions only. Additional consecutive insertions over 30 times, of 1½c per word each.

All out of town ads, received by mail must be Cash with order.

PHONE 12 or 14

Our experienced ad taker will receive your ad and help you to word it, then our collector will call the following day. These accounts are "accommodation accounts" for our patrons and for one day only.

No advertisements accepted on an "until forbid" order. A specified number of insertions must be given.

Notice to discontinue an advertisement must be given in written otherwise we will not be responsible.

We reserve the right to place all advertisements under the proper classification and reject unclean or objectionable copy.

Obituaries and cards of thanks at regular classified advertising rate.

The publishers are not responsible for copy omissions, typographical errors, or any unintentional error that may occur further than to correct in next issue after it is brought to their attention. All advertising orders are accepted on this basis only.

Classified advertising accepted until 9 a. m. each day and 9 a. m. Saturday for classified display advertising information.

PHONE 12 or 14

ANNOUNCEMENTS

1.—Lodges and Societies

Yellowhouse Lodge No 841 A F and A M Stated meeting on First Friday night in each month.
J. H. Moore, Secretary.
J. H. Hayworth, W M.

2.—Floral and Nursery

ROSES—TREES

Am offering the best varieties of the newer shades of Roses. Also four best varieties of Cherry-Plum trees. First quality only.

H. J. HENDRICK
4015 21st Street

BRIGHTEN YOUR HOME OR OFFICE—With a few of our beautiful pot plants. Also something new in mixed plants. You will find a nice assortment on display at the BROADWAY FLOWER SHOP (Opposite Lubbock Sanitarium) Phone 336, 1308 Broadway.

3—Lost and Found

LOST—Platinum link bracelet, diamond and sapphire set. Mrs. Frank Winn.

4.—Personal Notices

WANTED—100 mens suits, dress coats and overcoats, hats and shoes. Look through your wardrobe and take out the articles you don't need. Call 1694. I pay the highest prices for used clothing. JOE SEALE FURNITURE AND CLOTHING STORE. 803 1-2 Broadway.

SERVICE
ACCURACY
AND
RELIABILITY
WILSON ABSTRACT CO
(Oldest Abstract Plant in Lubbock County)
904 13th St. Phone 133

Don't worry about your dirty house, caused by Christmas holidays and wish it had not been, but call 491-J and see demonstration of Air-Way Sanitary System. It cleans rugs, furniture and waxes and polishes floors and you don't have any dirty, filthy germ laden bags to empty. H. T. Clem, bended demonstrator. 2017 Main street. Phone 491-J or 2179-J.

WOULD like to go to Fort Worth. Will share expenses. Phone 1337-W.

WANTED—Babies to keep, 50c per day. Special prices at night. For full particulars see Mrs. G. H. Cowan, one mile east of Junction Filling Station, home of Mrs. Mary Putty.

MRS. RAYMOND ALLEN, 2208 14th street, call at the Avalanche-Journal and receive your complimentary ticket to the Lindsey theater.

Who Will Join Me In My
"NEW YEAR'S RESOLUTION"
"TRADE IN LUBBOCK"
Keep the Money in Our Home Town
New Low Prices on Coffee
25c to 40c per lb.
LUBBOCK COFFE MILLS
704 Main St. Phone 1981

COVA HOTEL
Newly remodeled. Room and bath $1.00 per day. Rates by week $3.00. Gas heat in every room.
Cafe in Connection.
1211 Ave. H

Why should you worry? Have your head phrenologized and find out your troubles. Madam Powell, 223 Ellis Bldg.

WOULD like to go to California or Nevada with someone. Will share expenses. Phone 872-J.

ANNOUNCEMENT

4.—Personal Notices

$1.00 A DAY—Weekly Rates
CITY HOTEL
32 rooms, baths, hot and cold water, gas heat in every room. "Free coffee and morning paper, to each guest in room." Under new management, Mr. and Mrs. B. A. Nash, proprietors. Phone 1498, 1314 Ave. F, Lubbock, Texas.

LEAVING for Florida, round trip Model A Ford. Want someone to share expense. Box J. W. B. care Avalanche.

ATTENTION
"YE CHICKEN EATERS"
YOUR HENS
NEED
OYSTER SHELLS
HAY DAVIDSON
NEEDS THE MONEY
THEREFORE
LET'S DO BUSINESS
NO ORDER TOO SMALL
OR LARGE

THANKING THE PEOPLE FOR THEIR SPLENDID PATRONAGE OF MY NEW YEAR'S DINNER

GREEN PARROT DINING ROOM
(A Complete Dining Room Service)
"Banquets and Parties A Specialty"
HOME COOKED MEALS
Located
2124 8TH STREET
Phone 1376-J
FOR RESERVATIONS

BUSINESS OPPORTUNITIES

9.—Business for Sale

GOOD grocery store for sale. Good revenue property. Nice business. See L. F. Jordan, Hale Center, Tex.

160 ACRES South Plains farm, 120 in cultivation, all tillable, mile from school, three miles from store, fair improvements. Bargain price, possession immediately, exceptionally small cash payment, easy terms on balance. Harry E. Miller, Phone 1016-W, or see me at 2219 19th St.

BUSINESS SERVICE

10.Tailors, Hatters, Dyers

NOTICE
Suits cleaned and pressed 50c
Wool dresses, plain 60c
Pleating reasonable, plain silk dresses $1.00.
GRAY'S TAILORING
Cash and Carry
2430 19th Street
Cheap overhead enables us to undersell

10-C—Mattress Factories

MATTRESSES
Phone 363 before you buy that new Mattress or have your old one renovated. Also upholstering.
HAWES MATTRESS & UPHOLSTERING CO.
509 Broadway

11-C.—Contractors, Carpenters, Painters

LUMBER AND BUILDING MATERIAL
Sold on the installment plan. We can send you a carpenter for that odd job.
C. D. SHAMBURGER LUMBER CO., INC.
719 13th St. Phone 419

12.—Woman's Column

JACK GRAHAM, formerly of Bobber Beauty shop is giving Frederick spiral and Croquignole permanents $4 to $6. Also expert ladies' hair shaping. New location Davis Apts. 1606 Broadway. Phone 1774.

Removal notice — CHARLOTTE BEAUTY SHOPPE. The Charlotte Beauty Shoppe now at 1634 Ave. X. Phone 679. Permanent wave $5. Finger waving, marceling, shampoo, facial, manicuring, scalp treatments. Ten years experience.

EMPLOYMENT

13.—Help Wanted

WANTED—Young man for permanent position which has bright future for advancement. Education and business office experience qualifications desired. Newspaper experience and ability to speak in public would be helpful. Personal interview will be granted those writing the best letter of application detailing all qualifications, salary now received and desired. Address RPQ, care Avalanche-Journal.

EMPLOYMENT

13.—Help Wanted

Educate to Business
Now offering
STENOTYPY
The machine way of shorthand, easy to learn and written very rapidly. Only school in this territory teaching this new modern method. Classes now forming. Write for information.
DRAUGHONS BUSINESS COLLEGE
Box 451 Lubbock, Texas

TECH BOY wants to work for room and board. Box R. L., Avalanche.

A TEXAS building and loan assn. with a record of 16 consecutive dividends is in need of representatives (men and women) in Lubbock and surrounding territory. Call room 1120, Lubbock Hotel for interview.

13-A.—Female Help Wanted

WANTED—Housekeeper for family of five. Must be experienced and dependable, good cook and prepared to give entire time to work. Mrs. L. Wesley Read, 2213 Main St. Phone 493.

FINANCIAL

15.—Insurance Investment

AUTOMOBILE LOANS
Rates refinanced Monthly payments reduced. More money advanced. Courteous service. Reasonable rates.
C. R. LINCOLN
205 Palace Theatre Building
Phone 2077

INSURANCE
LOANS—BONDS
GUY L. McAFEE
314 ELLIS BLDG. PHONE 234

AUTOMOBILE LOANS
Cash loans on automobiles. Present notes re-financed and payments made smaller—business formerly operated by Nolan E. Whitlow.
DICK ABBOTT LOAN CO
311 Myrick Bldg. Phone 1470

CITY & FARM LOANS
Lowest Rates—Best Terms
WE CLOSE ALL LOANS QUICKLY
READ INVESTMENT COMPANY
CHARLES H. READ—L. WESLEY READ
1310 AVENUE J LUBBOCK, TEXAS

CITY LOANS
No commission to pay.
No attorney's fees charged.
No delay in closing.
Get your loan on your home fixed like you want it now.
TEMPLE TRUST CO.
T. B. DUGGAN
Vice-Pres.
Assets Dec. 11th, $2,869,806.42

LOANS AND INSURANCE
OIL INVESTMENTS
FRANK JONES
CITIZENS NATIONAL BANK
PHONE 526

MERCHANDISE FOR SALE

18.—Furniture for Sale

WE SWAP
New for Old Furniture
LUBBOCK FURNITURE CO.
New & Second Hand
1301 Ave. H. Phone 633

Old furniture accepted the same as cash on new. Grand Rapids Furniture Co. 1218 Ave. H. Phone 709.

TECH FURNITURE CO.
Used gas heaters from $3.50 to $12.50. One used Leader gas range $30.00. One used Buck gas range $25.00. One mahogany four-section bookcase $12.50. One used Davano bed $25.00. One used Davano bed $17.50. One three-piece living room suite $35.00. One used roll-top desk $35.00. Phone us, we may have just what you are looking for in used furniture. 19th and College. Phone 2114.

WANTED — To buy your second-hand furniture. Hendley Second-Hand Store, 1215 Ave. H. Phone 2236.

FOR SALE at 1914 Ave. Q, bedroom suite. Also at 1922 7th St., one sewing machine, electric stove, coal heater and oil stove. Bargains.

19.—Livestock and Pets

Jersey cows for sale. Fresh. One mile south of 19th St. On College Ave. Kinser place.

We pay cash for all classes of hogs and cattle. McDonald Packing Co.

READ THE
Classified Columns
AND
Watch
FOR YOUR NAME TO APPEAR
Find Your Name, Then Call at the
Avalanche-Journal Office
And Receive A Ticket To See—
The Trial of MARY DUGAN
Playing at the
Lindsey Theater
THURSDAY, FRIDAY, AND SATURDAY OF THIS WEEK

MERCHANDISE FOR SALE

19-A.—Poultry and Supplies

SWAIN'S HATCHERY
Dressed Turkey 23 cents per pound
Dressed Fryers 25 cents per pound
Dressed Hens 24 cents per pound
SWAIN'S HATCHERY
810 Main Street

WANTED CATTLE AND HOGS
Highest cash prices paid for fat cattle and hogs.
LUBBOCK WHOLESALE MEAT CO.
Phone 2240

THE Lubbock Hatchery, east of fair ground will be open on Saturday, January 11, for business. We want all the good, fullblood large breed eggs we can get for this date. Also custom hatchery. H. W., Sims. Phone 315.

20.—Musical Instruments

$180.00
Equity in piano for trade for portable or good guitar, small balance payable two dollars per week.
1933 AVENUE J

21.—Miscellaneous For Sale or Trade

FOR TRADE — Good second lien notes for clear property in Lubbock or vicinity. Might assume small indebtedness. Phone 1994-W after 6 p. m.

Coal, it is ready sacked. Acme Seed Co. 406 Broadway.

$40.00 PORTABLE
With 6 records free half price. Terms: $3 down and $1 per week.
1933 AVENUE J

FOR SALE—Set of office fixtures consisting of posting machine, typewriter, filing cabinet, safe and desks. 702 Texas Ave, Texas M. & M. Co.

FOR SALE — Pedigreed chinchilla Rabbits. Cheap. Phone 524.

22.—Wanted to Buy

SELL US YOUR SECOND-HAND FURNITURE. WE DO REPAIRING OF ALL KINDS.
SPIKES BROS.
PHONE 860 1212 AVE H

WANTED to buy drug or variety store, town near Lubbock. Box 90, Avalanche.

REAL ESTATE FOR RENT

23.—Board and Room

Nicely furnished room and board. Phone 1479-J. 1916 14th.

ROOM AND BOARD—Reasonable rates. 910 Ave. N. Phone 1354W.

Nice rooms with board for teachers or students, 2116 Broadway.

WANTED—Married couple or two Tech boys to room. Board if desired. 1104 Ave. U.

ROOM and board, good home cooked meals. Rates reasonable. Phone 1125-W.

WANTED—Four boarders. Business men or Tech boys. Modern conveniences. Garage. 1712 15th St.

ROOM and board for boys. $30.00. 2407 10th St.

WANTED — Four Tech boys to board and room. Across from campus. 1629 College Ave.

ROOM and board for four, $30.00, or rooms. 2007 8th street.

WANTED—Men roomers and boarders, $7.50 per week, 1632 Broadway. Phone 2205-W.

APPROVED
Room and board, close to College for girls. In new brick home. Phone 1219, 2307 Broadway.

WANTED—Two roomers and boarders in nicely furnished private home. 2434 16th St.

REAL ESTATE FOR RENT

24-A.—Houses for Rent

FOR RENT—6 room house conveniently located to school and college, on pavement and bus line, modern. 2109 16th. Phone 1008-W.

FOR RENT—Nicely furnished new brick cottage. Modern. Close in. Dr. Phillips. Phone 75.

SIX-ROOM brick, close to schools and Tech, 2205 20th St. Owner 2407 10th St. Phone 1554-W.

FOR RENT—Six room brick, modern. Price $35.00. Call 1599-J.

FOR RENT — Four-room house near K. Carter school. Phone 547.

FOR RENT—To couple only, two-room furnished house. Phone 547.

HOUSE for rent, 2120 16th St. Phone 1140-W.

Five rooms, nice, neat, very roomy at 2306 19th St. Phone 1099-J.

SMALL completely furnished, modern house. Phone 934.

FIVE-ROOM brick veneer for rent. 2213 10th St. Phone 1737-J.

FOR RENT — Five-room efficiency stucco. Phone 159-J. 2105 Ave. T.

PROPERTIES FOR RENT
Four-room residence with garden, well and windmill, cowshed etc., $15 month.
Eight-room modern brick veneer residence near Tech college.
Brick store building in center of retail district.
Phone 31 or 207
FRED SPIKES

WANT permanent renter for five-room modern house, conveniently located to business district, grade and high school. Call at 810 Ave R. Mrs. Thomas.

FOUR rooms and bath, modern, 2108 18th. Call at 2106 18th St.

FOR RENT to permanent, reliable party, furnished four-room house. Close in, 1718 Ave. M. Phone 252.

25.—Rooms For Rent

Furnished room with kitchen privileges. Near Tech. Girls or couple $25. 2206 Main. Phone 1209-M.

FOR RENT—Furnished room, good location. Board next door if desired. Phone 2019-J.

FOR RENT—In private residence, conveniently located, newly furnished rooms. Board across street if desired. 2108 13 St. Phone 2275-W.

Front southeast bedroom. All conveniences. 1614 19th St. Phone 1466-W.

Nicely furnished bedroom. All conveniences. 1212 Ave. M. Phone 372.

Three furnished rooms for rent. Garage if desired. 2204 15th St.

FURNISHED room, board next door if desired. Call 2019-J before 8:30, at noon or after 5 o'clock. 2103 Main St.

NICE bedroom for rent in brick veneer. Modern conveniences. 1607 16th St. Phone 1242-W.

WELL FURNISHED front bedroom. Modern conveniences. Price reasonable. 904 Ave. R.

FOR RENT—Front bedroom. Garage if desired. 2215 14th St. Phone 2273-W.

NICELY furnished front bedroom for rent. 1904 16th St. Phone 1467.

NICE bedroom, private entrance. Convenient to bath. 1614 Ave. K.

FURNISHED bedroom with garage. Phone 1495. 1923 Broadway.

ROOM, outside entrance. Garage, kitchen privileges. Near high school. Phone 1151-J.

ROOM for rent. Tech approved. All conveniences. Phone 476-J.

BEDROOM or light housekeeping room, furnished or unfurnished. Hot water, new brick home. Phone 1488-J.

MRS. V. R. DOCKRAY, 2311 16th street, call at the Avalanche-Journal office and receive your complimentary ticket to the Lindsey theater.

LARGE attractive southeast corner bedroom, adjoining bath, modern conveniences. 1408 Ave. M.

THREE unfurnished rooms, 1917 Ave. M.

REAL ESTATE FOR RENT

25.—Rooms For Rent

NICELY furnished bedroom, close in, 1508 Ave. L. Phone 1120-J.

ROOM for rent, 1508 Ave. K. Phone 1566-J.

NICELY furnished south bedroom. Furnace heat, hot water, garage. Phone 518, 1418 Broadway.

ROOMS to rent to girls. 2322 8th street.

26.—Apartments for Rent

FOR RENT —Two room furnished apartment. Hot and cold water, private bath. Garage. Gas for heat and cooking. Price $35.00. 117.

Light housekeeping room. Near schools. Bills paid, 1502 Ave. T. Phone 1988-W.

FOR RENT—One furnished housekeeping room. 1631 9th. Phone 1041-J.

Front bedroom for rent. $15 per month. Garage furnished. Phone 979-W or 143. 714 Ave. L.

DUPLEX FOR RENT
Four rooms, bath, service porch. Textoned walls, unfurnished. New modern brick house. Must be seen to be appreciated. $40 per month. No children. Would give long lease to responsible party. See Mr Plummer at Temple Trust Co. or call at 22-10 1-2 17th St.

FOR RENT
Modern 3-room furnished apartments. With water, lights and gas. On bus line.
1509 COLLEGE AVE.
Phone 1973

Three room efficiency, Sealy mattresses, 1007 Ave. S. Phone 1419-W.

Close in apartment, in private home. Private entrance. 1408 Ave. N.

Apartment close in. Private bath. Phone 978-J.

FOR RENT—Furnished apartment downstairs, modern. 1201 17th.

Furnished apartment for rent. 1416 13th St. Phone 347.

Bush Apartments, $15 to $30. Ave Q and 22nd. street.

One-room furnished garage apartment. Reasonable. Lights, water and gas furnished. 2110-21st St. Phone 1941.

Southeast two-room furnished apartment. Rent reasonable. 1936 Ave. N.

FOR RENT—New furnished apartment. Three rooms with private bath. All bills paid. 1117 18th St.

FOR RENT—East half brick veneer Duplex. New and modern. $25. Phone 116.

Two 3-room unfurnished apartments with garage. One 3-room furnished apartment with garage. Corner 16th street and Avenue W. See owner at 1510 Ave. W or call 1322-J.

Close to Tech, furnished 3 room apartment, also 3 room cottage. 2421 9th.

Nice two room furnished apartment. Bills paid. Adults only. 1407 6th St.

NICELY furnished garage apartment with private lavatory. Gas and water furnished. Price $22.00. 2123 8th.

FOR RENT — Two-room furnished apartment in brick home. 1915 9th street.

FOR RENT—Two furnished rooms, $5.50 per week. 1912 Ave. O.

GARAGE apartment, furnished, three rooms. Ideal for travelling man. Phone 915-W.

FOR RENT—Modern four-room furnished apartment. East side of duplex, with garage. Call 1755.

FOR RENT—Two furnished apartments in brick house. All bills paid. Conveniently located. Phone 844-W.

UNFURNISHED three-room duplex for couple. Very nice. 1614 Ave. K.

FOR RENT—Furnished apartment. To adults. Private entrances. 1708 10th St.

THREE-ROOM furnished apartment. Bills paid. Phone 1038-J.

THREE-ROOM furnished apartment for rent. 1118 8th St.

FOR RENT—Up-to-date three-room apartment. Private bath, new upholstered furniture. Private front and back entrance. 1620 15th St.

FOR RENT—One-half duplex unfurnished. Mrs. C. L. Hamlett, 1312 Ave. K. Phone 174.

FURNISHED apartment. Private entrance, modern conveniences. 1630 10th St. Phone 1402-W.

COMPLETELY furnished three-room efficiency. Garage, all bills paid. Maid service. For couple or two business men. 614 Ave. N, to phone 716.

FOUR-ROOM furnished apartment close in. Moderate. Call 206.

ONE or two furnished room apartment. 902 Ave. Q. Phone 315.

TWO-ROOM furnished apt., all bills paid. Phone 1216-W.

TWO ROOMS furnished, all bills paid. One-half of duplex, $25.00. Near Tech and high school, 2104 14th street.

TWO-ROOM furnished apartment, close in, 704 Ave. L.

REAL ESTATE FOR RENT

27.—Wanted, Rooms, Apartments or Houses

WANTED—To rent five- or six-room house, close in. Jno. F. Turner.

REAL ESTATE FOR SALE

29.—House: for Sale

FOR SALE OR TRADE
Beautiful homes near High school and Tech that can be handled with small cash payment, and boy, they can be bought worth the money, also we have others in Ellwood Place and Highland Heights, that the owners will sacrifice first cost on if you will act quick. Our clients want their money for other things, and if you want a home, see us, and let us show you a real home.
MEREDITH & MARTIN
E. L. Meredith. Phone 1423 Raleigh Martin.

Apartment house and two brick veneers. Mrs. Carlisle, 1416 13th St. Also 40 acre farm.

DANDY EXCHANGE OFFER
Have a client who wants to exchange realty for a good home either on Broadway, Thirteenth or Sixteenth streets. He owns a good paid interest in two homes in Lubbock and 177 acres of raw land that he wants to put in on the deal. He is willing to either assume loan or get one and pay the difference in that way. He wants a good place. See me.
JNO L RATLIFF
No. 1 Brown Building

BARGAINS IN HOUSES
5 room house 8th street, $3000. $200 down, $32.50 month. 4 room house 19th street, $2500. $300 down, $30.00 month. 6 room house Ave. P $2850. $35 down, $35 month.
A H MARTIN
Leader Building Phone 346

FOR SALE
No. 1 is one of the very best six-room brick veneers on 22nd street in Ellwood, just west of College Ave. This is a beautiful place, owner leaving city, offers to take $5,500. Might take a clear lot. Best buy in Lubbock.
No. 2 is new six-room house on 17th street. This is a brick veneer, well built and well located. Price $4,500.
No. 3 is five-room brick near Dupree school. This is extra well built, and nice large rooms. Price only $3,400. Easy terms. Might use lot or car.
No. 4 is a dandy five-room brick nicely furnished. Will sell the whole outfit for $3,750, or sell the house alone for less money. This is fine location, near Dupree school. Might take lot or car on this.
No. 5. I have houses and lots anywhere in Lubbock at bargain prices, that's my business. See me for any kind of city property.
J. W BAZE
(The City Man)
Room 12 Conley Bldg. Phone 1401
Trade where you have a
GUARANTEE

MUST SELL
Nice 5 room brick veneer home well located. $3000, $250 cash, balance like rent.
WHEAT LAND. 320 acres PERFECT in the finest wheat belt in New Mexico so ridiculously LOW we are ashamed to print the price. See us QUICK.
Section land with 400 acres wheat to trade for filling station in or near Lubbock.
SOUTH PLAINS REALTY CO.
213 Ellis Bldg. Phone 2012

FOR SALE, TRADE OR RENT — Furnished nine room home. 1611 15th St. Phone 1831-W.

FOR SALE—Six room frame house on Main street near high school. Address Box B, Avalanche.

MODERN seven-room home on Eighth street, for sale or trade. Will take car as part payment. Call owner, Lubbock Inn. E. D. Denning.

FOR SALE — Choice located new six-room brick veneer. Small cash payment. Box M-40, Avalanche.

A BARGAIN
Brand new six-room brick veneer, well located for $4,500.00.
Royalty for sale. 1,080 acres in Gaines county, price right.
In Lubbock county, 165 acre farm to trade for small tract close in to Lubbock.
CASEY & WILLIFORD
Real Estate Insurance Loans
Myrick Bldg.
Phones 263, 1247-J and 1569-W

31.—Farms and Lands

FOR SALE, small acreage southwest of town or might trade for farm near Lubbock. See owner, 2409 Main street.

50 FT. LOT and buildings for sale on 19th street. Revenue bearing. Priced right, good terms. Might take some trade. Harry E. Miller. Phone 1016-W, or see me at 2219 19th St.

33.—Real Estate

Four sections fine wheat land, well improved, 2 story 7 room house, big red barn, on good road 6 miles from railroad town, 700 acres in cultivation, 350 in wheat, all perfect land. Price $17.50 per acre, $15,000 cash.
SAMMONS & WILLEFORD
Room 5 Brown Bldg. Phone 833

REAL ESTATE FOR SALE

33.—Real Estate

WANT LOTS
Have practically new two door sedan to exchange for good, well located lots, or other real estate. Car is six cylinder, and motor is in A-1 shape. Phone 2050-J. (Owner).

FOR TRADE—320 acres, well improved, two miles Floydada; 445 acres 12 miles Lubbock, 125 in cultivation; dandy little ranch in Dickens county. Take good residence on any of the above. Residence property in Floydada to trade for land near Lubbock. Gamble Realty Co. 304 Ellis Bldg. Phone 2070.

CLOSE-IN lot, $350.00. Inquire Swain's Hatchery, 810 Main St.

A. E. MULLINS, 2319 20th street, get your complimentary ticket, at the Avalanche-Journal, to the Lindsey theater.

FOR SALE or trade, choice improved five-acre home south of College. Box M-40, Avalanche.

936 ACRES LAND FOR SALE OR TRADE
This land is located in Johnson county, near Cleburne, Texas, and consists of three tracts.
530 acres, seven miles south of Cleburne, Texas, 500 in cultivation, extra well improved, fine black land. Improvements worth $7,500. One of the best homes in Johnson county. 200 acres, 10 miles west of Cleburne, 175 acres in cultivation, fair improvements, all good black land. 236 acres four miles north of Godley. 110 acres in cultivation, all good level black land and one of the best farms in the county.
Thirty-eight miles with all necessary tools, feed, etc. cultivate the land with rented on shares for 1930. Owner will exchange his equity for anything worth the money. Prefer good income property or gins.
Address—
J. S. SMITH
Stamford, Texas

Clear lot for equity in residence. Address Box MO Avalanche.

320 and 640 acres, will take good well located brick veneer home in Lubbock as part of down payment. Call 1994-W after 6 p. m.

FOR SALE—Two houses and lots on 15th street. Also one farm 3 1-2 miles southwest of Tech and other land twelve miles south of Lubbock. See Baxter Honey, Phone 542.

30 YEARS TO PAY FOR YOUR FARM
Starting the New Year with the best bargain on the South Plains. Eighty-eight acres of good cat claw land, one and one-half miles from good Hockley county school. Every foot tillable at the low price of $20 per acre. $750 cash, balance due in 30 years at 5 per cent interest. We have other bargains, also good exchange propositions.
Phone 1442
Room 270 Lubbock Nat. Bank Bldg.
NOAH & BOOKER

FOR SALE, TRADE OR RENT—300 acres all in cultivation. Pasture for work stock. 9 miles of good railroad town, on highway. See me for all kinds of exchanges. Clear lots and lands to swap for your acreages. ED ALLEN, 319 Ellis Bldg. Phone 2032.

AUTOMOBILES

35.—Automobiles for Sale

1929 Oldsmobile Sedan
1929 Chevrolet Sedan
1928 Olds Coupe
1927 Pontiac Landau
1927 Nash Sedan
DAVIS OLDSMOBILE CO.
Phone 1888 1105 Main St.

FOR SALE
CADILLAC 61-M PHAETON
Mechanically perfect, new tires and good paint.
WILL SELL AT A BARGAIN FOR CASH.
Might trade for clear residence lot. See Ralph Lindsey at Palace or Lindsey Theatres or phone 1338-J.

RECONDITIONED USED CARS
Six late model Nash Coupes, Cabriolets and Sedans, 1928 and 1929 models
1929 Essex Sedan
1929 Essex Coach
1928 Essex Sedan
1928 Master Buick Brougham
1926 Willys-Knight Coach
1927 Chrysler 70 4 passenger Coupe
RAGLAND MOTOR CO.
1009-09 Ave. J Phone 188

AUTOMOBILES

35.—Automobiles for Sale

USED CARS

1928 Chevrolet Sedan
1928 Chevrolet Coach
1928 Chevrolet Coupe
1927 Chevrolet Coach
1927 Chevrolet Coupe
1929 Chevrolet Sedan
1929 Chevrolet Coach

KUYKENDALL CHEVROLET CO.
Ave. J at 13th St. Phone 1234

SOME DANDIES

1927 Hupmobile Coupe, good paint, good tires, mechanically A-1. Take good cows, horses, mules or feed.
1926 Master 6 Buick, Rex glass enclosure. New tires and new paint. Must be sold at $275.
Two new Chevrolets, any model, never been run, $75 off list price. Fully equipped and new car guarantee.
1925 Oakland Coupe. Good running condition. $125. Two 1929 Fords, pickup bodies, $35 apiece.

GEORGE'S AUTO EXCHANGE
909 9th St. Phone 1525

REAL BARGAINS IN USED CARS

KENT BUICK CO.

1929 Plymouth Roadster
1928 Master 6 Buick Sedan
1929 Dodge Sedan
1929 Essex Coach
1928 Buick Roadster
1927 Chevrolet Coupe
1928 Oakland Sedan
1926 Chevrolet Coupe
Also Some Cheap Fords
Victory Six Dodge Sedan
1928 Buick Six Roadster
1928 Buick 4 passenger Coupe
1928 Buick Standard 6 Coupe
1929 Nash Sedan

KENT BUICK CO.
Ave. J Phone 1811

LATE MODEL CHRYSLER BARGAINS

1929 Plymouth Roadster
1929 4 passenger 75 Coupe
1929 Plymouth Sedan
1927 Chrysler Sedan
1929 Chrysler 75 Sedan
1927 Chrysler 70 Sedan
1928 Chrysler 70 Roadster
1929 Chrysler 75 Coupe
1927 Chrysler 60 Coupe

JOE HILTON CO.
907 19th St. Phone 627

Ten Killed

(Continued from Page 1)

the ocean. He had accompanied Kenneth to the field with the intention of boarding the plane.

William Hawks, another brother, recently married Bessie Love, motion picture star.

The two planes and a third, piloted by Lieut. Col. Roscoe Turner, transcontinental flier, were engaged in filming a sequence in a picture based on the death on July 8, 1928, of Capt. Alfred Lovenstein, multi-millionaire Belgian financier, who disappeared from a transport plane over the English Channel and whose body later was found washed ashore.

500 Feet Away.

Turner carried with him in his plane a parachute jumper, who was to leap into the ocean, the camera planes swooping down on either side of him to photograph him as he fell and struck the water. Turner's plane was 500 feet away from and below the camera planes when the collision occurred, and he was not involved in it.

"I was circling 500 feet to the left and below the camera ships," said Turner, describing the disaster. "They were over my shoulder and I could not see them. Suddenly the boy with me said they looked like they were coming together.

Tangled Together.

"I immediately winged over and came around for a look at them. By that time, they had crashed together and when I saw them they were tangled together on fire and plunging into the water. Just as they hit two or three people either jumped out or were thrown clear of the wreckage. I could see the bodies splash into the ocean a little distance away from the point where the planes hit the sea."

Turner said the camera planes were supposed to have circled close together and to have followed, one on either side of the parachute jumper as he fell. He expressed belief that possibly sun in the eyes of one of the pilots had caused him to circle in the wrong direction, meeting the other ship almost head-on.

Cotton Loses Gain; Market Confused

Fluctuations Are Narrow As Decline Follows Advances

New Year Is Started With Only Moderate Trading To Gain Strength Early In Thursday Session

NEW ORLEANS, Jan. 2. (AP)—The cotton market here started the New Year with only moderate trading and comparatively narrow price fluctuations, gaining strength for an advance during the first half hour on buying by westerner traders probably due to higher wheat and stock market and later losing much of the gain due to a reactionary tendency in wheat and stocks.

Under favorable Liverpool cables the local market opened 1 to 5 points up and firmed to advance 11 to 12 points on the trade activity from the west but eased off later on the reactionary tendency. The late ruling was barely steady closing at slight net gains for the day. March advanced 12 points to 17.39 on the rally but later dropped back and closed at 17.32, or 5 points net higher for the day. January traded up to 17.08, March 17.35 and May to 17.60, or 6 to 8 points above the previous close.

Factors Reflected.

Later in the morning the influencing factors reflected in New York pushed January up to 17.13, March to 17.39 and May to 17.64, or 11 to 12 points above the opening figures.

The later reaction carried the figures four to six points from the highs. The late trading carried it a trifle further on realizing and January closed at 17.07, March at 17.32 and May at 17.67, or 4 to 5 points net higher.

Cotton Higher On Trade Buying

NEW YORK, Jan. 2. (AP)—Cotton was higher today on trade buying and covering promoted by relatively steady Liverpool cables and comparatively light offerings. March sold up to 17.46 or 14 points above the closing quotation of Tuesday and closed at 17.40, with the general market closing barely steady at net advances of 7 to 19 points.

The market opened steady at an advance of 1 to 5 points in response to steady Liverpool cables. A little southern selling was reported as well as realizing, but the comparatively small offerings were absorbed, and the market ruled very steady during the middle of the day. January was relatively firm on covering and sold up to 17.29 or 23 points net higher. This helped the tone of the later deliveries and while the buying was not particularly active, prices advanced to 17.70 for May and 17.94 for October, or about 14 to 16 points net higher. The demand then tapered off with last prices showing reactions of 4 to 8 points from the best under realizing.

Cattle Trade Is Generally Steady

FORT WORTH, Jan. 2. (AP)—The cattle trade here today was generally steady. Hogs were 5 to 10 cents higher, and an advance of 25c was registered on fat lambs in the sheep division.

Heavy steers sold at 11.35. Whal few bulls were on the market sold up to 8.50. Yearlings in carlots brought 11.00, while individual sales sold up to 14.00. Cows and calves were scarce.

The top in the hog division was 9.35, with the bulk selling from 9.00@9.25. Sows sold around 8.00 and pigs at 7.25@8.00.

CHARTER AMENDED

AUSTIN, Jan. 2. (AP) — Charter amendments:

Bellew-Satterfield company, Amarillo; decreasing capital stock from $60,000 to $25,000.

El Paso Post company, El Paso; changing capital stock from $10,000 to 2,500 common non-par value shares.

C. H. Reed and company, Abilene; changing capital stock from $50,000 to 2,000 non-par value shares.

Matadors Win

Continued from Page 6

nine points chalked up by the Hornets. Killian, lanky Hornet center, was next with seven tallies. The latter also turned in a stellar defensive game.

Saturday night the Matadors tangle with Andy Hemphill and his Littlefield aggregation.

The lineup:

Matadors—	FG	FT	Pts.
Rodgers, f	6	2	14
Fisher, f	4	0	8
Maxwell, c, f	2	1	5
Tadlock, g, c	4	0	8
D. Vinzant, g	0	0	0
Hart, f	0	1	1
Dalton, f	1	0	2
Grimes, f	2	0	4
Coppage, g	0	0	0
Puckett, f	0	0	0
Fincher, c	0	0	0
W. G. Vinzant, g	0	0	0
Hill, g	0	0	0
Harris, g	0	0	0
Totals	19	4	42
Hornets—	FG	FT	Pts.
Barlow, f	0	1	1
Weaver, f	0	0	0
Killian, c	2	3	7
Hale, g	1	0	2
Ward, g	1	1	3
Hays, f	3	3	9
Thomason, f	0	0	0
Totals	7	8	22

Referee—Nelson.

The oldest livestock raisers' organization in the United States is said to be the National Wool Growers association, which was organized in 1865.

Heating of churches by electricity is being tested in Norway.

Opening Hog Trade Is Fairly Active But Advance Erased In Late Session

KANSAS CITY, Jan. 2. (AP) — Opening hog trade around the 11-market circuit was fairly active at 10 to 25c higher prices but the close at several points was slow with a good portion of the early advance erased. Weight averages from 140 to 240 pounds continued to command an appreciable premium over strong weight butchers. The day's extreme top of $10 was paid at St. Louis. Total offerings were around 70,900, a decrease of 8,000 from last Thursday, and 68,500 short of a year ago.

Curtailed receipts resulted in an active fat lamb trade at strong to 25c higher prices and at some markets slight strength developed on matured classes of sheep. Choice light weight wooled lambs in Chicago scored $13.75 while at Kansas City and St. Joseph best fed wooled offerings reached $13.10. The supply approximated 26,600 against 40,261 a week ago and 45,343 the corresponding day last year.

Receipts Decrease.

Aggregate receipts of cattle were estimated at 22,000, a decrease of 12,000 from a week ago and 8,000 less than a year ago. Killing classes were on a firm price basis with several senders reporting upturns of as much as 25c on the better grade of fed steers and yearlings. Choice yearlings in Chicago topped at $16.

Local Markets

The following quotations are given by Lubbock firms at the opening of the day's business and are subject to change without notice:

POULTRY—	
Heavy hens	17c
Light hens	14c
Colored springs, 1 1-2 to 2 1-2 lbs	10c
Leghorns, light springs	10c
Stags	10c
Roosters	6c
Guinea hens, each	25c
Turkeys, No. 1 hens 9 lbs. and over	15c
Young toms, 14 lbs and over	15c
No. 2 and lightweights	8c
Old toms	10c
DAIRY PRODUCTS	
Sour cream, butterfat	29c
Sweet cream, butterfat	50c
GRAIN—	
Maize heads	17.00-19.00
Kaffir heads	13.00-15.00
Threshed milo maize, cwt.	1.15
Threshed kaffir, cwt.	1.00
Wheat, ordinary	1.10
Corn, mixed car	.80
Corn, No. 2, white	.80
Corn, No. 2, mixed	.75
Sudan	3.25-3.50
Cane seed	2.00-2.25
COTTON	
Middling, 7-8 staple	15.25-15.75
Lower grades	9.50-12.00

LUBBOCK LIVESTOCK

The following report furnished by McDonald Packing Co.

Cattle: Calves: choice white face 9.50 to 10.50; good medium 8.50 to 9.00; common and dogies 6.00 to 7.00; cows: choice 6.00 to 6.50; good medium 5.00 to 6.00; common and cutters 4.00 to 6.00; canners 2.00 to 4.00; bulls, heavy butchers 5.50 to 6.50; heavy bolognas 5.00 to 5.50; medium and common 4.50 to 5.00.

Hogs: choice butchers 8.25 to 8.75; choice light weights 8.00 to 8.75; choice heavies 7.00 to 8.00; packing sows 6.00 to 6.50; stocker pigs 6.00 to 7.00.

Ship Blast

(Continued from page 1)

Nearest relative, father, H. W. Febrey Annapolis. Burned on face, expected to recover.

Henry Kenfield, 24, R. F. D. No. 2 Hampton, Conn., seaman first class. Nearest relative, father, George Kenfield, Hampton seriously burned, recovery in doubt.

Hampton, seriously burned.

Albert Lee Houston, 26, R. F. D. No. 1, Centralia, Wash., seaman second class. Nearest relative, George Albert Houston, Centralia. Burned seriously, recovery in doubt.

B. J. Morton, seaman second class, slightly burned.

POSTPONE MEETING

Tech Faculty Holds Meet On January 14th

Announcement of the postponement of the first 1930 faculty meeting of Texas Tech college from January 7 to January 14, was made by President Paul W. Horn yesterday. President Horn will attend a meeting with members of the farm board at Austin, called by Governor Moody for January 7.

The faculty meeting will be held in room 302 of the administration building at 4:15 p. m. at which time reports will be made on the Carnegie Foundation investigation on subsidizing of college athletics.

DATA COLLECTED

Officers Learn Aliases Of A. Welker Kennedy

WACO, Jan. 2. (AP) — A. Welker Kanady, denied bond by Justice Aubrey Morris today after examining trial on charge of robbery with firearms in connection with the kidnaping of Dr. C. G. Swift Jr., last Saturday night and Sunday morning, is also known as Bert Baldwin alias Walter Quinnup, alias A. W. Willett, alias Wesley Claiborne, alias J. A. Malone, according to a letter from the bureau of justice at San Antonio to the Waco police department. For further possible information about him, police have sent his photograph, finger prints, and available data collected since his arrest in Fort Worth Monday, to the central bureau at Washington, D. C.

Nerves Of Wheat Owners Shaken By Russian Bugaboo

Values Are Forced Down By Persistent Pressure Of Selling: Export Reported Small From America

BY JOHN P. BOUGHAN
Associated Press Market Editor.

CHICAGO, Jan. 2. (AP) — Russia came to the front today as a bugaboo unsteading the nerves of wheat owners. Notwithstanding that people in Moscow are subsisting on a ration card basis, wheat values here were forced down by persistent selling pressure which resulted largely from assertions that Russia is exporting at least some wheat, and has forwarded samples to Liverpool to be valued. Simultaneously, the volume of wheat export business today from North America was small compared with the amount looked for in most quarters, the estimated total being only 600,000 to 700,000 bushels.

Chicago closing prices for wheat were shaky, 1 7-8c to 2 1-4c a bushel lower than Tuesday's finish. Corn closed 3-8c to 5-8c down, oats unchanged to 1-8c off, and provisions showing 5 to 7c to 10c advance.

Markets At A Glance

NEW YORK, Jan. 2. (AP) — Stocks irregular; Fox Film A at new low in heavy liquidation.

Bonds irregular; American Cigar at new low on passing of common dividend.

Foreign exchanges easy; Sterling cables drop below $4.85.

Cotton higher; steady cables and trade buying.

Sugar steady; Cuban buying.

Coffee higher; better spot demand.

CHICAGO, Jan. 2. (AP) — Wheat lower; favorable government weather report.

Corn easy; large receipts.

Cattle strong to higher.

Hogs higher.

"BUNK" CAR BURNS

Loss Of $2,000 Sustained In Santa Fe Blaze

A "bunk" car and contents belonging to the Santa Fe Railway company burned yesterday morning on a track at First street and Avenue T with a loss of about $2,000.

The blaze was reported to the fire department at 5:15 o'clock, but the flames had practically consumed the car at that time. Of undetermined origin, the fire supposedly started after midnight, Fire Chief W. E. Twitty said.

RURAL AID OPPOSED

Injunction To Prevent The Distribution Sought

SAN ANTONIO, Jan. 2. (AP) — A charge that political powers were attempting to persecute the state administration through the plea for an injunction to prohibit the state board of education from distributing the $5,000,000 rurall aid fund to schools was made today in the closing argument of Rice M. Tilley, assistant attorney general, before Judge R. B. Minor in 57th district court.

James A. King, Austin attorney will open arguments on the second day Friday and indicated he would bring a spirited denial that politics entered into the petition for a restraining order. "This case was brought to protect the interests of the common people against a government that would attempt to give aid to certain schools to keep the same aid from other schools because they cannot meet certain requirements which the board of education and the state legislature have set up," King said.

FIFTY-SIX DIE

Bubonic Plague Sweeping City Of Tunis

TUNIS, Jan. 2. (AP)—The terrible bubonic plague, which is often fatal in 24 hours, has broken out among Arabs in the native quarter of the city of Tunis, 56 persons having died from it and 600 have been segregated. All the victims were Arabs.

Authorities believe that they have prevented the spread of the plague by taking drastic measures. Many houses were evacuated and their dwellers isolated in pest houses. Vaccination has been enforced in all areas suspected of contamination.

PATROLMAN DIES

GALVESTON, Jan. 2. (AP)—Thomas T. Hawkins, 70, patrolman wounded in a gun fight with robbers who secured a $6,400 pay roll of the Galveston Dry Dock and Construction company last May, died today of pneumonia. Burial will be at Kyle.

California fruit growers are considering a proposal to establish a system of chain stores in South America to handle North American grown fruit.

The oldest college building in Oklahoma, "Old Central" at the state A. and M. college, is to be rebuilt.

Women outlive men owing to several reasons, one of which being that they breathe a greater number of times to the minute. This burns up the body's waste products.

Share Values Are Bid Upward After Market Is Opened

Moderate Rallies During Final Half Hour Follow Sharp Depression In Mid-Afternoon Session

BY CLAUDE A. JAGGER
Associated Press Financial Writer.

NEW YORK, Jan. 2. (AP) — The stock market stumbled into the New Year with considerable confusion today. Share prices were bid upward rapidly in the first hour, sharply depressed during the afternoon, and rallied moderately in the final half-hour, closing quotations were irregularly lower, scores of leading issues showing net losses of 2 to 8 points. The market remained dominantly professional, the day's transfers falling short of 3,000,000 shares.

The flood of year-end forecast and analysis by important bankers, economists, and industrial leaders, while reiterating confidence in the stability of fundamental conditions, and faith in a comparatively early recovery in business and trade, were rather guarded and inclined to conservatism. Commission house advices generally predicted higher prices before the close of the New Year, but were largely non-committal as to the immediate market outlook. On the whole, New Year's brought little cheer to the bull crowd.

GUARDSMEN RETURN

Burning Plane Found To Be Only Toy Paper Baloon

SANDUSKY, Ohio, Jan. 2. —(AP)— Coast guardsmen, weary and wet from a long battle with ice and freezing water in Sandusky bay, returned to headquarters today with a piece of tangled, scorched wire as a reward for their herculean efforts to reach a stranded airplane and possibly a dead or dying pilot.

On the other side of town, Sheriff John W. Parker dropped to earth in his plane after an even more fruitless search through clouds filled with sleet and snow.

But the mystery was solved. Coast guardsmen proved that the flaming plane that fell on Johnsons island in Sandusky bay last night was nothing more than a toy paper balloon sent up as a welcome to 1930.

WITNESSES HEARD

State Holds Inquest Into Rum Runners' Death

NEWPORT, R. I., Jan. 2. —(AP)— Seven witnesses were heard today at the state's inquest into the deaths of three rum runners on the motor boat Black Duck off here Sunday. Federal officers were barred from the hearing by Attorney General Oscar L. Heltzen, who said he did not consider they had a right to be present to get information that could be used for a defense if an indictment should be brought against the crew of the coast guard boat 290 who shot the rum runners.

The inquest, conducted by Heltzen and Coroner Perry B. Dawley, was continued until next week, probably Monday, at which time Heltzen said he hoped to have the difficulties that have arisen between the state and federal authorities sufficiently ironed out to get the testimony of the coast guard crew.

Plane Cracks Up In Eielson Hunt

FAIRBANKS, Alaska, Jan. 2. (AP) —One of the Fairchild cabin planes sent here for the Eielson search was cracked up today as Gifford Swartman and Captain Pat Reid were taking off for Nulato, the first stopping place between here and Nome. No one was injured.

Until mechanics are able to make a thorough examination of the damaged ship, they would make no estimate as to the extent of damages or time needed for repairs.

Swartman had lifted the plane only a short distance into the air when the motor sputtered and stopped. He was not high enough to glide back to the field.

NAILS FURNISH CLUE

Sender Of Fatal Bomb Is Object Of Search

SEAT PLEASANT, Md., Jan. 2. (AP) —Scarred nails gathered at the explosion which on New Years killed one person and injured seven, five seriously, sent authorities to a farm near Marlboro today in an effort to establish the identity of the sender of the bomb.

Some of the nails concealed with the explosive under the Christmas wrappings of the package were said to have been traced to a farm where construction was under way and authorities were understood to have placed two suspects under surveillance.

During the recent National Book Week in Spain the Spanish government bought 60,000 volumes for school children.

Turkey now fears that its new tariff will raise its living costs.

PAYING 8% to investors interest paid semi-annually
Write for Particulars
Astea Building Loan Co.
"The Company with a Guaranty Fund",
Louie F. Moore, Western Mgr.
220 Ellis Bldg., Lubbock, Tex.

Dress Hat for Sunday Afternoon



BY FRANCES CLYNE
Fashion Writer for Central Press.

Hats are one of the surest barometers of fashion. They reflect change quickly and surely. This winter's hats are a perfect illustration of this fact. And the dressy hat for afternoon is one of the most satisfactory illustrations.

Last season, if a hat was smart, that was enough. This winter it should be distinguished looking, but, in addition, it must be pretty, feminine and flattering. These characteristics point to the underlying changes in styles this winter.

Supple velvets fashion some such hats that are so pliable and soft that a woman could almost roll them up and put them into her pocket. Broadcloth, breitschwantz, Rodier's matelasse crepe de chine, ribbons, jerseys and satin are only some of the materials that contribute to the hat beauty of winter.

For mornings and sports, brimmed felt hats are still eminently correct. But when the hands of the clock move around to noon and one is dressing for luncheon and perhaps a tea later, her mood changes. She wants a dressy hat to top her crepe or velvet frock, a hat that will flatter her features, first of all, and one that expresses her more langorous mood of leisure.

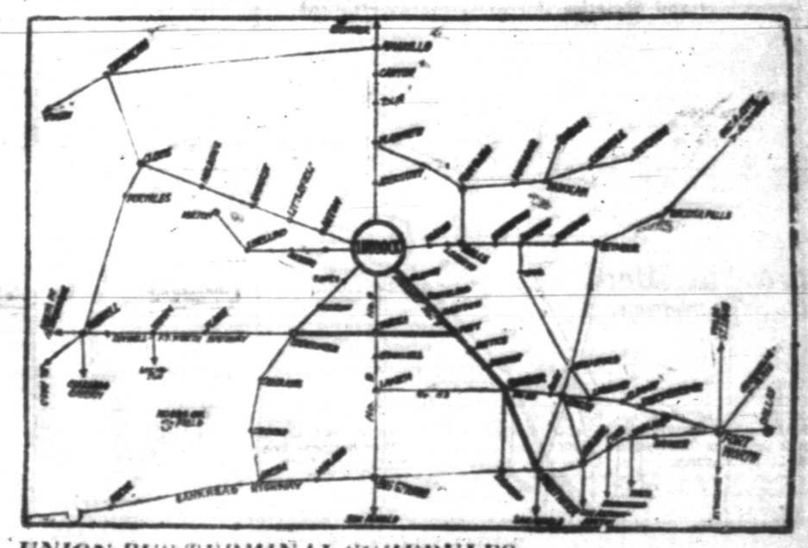
For this dressy hat, black is the first choice. Black is so smart. And it goes with so many things. But colors are preferred by many, perhaps one of the dahlia colors, or a deep green or brown, or even a combination of brown and black, which is good.

Since it is a dressy hat, velvet is an excellent medium, for velvet carries with it a note of luxury, and, at the same time, is one of the most flattering fabrics. If the dressy hat is for a sophisticate, it will flare back from the face with its brim following the skirt's hem for line. But if it is a young woman who wears it, there are many new hats which only the young can wear. They have a jaunty yet restrained flare to their brims that bespeak at once both the wearer's youth and her modesty.

One such is fashioned of black velvet with no trim at all, because it is such a pretty hat that it needs nothing save its tiny banding. The crown is molded to fit the head exactly, a touch to watch if one insists on becomingness, for the way a hat fits is quite as important as its beauty and flattering touch.

The brim of this hat is cut slightly circular, and its outer edge is slightly scalloped, so that it achieves a double effect of softness and grace. Its rear line drops across its wearer's neck, while the front and sides flare, with a suggestion of a languid droop, quite a lady-like effect, to frame a young face charmingly.

Official Plat Stage Lines Out of Lubbock



UNION BUS TERMINAL SCHEDULES

TEXAS MOTOR WAYS, INC.

New Rates, Through Schedules, and New White Parlor Cars

READ DOWN				READ UP	
7:30am	12:20pm	5:30pm	Lubbock	3:30pm	9:45pm
7:55am	12:45pm	5:55pm	Idalou	3:05pm	9:20pm
8:15am	1:05pm	6:15pm	Lorenzo	2:50pm	9:05pm
8:30am	1:20pm	6:30pm	Ralls	2:35pm	8:50pm
8:50am	1:45pm	7:00pm	Crosbyton	1:45pm	8:15pm
9:45am	2:35pm		Dickens	12:55pm	
10:25am	3:05pm		Spur	12:30pm	
8:45am	2:30pm		Ralls	2:30pm	
9:15am	3:30pm		Floydada	1:30pm	

Connections at Stamford for Abilene, Cisco and Austin. At Dickens for Wichita Falls and Oklahoma points and at Quanah for Childress, Wellington, Shamrock, Altus and Oklahoma City.

RED STAR COACHES
LUBBOCK TO BIG SPRING

READ DOWN LEAVE				READ UP LEAVE		
7:30AM	12:30PM	4:30PM	LUBBOCK	10:45AM	3:15PM	9:00PM
8:30AM	1:35PM	5:35PM	TAHOKA	9:35AM	2:10PM	7:50PM
9:00AM	2:05PM	6:05PM	O'DONNELL	9:05AM	1:40PM	7:20PM
9:20AM	2:45PM	6:45PM	LAMESA	8:50AM	1:25PM	6:50PM
9:35AM	3:00PM	7:00PM	LAMESA	8:30AM	1:10PM	6:35PM
10:05AM	3:30PM	7:30PM	SPARENBERG	7:50AM	12:30PM	6:10PM
10:25AM	3:50PM	8:15PM	ACKERLY	7:30AM	12:00N	5:45PM
10:40AM	4:05PM	8:30PM	KNOTT	7:15AM	11:45AM	5:30PM
11:00AM	5:00PM	9:15PM	BIG SPRING	6:30AM	11:00AM	5:00PM

Connections at Lubbock with all lines east, west and north. Lamesa connections for Midland at 10:30AM, 4:30PM. Big Spring all lines east, west, south and T & P. trains.

12:00N	2:45PM	8:15PM	1:45AM	AMARILLO	7:30AM 11:00AM 2:30PM 5:00PM

SUNSET COACHES, INC.
LUBBOCK TO CLOVIS AND ROSWELL

READ DOWN					READ UP		
8:30AM	12:30PM	4:30PM		LUBBOCK	3:45PM	11:45AM	9:15PM
8:30AM	12:30PM	4:30PM		SHALLOWATER	3:15PM	11:15AM	8:30PM
9:15AM	1:15PM	5:15PM		NTON	2:30PM	11:00AM	8:00PM
9:35AM	1:35PM	5:35PM		LITTLEFIELD	2:25PM	10:45AM	8:00PM
9:55AM	1:55PM	5:55PM		AMHERST	2:15PM	10:25AM	7:40PM
10:15AM	2:15PM	6:15PM		SUDAN	2:00PM	10:10AM	7:25PM
11:05AM	2:50PM	6:50PM		MULESHOE	1:25PM	9:30AM	7:00PM
11:40AM	3:20PM	7:20PM	C. T.	FARWELL-TEXICO	12:40PM	8:50AM	6:30PM
11:55AM	3:35PM	6:35PM	M. T.	CLOVIS	11:30AM	7:30AM	5:30PM
11:30AM		6:45PM		CLOVIS	11:15AM		5:30PM
12:00N		7:15PM		PORTALES	10:45AM		5:00PM
12:40PM		7:55PM		ELIDA	10:00AM		4:20PM
1:30PM		8:15PM		KENNA	9:30AM		4:00PM
2:00PM		9:10PM		ACME	8:40AM		3:00PM
2:30PM		9:40PM		ROSWELL	8:00AM		2:30PM

NORTH PLAINS COACHES
LUBBOCK TO AMARILLO

North Bound—Read Down				South Bound—Read Up		
7:15AM	11:40AM	3:30PM	9:00PM	LUBBOCK	11:45AM	3:45PM	7:15PM	10:30PM
7:40AM	11:55AM	3:55PM	9:25PM	MONROE	11:30AM	3:30PM	6:50PM	10:00PM
7:55AM	12:40AM	4:10PM	9:40PM	ABERNATHY	11:05AM	3:05PM	6:35PM	9:35PM
8:30AM	12:30PM	4:45PM	10:30PM	HALE CENTER	10:25AM	2:25PM	5:55PM	8:55PM
8:50AM	12:45PM	5:10PM	10:40PM	PLAINVIEW	10:00AM	2:00PM	5:30PM	8:30PM
9:25AM	1:10PM	5:45PM	11:10PM	KRESS	9:20AM	1:20PM	4:50PM	7:50PM
9:00AM	1:45PM	6:15PM	11:45PM	TULIA	8:30AM	1:00PM	4:30PM	7:30PM
10:30AM	2:30PM	6:45PM	12:30PM	HAPPY	8:20AM	12:20PM	3:40PM	6:55PM
11:15AM	3:00PM	7:30PM	1:00AM	CANYON	7:40AM	11:45AM	3:15PM	6:15PM
12:00AM	3:45PM	8:15PM	1:45AM	AMARILLO	7:00AM	11:00AM	2:30PM	5:30PM

Convenient connections at Amarillo for Panhandle oil fields, Colorado and Oklahoma.

SOUTH PLAINS COACHES
LUBBOCK TO SWEETWATER

SOUTH BOUND—READ DOWN				NORTH BOUND—READ UP			
7:00AM	12:00N	4:00PM	7:30PM	LUBBOCK	11:AM	3:30PM	8:30PM	1:30AM
7:40AM	12:30PM	4:30PM	8:00PM	SLATON	10:25AM	3:00PM	7:45PM	1:00AM
8:00AM	12:45PM	4:45PM	8:15PM	SOUTHLAND	10:10AM	2:45PM	7:30PM	12:45AM
8:45AM	1:30PM	5:30PM	9:00PM	POST	9:30AM	2:00PM	6:45PM	11:00PM
9:15AM	2:00PM	6:00PM	9:30PM	Jrothsburg	8:50AM	1:30PM	6:15PM	11:30PM
9:45AM	2:45PM	6:30PM	10:00PM	DERMOTT	8:45AM	12:45PM	5:30PM	10:30PM
10:15AM	3:00PM	7:00PM	10:30PM	SNYDER	7:45AM	12:15PM	5:00PM	10:00PM
10:35AM	3:20PM	7:20PM	10:50PM	HERMLEIGH	7:25AM	11:55PM	4:40PM	9:40PM
10:50AM	3:30PM	7:30PM	11:00PM	INADALE	7:05AM	11:45AM	4:30PM	9:30PM
11:15AM	3:55PM	8:00PM	11:45PM	ROSCOE	6:45AM	11:30AM	4:15PM	9:15PM
11:30AM	4:20PM	8:20PM	12:00N	Sweetwater	6:30AM	11:15AM	3:40PM	9:00PM

Connections at Sweetwater for San Angelo at 12:15 PM, 4:30PM, and 9:00PM; and at Snyder at 10:20 AM and 5:30PM for Colorado.

PIONEER MOTOR LINES, INC.
LUBBOCK TO BROWNFIELD AND ROSWELL

LEAVE				ARRIVE	
8:30AM	4:00PM		LUBBOCK	11:30PM	7:30PM
8:45AM	4:45PM		ROPES	12:30PM	8:00PM
9:00AM	5:00PM		MEADOW	12:15PM	8:00PM
10:00AM	6:00PM		BROWNFIELD	11:15AM	7:00PM
11:30AM	6:30PM	C.T.	PLAINS	10:00AM	5:15PM
11:45PM	6:45PM	M.T.	TATUM	9:45AM	5:00PM
2:00PM	8:00PM		ROSWELL	8:00AM	3:00PM

LUBBOCK-LEVELLAND-MORTON

10:30AM	5:30PM		LUBBOCK	8:30AM
10:00AM	5:00PM		HURLWOOD	9:00AM
11:00AM	6:00PM		SMYER	8:00AM
11:45AM	6:45PM		LEVELLAND	8:00AM
12:30PM			WHITEFACE	2:30PM
1:00PM			MORTON	2:00PM

Special Excursion Busses at the service of the Public at all times. Call the Terminal for rates. Call the Terminal for through rates on any point in the United States, Canada or Mexico.

Forty-seven hour service between Lubbock and Los Angeles either by way of Brownfield and Clovis, New Mexico.

Fifteen hour service between Lubbock and San Antonio via Big Spring or Sweetwater. Twelve hour service between Lubbock and Fort Worth via Spur and Stamford, Snyder, or Sweetwater.

Twenty hour service between Lubbock and Denver, Colo.

Murray Speaks At Kiwanis Luncheon

Past President Of Rotary Club Here On Program Of First 1930 Session Of Civic Organization

Taking as his subject, "Attendance," R. J. Murray, past president of the Rotary club, was principal speaker at the first 1930 meeting of the Kiwanis club yesterday noon at Hotel Lubbock. Mr. Murray stated that activities of the Kiwanis club are of great benefit to Lubbock in the upbuilding of this community.

Prior to Murray's address, T. E. Buckner and Dude Buster, members of the attendance and reception committee, conducted a name and classification bee, calling the name and classification of each member as he rose. Buckner was awarded first place in the contest.

Acquaintance Urged

Mr. Murray urged that club members get acquainted with every other member and that they give to the club 52 hours this year, by being present at each of the 52 weekly meetings.

A motion submitted by Dr. Fred W. Standefer that the club draft a resolution of sympathy to the family of Charles F. O'Neall, and offering regrets for having lost one of Lubbock's most valuable citizens received unanimous approval of the membership and the matter was referred to the committee on Public Affairs, Allan Hill, Chairman.

London Editorials On India Question

LONDON, Jan. 2. (AP) — London newspapers, which during the past week have featured political news from India, this morning devoted their leading editorials to the results of the India national congress at Lahore and to the possibilities of the future.

The Daily Herald, government organ, says the Indians' demand for complete independence instead of dominion status is "an academic change involving no immediate consequences." It appeals to Mahatma Gandhi, nationalist leader, to cooperate with the British government and affirms nothing can be achieved by a mere "we-will-not-play" attitude.

The Times is encouraged by the attitude of Indian liberals and moderates, and thinks the congress marked the "first time an organized force has emerged from Indian politics with a sense of realities and a determination to face them."

Conservative newspapers generally deplore activities of Gandhi and his followers.

Horn Will Attend Confab At Austin

Following announcement of a called meeting to be held in Austin next Monday by Gov. Dan Moody, Dr. Paul W. Horn, president of Texas Technological college stated yesterday that he will attend to represent Lubbock. The meeting is to be held with Alexander W. Legge of Illinois, chairman of the Federal Farm Board, and Carl Williams, of Oklahoma, member of the board.

Among others invited to the meeting are H. Y. Benedict, president of Texas university; T. O. Walton, president of A. and M. college; Representative Lawrence Westbrook, of Waco; Representative Julien Hyer, of Fort Worth, and C. S. Hollan, Houston banker.

Berlin will hold an international leather fair next fall.

Depositions Will Be Taken Jan. 7th

OKLAHOMA CITY, Jan. 2. (AP)—Representing Mrs. Mabel Bassett, state commissioner of charities and corrections, in her fight to retain custody of five-year-old Fred McDaniels, jr., Robert D. Crowe, assistant attorney general, will take depositions from three witnesses in San Antonio, January 7, he said.

Crowe will be accompanied to Texas by attorneys for Mrs. Mercedes McDaniels of Shawnee, who has filed an application in the state supreme court for custody of the child, asserting she legally adopted him four years ago in Fort Worth.

In divorce proceedings in the Tulsa county district court several months ago, the child was ordered placed in Mrs. Bassett's care. The supreme court recently permitted Mrs. McDaniels to take custody of the child pending a final decision.

Attorneys for Mrs. McDaniels said it would be necessary that they obtain testimony from Mexico City, Minneapolis, Minn., Dallas, Fort Worth, and Tulsa.

Advances Made By State Collectors

Deficiency In General Revenue Fund Prevented By "Good And Patriotic" Tax Collectors Of Texas

AUSTIN, Jan. 2. (AP)—There would have been a deficiency in the general revenue fund of the state at the close of the year had not six "good and patriotic" tax collectors made advances to the treasury, W. G. Hatcher, state treasurer, announced today.

He said that on December 31, Comptroller S. H. Terrell transferred out of the general revenue fund into the available school fund and the confederate pension fund sums amounting to $594,772, which would have brought a deficiency but for the remittances sent in by tax collectors.

The collectors who sent remittances were J. W. Hall of Harris county, John H. Cullom of Dallas county, L. P. Card of Tarrant county, R. G. Leclere of Jefferson county, R. N. Campbell of Bexar county, and Sam V. Stone of Williamson county.

Hatcher said he would like "for the public to know it was their cooperation plus the cooperation of reserve depository banks that made it possible for this state to stay on a cash basis."

Brownfield Gets New Lions Club

(Special To The Avalanche)

BROWNFIELD, Jan. 2.—A unit of Lions International was completed here today following a visit in this city for several days of Alva R. Wilgus, of Fort Worth, commissioner of Lions International. The following officers and members comprise the organization: W. E. Henson, president; W. W. Price, first vice-president; K. W. Howell, second vice-president; J. M. Telford, third vice-president; Rex L. Headstream, secretary; Henry Chisholm, Lion Tamer; Vlyde Gross, tail twister; J. H. Carpenter, Andrew Copeland and J. H. McLeod, directors. Dr. B. D. Dubois, programs.

This is the second civic club to be organized here, the Rotary club being completed about two years ago. Weekly meetings will be on Wednesday and the first will be held January 8.

Waiting for Wedding Bells



Some time in March, wedding bells will ring for another of the famous Costello sisters. This time it will be the lovely Helene who will go to the alter. Her husband will be Lowell Sherman, moving picture actor. Helen's sister, Dolores, is the wife of John Barrymore.

Broadcast Director Defends Record Radio Programs; Array of Talent Is Presented Through Their Operation

By NEA Service

NEW YORK, —While the controversy over radio's presentation of recordings is waxing hot and heavy, Daily Paskman, director of WGBS here, rises to side with the recorded programs. Through these records Paskman claims any station of any size can present an array of talent and variety of program that expense would prohibit otherwise.

"By means of these programs," he says, "a station can put the voices of stars on the air at any time, even though the persons who originally sang or spoke may have died long ago. Famous statesmen's words will no longer be preserved only in print—the men themselves may continue to address multitudes hundreds of years after they were heard for the first time.

"Think what a sensation it would be were it possible to hear Lincoln's voice delivering the Gettysburg Address on Decoration Day. Too bad that electrical transcription came so late! Again think of bringing the foremost musical organizations of ten countries together on the same afternoon for a single broadcast. That was recently done by means of records."

Expense of recorded programs are much less than those put on by chain or local talent, according to Paskman.

"In the matter of expense to the advertiser, who in America bears the cost of broadcasting, these programs have an advantage," he remarks. "He is able to present the same highly paid talent over different stations on different days while only paying the entertainers' fee once thus being able to afford better programs. Should the advertiser wish to cover much widely separated territory simultaneously, he is no longer limited to expensive chain hookups."

With records, according to Paskman, it is also possible to send programs to various stations throughout the country and specify what time they are to be relased. For instance, if an advertiser thinks 9 o'clock is the logical time for his program to be presented to listeners, it can be released on both coasts at that time, whereas, on a chain, it would be released in the east at 9 and on the Pacific coast at 6.

"Of course, the chains will still have their place," Paskman says, "for as elaborate and interesting as electrically transcribed programs may be there is a certain thrill for the listeners in knowing that the persons to whom they are listening are actually in the studio. It's like the thrill that comes to one when tuning in a DX station—unaccountable, but ever present."

Paskman announces that WGBS is interested in chain broadcasting in addition to recorded programs.

"That we at WGBS realize the importance of the chain in the scheme of American broadcasting is testified to by the fact that our plans for forming a nation-wide wire network, with this as the key station, are rapidly forging ahead," he says.

PLAN CLEAN UP

Lamesa C.-C. Will Launch Winter Campaign

(Special To The Avalanche)

LAMESA, Jan. 2.—At a meeting of the directors of the Lamesa Chamber of Commerce here this morning a winter clean-up drive was the main topic for discussion. J. B. Barron, director of the civic department of the body, discussed a clean up campaign with cooperationo of the local luncheon clubs and the newspaper here. The campaign will start a war on weeds, trash and cans on vacant lots in the city and will encourage the beautifying of lawns in the residential sections.

NEW ORLEANS, Jan. 2. (AP)—Dr. F. W. Wipperman, 41, superintendent of Touro Infirmirary and widely known in medical circles, died today after suffering a month from a rare form of blood poisoning in which he had specialized and discovered a treatment. Physicians injected a serum of Dr. Wipperman's discovery and amputated one foot in an effort to save his life.

WE CONGRATULATE

THE NEW HILTON HOTEL

Our Best Wishes Are With You

SCOTT'S STORAGE

1120 Main Street Phone 1961

In every city—in every town there is one store that undersells—In Lubbock it's

Grollman's

BROADWAY at AVENUE J

SPECIAL For Friday & Saturday

450 Pairs of Slightly Irregular HOSE

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