

TORNADO VICTIMS HURRIED TO SAN ANTONIO

MANY CHINESE SLAIN IN BATTLES AND FIERCE CIVIL FIGHTS

ARMY OF NORTH ATTACKS CANTON LINES IN FORCE

TWENTY PICKETERS OF
LABOR PARTY ARE
SHOT DOWN

MILITARY RULE FIRM

CONTINUED RAIDS UPON
RED LEADERS MADE
BY LIBERALS

(By The Associated Press)
SHANGHAI, April 13.—The Cantonese generalissimo, General Chiang Kai-shek, on the eve of his projected military move to Nanking at which he hopes to destroy the power of the radicals within the Cantonese regime, was here tonight by an apparently determined drive of the north-ers and fierce fighting between contending factions, behind his own lines.

At least 100 Chinese were killed and 250 wounded in fighting today which grew out of further raids on the native suburbs of Shanghai by General Chiang Kai-shek troops which have been routing out "reds" for the last two days.

This morning, 20 picketers of the Shanghai general labor union also were killed when they attacked the headquarters of the Cantonese troops in the Chapel district.

In the shooting that took place, some bullets entered the nearby international settlement, causing some excitement. The firing was mostly in the Chapel, Nan-tao, Seafield and Poo-pang sections.

Breaks Widens
WASHINGTON, April 13.—(AP)—Further evidence of the rift between moderates and radicals in the Chinese nationalist party came to preliminary reports from China today that Eugene Chen, foreign minister of the Hankow regime, which is dominated by the radical element, and General Kai-shek, military commander and head of the moderate group, would pursue different courses in answering demands of the five powers in connection with the Nanking outrages.

Official advice did not give any indication as to what Chen's reply to the demands might be expected from either wing. They did indicate, however, that the northern military alliance had seized the opportunity presented by the rupture in the ranks of the nationalists and were driving for re-conquest of Nanking itself.

Beard Admiral Hough at Nanking, dated April 12, said there had been fire at Pukow and that the northern soldiers had been observed on the north bank of the Yangtze river.

CHINESE SHOOT WOMEN
Wives and Children Used As Screen
Against Army Fire by Red
Leaders of Shanghai

LONDON, April 13.—(AP)—The twenty picketers of the Shanghai general labor union marched on the headquarters of General Chiang Kai-shek's Cantonese troops, were mostly women and children, says a Shanghai despatch to the West Minister Gazette.

The despatch says the demonstrators advanced on the headquarters behind a screen of women and children in the belief that the soldiers would refuse to fire, leading to a ghastly tragedy.

COOLIDGE ENTERTAINS SOLO
WASHINGTON, April 13.—(AP)—Senator Fred of Ohio and Adolph Lewisohn, New York, philanthropist, were luncheon guests today of President Coolidge.

WASHINGTON, April 13.—(AP)—The Tea Pot Dome lease, made to Harry F. Sinclair, wealthy oil operator and sportsman, which precipitated the controversy over the opening of the naval oil reserves in Wyoming, and of California, while Albert B. Fall was Secretary of the Interior, was committed today to the United States supreme court after several years of litigation following the senate investigation.

Before presenting final argument in this, the last of the oil-civil suits, special government counsel announced they would move tomorrow in the District of Columbia supreme court for a postponement until next fall of the criminal conspiracy trial of Sinclair and Fall growing out of the Tea Pot Dome transaction.

This case had been set for trial April 25. Although no reason for the delay was assigned, government counsel are known to have hopes of obtaining the testimony of James F. O'Neil, former president of the Sinclair Oil and Gas company and Harry F. Sinclair, at one time chairman of the board of the Mid-West Refining company, a subsidiary of the Standard Oil company of Indiana, who have been in Europe for several years.

LOCAL FIRE RECORD PRAISED
AS RATE IS RE-ASSIGNED

Announcing the same 9 per cent rate for the city for the next year and commencing the good fire record during the past year, a wire was received yesterday from the state fire insurance commission by Mayor Pink 12 Parish. Local officials are well pleased with the report as chances have been made in numbers of cities over the state.

Cook Parole Trial Set For April 20

FORT WORTH, April 13.—(AP)—Hearing on the petition for writ of error by which the government seeks to have set aside a recent order of Federal Judge James C. Wilson granting a five year probation to Dr. Frederick Cook, an explorer, has been set for April 20. The fifth current point of appeal at New Orleans, a telegram from United States District Attorney Henry Zweifel received today stated Zweifel went to New Orleans yesterday to seek an early hearing on the petition.

STATE REBUTTAL IN GERMANY CASE ENDS

DEFENSE WITNESSES TESTIFY
AS TO LEGAL ACTS OF
CITY OFFICIAL

The state closed its final rebuttal evidence in the J. R. Germany embezzlement case on trial in 99th criminal district court here, at 4 o'clock Wednesday afternoon, and counsel's arguments will begin Thursday morning.

The defense rested its case shortly before 3 o'clock, and D. D. Martin, who made the 1926 audit of the city's accounts and records for H. C. Robertson and company, of Austin, was called in rebuttal.

Mr. Martin identified various documentary evidence including cancelled checks, check stubs, and bank statements, which were introduced in evidence to the jury by W. E. Lockhart, prosecution counsel, for the purpose of corroborating previous evidence that the \$12,235 involved in the charge had been transferred from the account of Mr. Germany as tax collector to his personal account.

Hard Cross Examination
The witness underwent a grueling cross-examination by defense counsel after the jury was excused from the court room, when he said the under terms of a contract held by his company, the city is paying the firm \$20 per day and traveling and hotel expense during the time he is in court as a witness.

Prosecution objected to introduction of the testimony before the jury as immaterial and irrelevant, and the objection was sustained by Judge Clark M. Mellican, presiding judge.

Immediately after closing testimony W. H. Hedcoe, defense counsel, announced to the jury that he wished the body to consider minutes of the city commission regarding approval by the commission of an audit made in April 1925, by R. D. DeWitt, of Dallas, and such was ordered by the court.

Two Defense Witnesses
The defense produced two witnesses during the day, both of whom were called after testifying previously for the state. Through R. A. Holland, present tax collector for the city, the state presented evidence.

See GERMANY TRIAL Page 6

COURT HAS TEAPOT DOME Lease Is Committed to High Tribunal Following Several Years of Litigation

WASHINGTON, April 13.—(AP)—The Tea Pot Dome lease, made to Harry F. Sinclair, wealthy oil operator and sportsman, which precipitated the controversy over the opening of the naval oil reserves in Wyoming, and of California, while Albert B. Fall was Secretary of the Interior, was committed today to the United States supreme court after several years of litigation following the senate investigation.

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TWO ARE KILLED, FIVE MORE HURT BY EXPLOSIONS

A PREMATURE BLAST OF
NITROGLYCERINE AT
BORGER OCCURS

DERRICK SPLINTERED

PAINT COMPANY SUFFERS
HEAVY DAMAGE IN
EXPLOSION

BORGER, Texas, April 13.—(AP)—Two unidentified men were blown to bits and three others were seriously injured when an oil well near here was shattered by a premature blast of nitro glycerin late this afternoon.

BLAST HURTS TWO

CLEVELAND, April 13.—(AP)—Two men whose identity had not been established were in hospitals and a third was reported missing late today after a series of four heavy explosions had shaken the paint manufacturing plant here of the Patterson-Sargent company. A fire which followed the blasts gained headway several minutes after the explosion.

BANK JURY DISMISSED

Fail To Reach Agreement in Suit By
Lubbock House Against
Slaton Bank

The jury in the case of the Citizens National bank of Lubbock vs. the Slaton State bank, was dismissed by Judge Homer L. Pharr in 72nd district court here late Wednesday afternoon when an agreement on a verdict was not reached after several days of testimony.

The jury reported that the count was seven to five on the first ballot and that this count remained unchanged.

The bank in Lubbock is seeking judgment for \$12,000, charging that this amount less attorneys fees and other costs was advanced the defendant bank, with two notes said by counsel for the plaintiff to be worthless collateral. The transaction was made on the repurchase plan, according to testimony and arguments.

The case grew out of the actions of J. K. Wood, former vice president of the Slaton State bank, who, according to testimony, is now a fugitive from justice against whom four indictments charging embezzlement and robbery are pending. The date for the new trial of the case has not been announced.

TEXAS COMPANY FORMED

New Firm in Delaware To Have Title
To Oil Holdings Of Present
State Concern

NEW YORK, April 13.—(AP)—Organization of the Texas company, to be incorporated in Delaware to take over the physical property of the Texas company of Texas, was announced here today. The new concern which grows out of the Texas company of Delaware, consisting of several weeks ago, with a nominal capital stock, will be capitalized at \$150,000,000. Stockholders of the Texas company of Texas, will meet April 19, in Houston, Texas, to effect the transfer of the physical property to the new company.

BOARD OF CITY DEVELOPMENT TO HOLD MEETING TODAY

The board of city development will meet this morning at 9 o'clock in the chamber of commerce offices, it was announced by officials last night. A number of important matters are to be brought up.

BIG RAIN AT DALHART

DALHART, Tex., April 13.—(AP)—An all-day rain here Wednesday broke a six week drought. In this, section, the wheat crop will be saved, it is believed.

Good Samaritan Work Led Armour To Loss

(By The Associated Press)
CHICAGO, April 13.—The troubles of the Armour Grain company were blamed in part to efforts of members of the company to save the defunct grain marketing company in a formal statement issued tonight by Philip D. Armour and Lester Armour, nephews of J. Ogden Armour.

The statement, issued 24 hours after the Armour Grain company had been suspended from privileges on the Chicago Board of Trade, revealed that the Armour Grain company had been liquidating both its property and its

May Help China

New Minister Of Finance Is
Product Of American
Higher Education



Hsiang Hsi Kung, newly appointed minister of finance and industry for the Cantonese government of China, was educated in America, having received two degrees from Oberlin (O.) College and one from Yale. He is dean of the Oberlin-Shansi school in China.

CARROLL IS VERY ILL STATES DOCTOR

COLLAPSE OF TODAY IS DUE TO
WORRY AND STRAIN IT
IS EXPLAINED

(By Associated Press)
GREENVILLE, S. C., April 13.—Earl Carroll, New York, theatrical producer, was declared to be in a serious condition tonight after having collapsed on the train which was taking him to Atlanta to serve a year and a day prison term for perjury in connection with his famous bath tub party.

He fell into a coma at ten o'clock this morning as his train was entering Western South Carolina and had not emerged from it as evening came on.

Atlanta specialists were summoned hurriedly. Carroll was removed to the Greenville city hospital when his train arrived here shortly after noon.

His brother, James Carroll, who was accompanying him on the trip, expressed the opinion that Carroll's condition likely was due to worry and nervous strain resulting from the trial and conviction, and the subsequent legal fight to escape serving the sentence.

Dr. C. O. Bates, railway surgeon, who is attending Carroll, said his condition was serious but that the extent of the illness had not been determined. Further tests were being made, following examination of the contents of Carroll's stomach which the physicians said revealed nothing except water.

BORGER OFFICIAL QUILTS

City Commissioner Fleig Resigns
Week After His Election
To Office

BORGER, Texas, April 13.—(AP)—City Commissioner J. Fleig resigned Wednesday night, just a week after his election. His resignation follows that of Chief of Police Williams and Judge George Webb. Fleig said he had not been a citizen long enough to be eligible to office.

RED CROSS EXPERT IS ENROUTE TO TEXAS NOW

CHICAGO, April 13.—(AP)—Maurice Reddy, disaster relief expert of the mid-western branch of the Red Cross, departed today for the southwestern tornado stricken field, planning to take an airplane at St. Louis. He was to proceed from the Missouri city to San Antonio, Texas, to meet his staff of relief workers.

FARMER SAVES FAMILY

Waps Wife, Children and Self in a
Mattress As Tornado Destroys
His Home Near Temple

TEMPLE, Texas, April 13.—(AP)—The presence of mind of Des Cox, farmer, with the aid of two heavy mattresses saved himself and his family early today as a tornado splintered their house west of Belton in this county. Six persons were injured, and ten houses and fifty barns destroyed.

George Agnew, a neighbor, brought the story of the storm to Temple today.

He said that Cox was awakened by the approaching storm and wrapped his wife and small children in a mattress. He reached for another mattress to place over himself as the house was lifted from its blocks.

Mrs. Cox and the children were blown several hundred feet, landing on the mattress. Cox landed on his mattress several feet away.

TWO SLAIN BY REBELS

Mexicans Roll Huge Stones Down a
Mountain Upon Express Car
of Train

LAREDO, April 13.—(AP)—Two persons were killed when Mexican rebels rolled huge boulders upon a south-bound train of the National railways of Mexico as it came out of a tunnel near San Miguel de Allende, in the state of Guanajuato, Mexico, yesterday, according to reports received here today. They then robbed the express car of a small sum of money.

PILOTS SET NEW U. S. RECORD FOR TIME IN THE AIR

CLARENCE CHAMBERLAIN
AND BERT ACOSTA
STILL FLYING

WANT WORLD MARK

OLD FIGURE WAS THIRTY-
SIX HOURS, FOUR
MINUTES

MINEOLA, N. Y., April 13.—(AP)—Bert Acosta and Clarence D. Chamberlain, civilian pilots, set a new American record tonight in their attempted 50 hour flight for the world's endurance record. At 9:35 o'clock tonight and they passed the previous American time of 36 hours, 4 minutes, 34 seconds.

The fliers took off on their long grind in the clouds at 9:30 yesterday morning in a Wright-Bellanca plane. Travelling at less than 80 miles an hour, they have "shuttled" steady back and forth between Roosevelt Field and New York City, determined to keep up the pace until they establish a new world's endurance record for America.

The previous American record was made by Oakley Kelly and John A. Macready at Wilbur Wright Field, Dayton, Ohio, April 16-17, 1923, with 36 hours 4 minutes and 34 seconds in the air. The present world record of 45 hours, 11 minutes and 59 seconds, was made at Etampes-Chartres, France, in August, 1925, by Droughin and Landry. Acosta and Chamberlain hope to pass this record at 6:42 o'clock tomorrow morning.

Queer Summer Signs

Old Words Resumed

Queer and familiar tokens demonstrate that spring is in full blast but is even now making ready the way of summer.

In the first place golf players have already lost that carefully rehearsed patience they developed during winter months and have reverted to their old vocabulary when they get in the rough, according to the caddies at the moun course.

In the next instance one can see small tar bubbles in the asphalt between the brick paving, which small boys delight to pop with their bare feet. This is a sure sign of summer.

Further proof is guaranteed, however by the fact that a police arrest, discovered that he only had on one suit and two pairs of overalls and jumpers over it.

Most convincing of all numerous young swains who a month ago could be seen humming some love-sick haplessly with a far-away look in their eyes, now can only be heard complaining of the heat, and planning some stag-affair. Truly summer is coming.

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TOTAL LIST OF DEAD IS SET AT FIFTY-SIX AS SEVERAL INJURED DIE WHILE ENROUTE TO HOSPITALS

ASSISTANCE BEING RUSHED BY ALL SURROUNDING
CITIES WHILE HOSPITAL TRAINS ARE FORMED AND
MILITARY AUTHORITIES ASSUME CONTROL

By Associated Press

ROCK SPRINGS, Tex., Apr. 13.—Death of an unidentified woman in an ambulance airplane and Jim Bourland, 40, on a special relief train, both brought to San Antonio from Rock Springs, scene of Tuesday's tornado disaster, tonight fixed the list of known dead at 56, about nine of whom still are unidentified.

At least 30 of the victims were buried in the village graveyard this afternoon with simple ceremonies. Forty four of the estimated 150 injured were dispatched from Uvalde, 75 miles south of Rock Springs late today in the first of three trains sent to San Antonio with injured.

The death list had been set definite today at 42 but difficulties of identification caused errors not discovered until tonight.

Death of the woman who was an unidentified Mexican, was not discovered until one of the ten Kelly field airplanes making several round trips taking patients to San Antonio had reached its destination.

Following is a list of accounting for the dead, according to cross checked figures tonight.

Those Killed
H. P. Griffith, county attorney and daughter, Monna; Mr. and Mrs. Gus Henderson and two children; Burget Rabb, Charlie Baker, Mrs. H. L. Spies, David McKinney, Renfro E. Baby, Mrs. Pennington, Charles McMains, Zelle Mae Pennington, Mr. and Mrs. Perry Peter, Frank Witsenburg, Mrs. F. Witsenburg, Mrs. Philip M. Willis and mother, Mrs. Frank Adams and son, Sybil Billings, Mrs. Mosier, Victor Saldaña, Cristoval, De La Rosa, Marie Fuentes, Pedro Fuentes, Manita Leozino, Refugio Nieves, Luis Nieves, Belarado Duran, Gloria Puente, Meceed Buentello, Mr. and Mrs. Tolbert Cauden and baby, Mrs. R. A. Henry, Mrs. A. L. Spies, Mrs. Spies, Mrs. O. A. Pennington, and daughter, Mattie, (Dolomite was editor of the Edwards County Leader; Mrs. Walter Adams and son; John Bourland, died on first special train enroute to San Antonio, unidentified woman, died in ambulance plane; about eight unidentified in groups.

Two other trains arriving later tonight at San Antonio carried 31 and

See TORNADO VICTIMS Page 6

HORROR STORM SCENES

Mighty Wind Of Tornado Hurls Bodies
Of Victims About Like Straws
Says Eye Witness

CAMP WOOD, Tex., April 13.—(AP)—A scene of indescribable horror resulting of sanguinary battle fields held sway in Rock Springs Tuesday night after a blizzard of tornado wiped out 52 lives and injured more than 150 persons. Frank Rahmstorf, San Antonio first eye witness to the devastated town said here today.

"I was driving to Rock Springs from Junction, Miles before I reached Rock Springs I saw the winter funnel-shaped cloud racing ahead of me, there was a greenish yellow tinge to the cloud, set in a background of inky blackness. I feared trouble.

"When I got into Rock Springs the cloud was hanging just above the city, not a breath of air stirring. At 7:29 it broke. Just a swirl and a roar, then havor and pandemonium.

"The cloud dipped and seemed to grasp the city. For six minutes it raged and roared. I had taken refuge in the Halentine hotel. A number of other people also were there. They dashed to the concrete annex. But I was unable to follow them before the entire roof collapsed. Fortunately I managed to seek refuge under some heavy timbers and escaped unhurt.

"But the sight when I reached the streets was one of indescribable horror. From my vantage point under the hotel roof I had seen trees, human beings, houses and larger buildings hurled about like so much chaff. Scenilities were lifted and driving through the bodies of victims who sought to escape the storm's fury. The sidewalks literally ran blood. It resembled more a battle field in France than a peaceful little West Texas town."

STORM WARNINGS

NEW ORLEANS, April 13.—(AP)—The weather bureau here tonight issued the following statement:

"The storm over the lower Rio Grande valley is central tonight over Brownsville, Texas, where the barometric reading is 29.45. This storm will advance northward, attended by strong easterly winds, to the coast, shifting to westerly on the Texas coast. South-east storm warnings from Morgan City, La. to Corpus Christi, Texas, have been continued and extended over the remainder of the Louisiana coast."

COLEMAN FAMILY KILLED

IN ROCK SPRINGS STORM

COLEMAN, Texas, April 13.—(AP)—A family of five was killed here tonight by the Rock Springs tornado. Mr. Griffith was killed in Coleman county and was a former judge of Edwards county. Mr. and Mrs. Cole Lewis and Mr. and Mrs. Grant Lewis rushed to the stricken city to aid relatives there.

The Weather

Waiting for something to break keeps some people broke.



West Texas: Thursday partly cloudy, cooler in southeast portion. Friday partly cloudy.

THE MORNING AVALANCHE'S PAGE OF NEWS

In The Woman's Realm

BLANCHE E. BEAN, EDITOR

PHONES 13 AND 14

The Woman's

Day

By Allene Summer

Are women more honest than men? England had 4,395 bankruptcy cases last year. Four hundred and 100,000 men were tried by women. The majority were milliners and dressmakers. Then followed leading house keepers, grocers, dry goods merchants and woman's clothing. Of course, the figures prove nothing for honesty at the law were the measure of proportion. One would need to know how many men and how many women were in business in England that year. But I am inclined to believe that women hesitate to cry that they're licked and howl for mercy in a bankruptcy court quite so readily as men. To men it's "good business." To women, its dishonesty with others.

THEY DO WEAR THEM

Speaking of corsets and how "they" wear them, one corset company alone announced that they did an \$87,000,000 business last year. And we dare contradict either it or the gentleman of the press that reported the item. Maybe they did the business okay, but I wonder how many of them that wear corsets and not corsets. Women are just not that fifty-anymore. Yes, there's a difference, a long one!

ARE BEAUTIES HAPPY?

Here's another cookie for thought to chew at the breakfast table—are beautiful women happy women? The Viscountess Curzon, recognized as one of England's greatest beauties, says, "I have known many beautiful women and not one of them, I think, is really happy." We've been told that again and again, but how many of us would refuse the chance to just try being beautiful?

LOST HER LEGS

Would you take \$25,000 for your feet or legs? That's what Philomena Pissano got the other day. Not because her legs and feet were so pretty on the front row of a chorus, but because her legs and feet got mangled in an accident and had to be removed. Now, according to formula, Philomena should exclaim that not all the money in the world could atone for those missing feet and legs. But Philomena does not. She has just changed her plans for a career. She is studying at home to be a stenographer, and says that she never realized before what a nice family she had. Nevertheless you'll probably conclude, despite your morning grogginess, that you're a little bit different!

DIG AT KATHLEEN

"Give real life rather than sham life a chance and let college go." So wrote Kathleen Norris in an article addressed to parents, begging them to see that the workday world with a job is worth infinitely more to their daughters than the college campus. "Self-education is the only sort worth having," continues she. "Her education will only prove to be demoralizing, and disintegrating influence upon her character." In other words, Mrs. Norris' summary is that college is okay for rich men's daughters, but all wrong for poor ones. It is difficult to believe that anyone so well-known as Mrs. Norris could offer such poor advice. I wish she would stick to her sentimental, mushy novels.

System Of Fines Will Be Used By Camp Fire Girls

The Lee-Wood group of Camp Fire girls have decided upon a system of fines to be imposed for absences, tardiness and for failure to wear the club uniform. These were arranged at a meeting Monday afternoon at the clubhouse and plans were made at the same time to form a basket ball team.

Reptile Flower



Reptile skin accessories are of great importance in the spring mode—a flower of snakeskin for tailored suits.

Mrs. E. R. Haynes, Pioneer School Teacher Here, Granted Life P. T. A. Membership; Club Transacts Much Business

Mrs. E. R. Haynes, pioneer school teacher in Lubbock, was yesterday afternoon presented with a life membership in the State Parent-Teachers association by the George M. Hunt ward school club.

In addition to that, the nominating committee reported that no new officers will be elected until September. Miss Corn Johnson was named delegate to the spring district, P. T. A. meeting in Memphis and Mrs. E.

Delphian Clubs Have Reception In Home Of Mrs. Parke

A short program preceded a reception when members of the Delphian chapter met Tuesday afternoon at the home of Mrs. Mary E. Parke, 1514 Avenue K, to sign the club charter. The Lu-Beta chapter members were guests at the reception, which was an honor to Mrs. M. Alberts Mason, national chapter supervisor.

Talks were made by Mrs. Malone Dugan and Mrs. Nellie Brown, national officials who are here, and Miss Emma Lou Walton, national organizer, presided at the meeting. Miss Maxon and Miss Mary Tinker also made short talks. Punch was served during the tea hour to about fifty guests.

Needle Club Meets In Home Of Mrs. J. G. Biffle

Mrs. J. G. Biffle, 2103 Main street, was hostess to the Loyal Sisters Needle club yesterday afternoon. The members and a group of guests gathered for sewing, after which they were served strawberry ice cream and wafers.

Club members who were in attendance were Mesdames W. A. Childers, R. L. Good, C. A. Paulger, J. M. Bishop, J. R. Barrier, D. H. Mansell, Fred A. Owens and J. O. Levens. Visitors were Mesdames W. H. Trice, P. K. Mitchell, A. L. Harris, R. T. Campbell, S. A. Taylor, J. J. Rozell and Hulme.

Clara Paul Chauncey Hostess To Camp Fire Group

Miss Clara Paul Chauncey, 1621 18th street, was hostess yesterday afternoon to the Tawata Camp Fire girls and their guardian, Mrs. R. H. Martin. Camp Fire songs were sung and an Easter egg hunt was planned for Saturday afternoon at the club house. Those who were present were Clara Paul Chauncey, Leese Bullock, Douglas Doyle, Edith Emsed, Helle Hale, Evelyn Gaulton, Margaret Smith, Elizabeth Conner, Myrtle Gibbons and Ruth Simpson.

Tawatan Group Camp Fire Girls Meets

The Tawatan Camp Fire group met yesterday afternoon at the club house with the guardian, Mrs. Irma Dalrymple. Plans were made for a winter camp on Friday, April 22, and to play basketball Friday afternoon of this week. Mary Kathryn Norman, vice-president, presided over the meeting.

Berean-Fidelis Class Has Meeting

A monthly social and business meeting of the Berean-Fidelis class of the First Baptist church was held Tuesday evening at the church with class members and the teacher, Mrs. J. P. Hinkins in attendance. Mr. and Mrs. Alfred Fry were in charge of the entertainment features. Ice cream and cake were served.

Why Worry With A Passport?

With such charms, Jeanette Marie Roberts, English actress, had little need for her passport when she came here to fill a theatrical engagement. Here she is upon her arrival in New York on the S. S. President Harding.



She's New Kind Of Schoolmarm



Home Of Mrs. Bowles Is Scene Of Party Tuesday

Mrs. J. C. Bowles, Mrs. Nell S. Thompson and Mrs. Clay Anderson were hostesses Tuesday afternoon at a party at the home of Mrs. Bowles, 1922 7th street, complimenting Mrs. Dewey McCellan, Berkeley ice cream and cake were served to Mesdames Gordon Baker, Jim Kimmel, Claude Barcus, Rufus Rind, E. A. Moody, R. R. Baldin, J. F. Tom, R. W. Crowder, Jr., N. F. Minor, C. L. Potts, Dewey McCellan and Misses Mary Geo, Seva Anderson, Lora Anderson, Estelle Stanley, Irene McCellan and Cole.

Mrs. R. E. Turley Is Party Hostess For Grandsons

Jim Rob and Turley Holmes Wheeler celebrated their sixth and fourth birthdays Tuesday afternoon when their grandmother, Mrs. R. E. Turley, gave them a party at her home, 1120 10th street. Games were played, after which refreshments were served to Jo Paul and Cyril von Hoesenberg, Marian Turner, Alleen Stobbs, Robert Brewer, Jim Rob, Turley Holmes and Tommie Joe Wheeler, Julia Amorette Merrill, Misses Blanche Closser and Leona Venable.

Triangle Club Meets With Mrs. E. B. Adcock

The Triangle club met Tuesday afternoon with Mrs. E. B. Adcock at her home, 1904 12th street. Favors were presented Mrs. H. L. Johnston and Mrs. Earl Spokes. The hostess served strawberry ice cream, chicken sandwiches, and angel food cake to Mesdames Fred W. Standeford, H. L. Johnston, R. B. Hutchinson, J. A. Hutchinson, Amos Howard, Herbert Maxwell, Louis Howard, Glen Hess, Edgar Siletton, L. B. Crenth, O. L. Peterman and Earl Spokes.

Five Delegates Attend Baptist W. M. U. Meeting

Five delegates from Lubbock attended a Plainview district Baptist W. M. U. meeting in Spur Monday and Tuesday. They were Mrs. E. W. Helm, Mrs. J. W. McDonald, Miss Marie McDonald, Mrs. C. H. Dunn and Mrs. G. W. Scott. Mrs. Helm was re-elected corresponding secretary, treasurer of the district. Mrs. J. E. Leigh, of Dallas, state corresponding secretary-treasurer, was the principal speaker.

U. D. C. Chapter Being Organized Here

Although the organization was not perfected, a chapter of the U. D. C. met at a meeting at the courthouse. The next meeting is to be on April 23. Miss Mae Murfee made a talk yesterday afternoon on the old Confederacy at museums at Richmond, Va., telling of her visit there, and E. P. Earhart

and W. D. Crump, Confederate veterans, each made short talks.

Wednesday Night Club Entertained In Schenck Home

The Wednesday night bridge club was entertained Tuesday evening by Mr. and Mrs. Walter F. Schenck at

their home, 1820 Main Street. Four tables were laid for games of bridge which were played with Mrs. E. H. Nelson and W. A. Bacon receiving the high scores. Yellow pictures and punchballs were prettily arranged in vases.

Members and guests who were in attendance were Messrs. and Mesdames O. L. Slaton, W. O. Stevens, W. A. Bacon, Sam C. Arnett, J. E. Vickers, Earl Spokes, Mesdames M. E. Price, A. R. Conley and R. D. Benson.



Clever shoppers always compare

IN buying a new hat you judge style and value by comparing one hat with another. Only by comparison can you select the one hat you like best.

It is the same with coffees.

Folger's Coffee is the supreme of the world's coffees because each grain of coffee in Folger's is the highest grade, highest type and highest priced coffee that the world produces in its respective country of growth. This is the reason why the flavor of Folger's Coffee is acknowledged to be the finest.

But we ask you to take nothing for granted. Simply compare Folger's Coffee with the brand you are now using by making the Folger Coffee Test. It is the logical, easy way to shop for coffee.

The Folger Coffee Test: Drink Folger's Coffee tomorrow morning; the next morning drink the coffee you have been using; the third morning drink Folger's again. You will decidedly favor one brand or the other. The Best Coffee Wins. That's fair, isn't it?

The first thought in the morning

FOLGER'S Coffee



Exquisite Carter Millinery



THURSDAY, FRIDAY and SATURDAY SALE

A WONDERFUL ASSEMBLAGE OF THE

Loveliest Hats of the Season

20 Per Cent DISCOUNT

One Lot of Easter Hats at Half Price

The important question of the Easter Hat will be answered by just a glimpse at the new Paris inspired models displayed here. Sent from America's leading designers, they embody all that is smart in line, fabric, color and trimming.

ASK TO SEE OUR EXTRA SPECIALS FOR EASTER SELLING

"A Step Up In Quality—A Step Down In Price"

VOGUE EMPORIUM

3RD FLOOR BARRIER BROS.

Don't Forget Her on Easter

SEND HER FLOWERS

Women whether sixteen or sixty always like to be loved and appreciated and remembered. Don't forget her Easter—send her flowers!

Let us deliver flowers "back home" through the Florist's Telegraph Delivery association. Ask us about this service.

Across from Hotel Lubbock

THE LUBBOCK FLORAL CO.

Phone 451

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DEBATE TE

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In a class featured with good defensive ing team com H. V. Price L cision to the ers' college t fore a good administration

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Technical Topics

BY C. W. RATLIFF

DEBATE TEAM LOSSES TO WEST TEXAS TEACHERS

In a close argument which was featured with excellent deliveries and good defensive points, the Tech debating team composed of Otto Koen and H. Y. Price lost in a two to one decision to the West Texas State Teachers' college team Tuesday night before a good crowd in room 202 of the administration building.

The visiting team had the best side of the question, it appeared as their argument, against with much more force with the judges. Both Perleman and McCarty are experienced debaters and the point was put out. Judges were Judges Baldwin of Slaton, Matlock of Levelland and Nelson of Tahoka.

Koen and Price presented an excellent argument and delivered in fine manner considering the fact that this was their first inter-collegiate debate contest in which to participate. Miss Ruth Little coach declared after the contest that the boys showed much improvement and she predicted a win over the McMurray team which they face at Abilene, April 29th.

April 27, a team composed of Hutson and Coleman will meet the team from Sherman college.

ENGINEERS ELECT LEE AS LEADER FOR COMING TERMS

Ernest Lee of Lubbock was selected by the students of the school of engineering to lead them through the remainder of the spring term and the fall and winter terms of next year. In a meeting of the engineering society in the Textile building Tuesday night, Ernest Lee was elected president and Neville Graham of Guian was elected vice-president.

The society will hold a big ice cream party and entertainment between May 15 and 20. It was decided last night that committees are to be appointed to begin work on the well-known annual banquet and place it in the study room of the Textile building.

McKIRKMAN IS FAVORITE IN TENNIS TOURNAMENT

With the play advanced to the finals in both the singles and doubles, McKirman of Slaton is showing up as the most promising player in the Tech and will make an excellent addition to the Tech squad for the great Plains meet at Canyon Saturday. He meets Ross McDonald in the final match for the all-college title following the Canyon meet.

McKirkman is also in the doubles play and with Joe Stevens also of Slaton won over Barney Brady and June Hewett of Amarillo in the finals yesterday.

Prospects for a good season are good as the tourney has uncovered a good number of players who need only a little coaching and seasoning to qualify for the varsity squad. A number of the old men of the squad of last year will be forced to put up a hard fight in order to maintain their places.

Kenneth L. Kaickerhacker, of the English department, has had charge of the tourney and "Doc" McKirman has been acting as referee.

The squad leaves today for Canyon where they will take part in the Great Plains meet there.

DR. HORN TO GIVE RECEPTION TO SENIORS

Invitations were sent out to the members of the first senior class of the Tech yesterday for a reception which is to be given at the home of President Paul W. Horn, Friday night from 8 until 10. The affair opens the list of entertainments to be given for the class.

TECH TO GET EXCELLENT BIRD EGG COLLECTION

Announcement has been made by Prof. R. A. Studhalter, head of the department of botany of the gift of an excellent collection of bird eggs from R. L. More, of Vernon. The collection, which contains most of the species found in Texas and more than half of those found in the United States, will be given to the school as soon as a room is secured in which to

In Hollywood's Newest Scandal



Hollywood's newest sensation is the slaying of Eddie Duchin, a heavy and movie stunt man in a night club fracas. Irene Dutton (above) was questioned after her husband Charles Meenan with the police. She was arrested on suspicion of having shot him.



place the body. Mr. More is in possession of the collection of bird eggs which he has spent 20 years in collecting.

Prof. Studhalter and Dr. R. J. Russell, of the biology department, returned the first of the week from a visit to the Wagoner ranch, of which Mr. More is owner.

A trip is planned for this place soon.

CLOSE RACE FEATURES STAFF ELECTIONS

Surprises were in order yesterday and when the results of the second annual publication staff elections election were posted, two candidates were favored in the lead. Expected Tom R. Morrison, candidate for editor of the Torch, who failed to carry all by majority in the first primary, really doubled his opponent, Eugene Horn, while Percival Roark, freshman president and a late entrant for the position of La Veranda editor, carried his election with a large majority.

The prize for the business manager of the two publications was close and in the tabulation a few scant votes separated such candidates. Marylin Hayhurst, noted out John Simmons for manager of the Torch and a small margin of 16 votes while Charles Woodbridge was able to transfer 72 more than Winfield Nicklaus, his opponent for manager of La Veranda.

At the final tabulation the vote stood: For Torch editor, Morrison 334; Horn 164; business manager, Hayhurst 258; Simmons 247; editor La Veranda, Anna Belle Collins 147; Woodbridge 161; Roark 264; business manager, of La Veranda, Nicklaus 226; Woodbridge 294.

Judges in the counting were: Virgil Hubby, Sykes, Wilson, Ted, James, James, Riley, Alexander, Jack, Maddox, Winnie Miller, Lila, Underwood, Hurley Carpenter, D. H. Roberts and C. W. Ratliff.

MILDRED BAGLEY TO ENTERTAIN SPANISH CLUB TONIGHT

Miss Mildred Bagley will be hostess to the Spanish club in a party tonight at the home of Mrs. Percy Spencer, 1425 13th street. Games and other forms of amusement will comprise the program for the evening.

SOCIOLOGY CLUB TO HEAR ABOUT LUNCHEON CLUBS AND ORGANIZATIONS

The contribution of luncheon clubs and fraternal organizations to sociology will be explained by various members in a meeting of the club tonight at 7:30 at the home of Dr. J. C. Grandgey. Rev. Walter P. Jennings, pastor of the First Christian church and son of a Rotary club member, Judge E. L.

More Cottages Are Built For Sull Ross

Special to The Avalanche

ALPINE, April 13.—Homer W. Ferguson, chairman of the Sull Ross cottage building committee, reported today at the Chamber of Commerce luncheon that actual building was started Tuesday morning at 8:00 o'clock on six additional cottages to house Sull Ross college students this summer. All cottages to be built have been engaged and deposits have been paid in order to hold them. The contracts have been closed and the building broken for the foundation. The cottages, of solid concrete and modern in every particular, will cost around \$2,000 each. The ground was donated by the Sull Ross family.

Another building program is to take place almost immediately as outlined today by Senator Benjamin F. Beckley. It will consist of a number of strictly summer cottages of inexpensive building material—probably with only a room, bath, porch and kitchenette on which the rent will be as low as can be made. As the plans have not been drawn yet, and the number of cottages of this type has not been decided upon, it will probably be several days before this additional building program will be in effect.

The prospect is that the Sull Ross cottages will be larger this summer than in any ever been, and for this reason Alpine is making arrangements to take care of the increased attendance. Every home in town will be thrown open to students if necessary, and it certainly looks as if it will be necessary, as students from every part of Texas, and some other nearby states, are making advance inquiries for summer reservations.

Among the out-of-town visitors in Lubbock yesterday were Mrs. M. E. Jones, Slaton; Mrs. M. Stockinger, Littlefield; C. W. Bohannon, Plains; Mr. and Mrs. W. C. Ometz, Ralls; R. F. Pennington, Amarillo; R. E. White, Lamesa; C. E. Fox, Lovelock; W. R. Alexander, Floydada; Elmer Barron, Lamesa; C. B. Pass, Post, and W. H. Humes, Crosbyton.

and will endeavor to establish it as such.

Two trumpeters from the towers of the building will announce the opening of the service to the students and to the town. A special program will be held for about 15 minutes in which students will have the major part. Easter carols are to be sung.

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Of Interest to Women

(By the Associated Press)

Does Foundry Work With Her Employees

TRENTON, N. J.—The office blacksmith has a rival in Mrs. Harriet Fisher Andrews, who has been called the "female blacksmith" of the United States. Mrs. Andrews claims the distinction of being the only woman in the country who runs a foundry. She says she can put through a piece of work in her plant from start to finish as well as any of her employees.

The small works which Mrs. Andrews inherited from her first husband has been in operation 36 years.

U. S. London Embassy Is Well-Furnished

LONDON—American furniture in a British home decorated by a Russian is the international combination authorized by Mrs. Allen B. Houghton, wife of the American Ambassador to the Court of St. James.

The attractive furniture, which Mrs. Houghton brought from the United States to furnish the new embassy at Piccadilly, has a Spanish feeling. The dining room has been painted in Queen Anne style to harmonize with the long dining table and chairs, while Adam style rules the drawing room, where there are many evidences of Mrs. Houghton's artistic taste.

The small study for the Ambassador with its curious old pieces of furniture and comfortable chairs is papered in old parchment wall paper. The decorative scheme supervised by Mrs. Houghton was conceived by Prince George of Telesia, nephew of the late Czar Nicholas.

Two Women Join Hole-in-One Club

BILLINGS, Mont.—Only an amateur yet Mrs. E. W. Keene, of Billings, has experienced the golfer's prize thrill—that of making a hole in one. Mrs. Keene also negotiated the hole-in-one course with a 42 just one stroke above the mark, made last summer by Mrs. W. D. McKay, when she achieved the hole-in-one club. They are only two women members of this golfers' organization at the Billings Country club.

Settlement Mothers As Eager As Children

NEW YORK—Mothers of large families in the congested districts of New York City are as eager for recreation facilities and the stimulating environment of settlement houses as are their children, says Mrs. Berenice

It's Ford!



"That's Ford!" was the word that went around the courtroom at Detroit when Henry Ford is defendant in a suit for \$1,000,000 filed brought by Aaron Sapota. There was a mad clicking of cameras. Then it was explained that James E. Goodrich of Hackman, a suburb of Detroit, had just dropped in to see how things were going. Goodrich (above) has been mistaken for Ford hundreds of times.

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made today by Dr. Allen T. Stewart of the West Texas Hospital. Dr. O. W. English, Lubbock Clinic, Dr. W. L. Raugh, West Texas Hospital, Dr. F. R. Malone and Dr. J. P. Lattimore of the Lubbock sanitarium were among those attending.

Papers were read by Doctors Raugh and Malone. Dr. Raugh was chairman of the committee on medicine and Doctor Stewart was secretary of that group. Dr. D. D. Ross of the Lubbock Clinic left for the convention Wednesday.

WHY FAT IS DISAPPEARING

Note in every circle how slenderness prevails. Note how many of your friends have reduced. One reason lies in Marmola Prescription Tablets. They combat the cause of excess fat, so results are brought without requiring abnormal exercise or diet. People have been using Marmola for 19 years, and users have told others. As a result the demand has grown to very large proportions. Let it do for you what it does for your friends—for people all about you. Reduce to your normal weight. All druggists supply Marmola at \$1 a box. Each box contains a pamphlet explaining the results. Copy it. You will be delighted.

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Complete Diagnostic Laboratory,
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O. W. ENGLISH, M.D.

General Medicine and Surgery

G. H. ATER, D. D. S.

Dental Surgery, Pyorrhea and X-Ray

MISS EDNA WOMMACK

X-Ray and Laboratory Technician

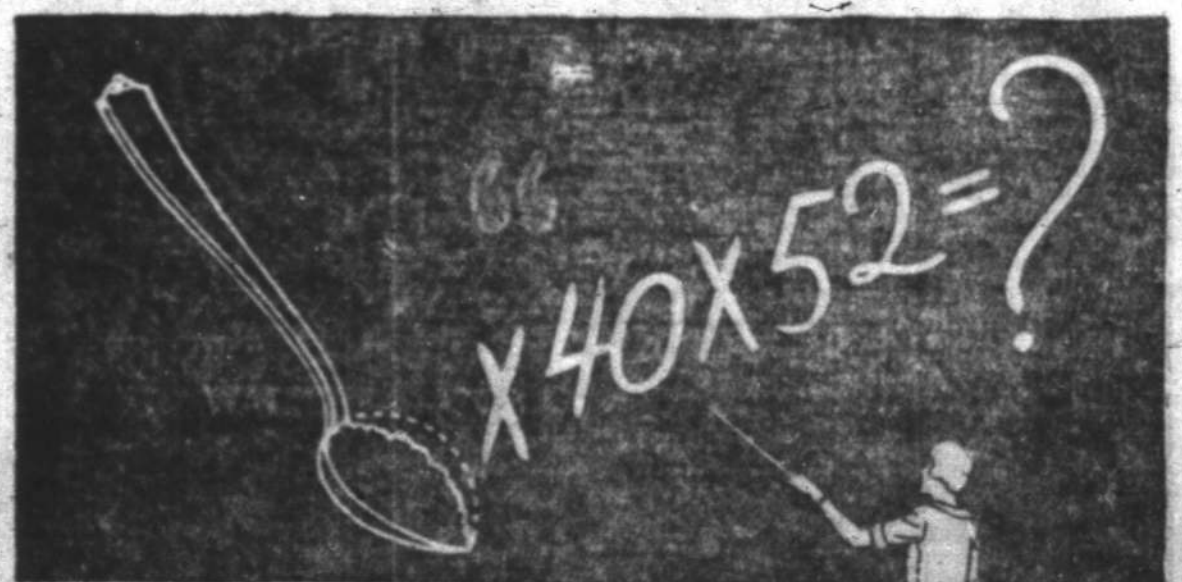
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Business Manager

KC Baking Powder

for best results
in your baking
Same Price
for over 35 years
25 ounces for 25¢

WHY PAY
WAR PRICES?
Guaranteed Pure



It's no puzzle at all to the woman who knows M-J-B. For experience has taught her that because M-J-B is a coffee of concentrated strength and richness she can use less to the cup and still have a rich, full-bodied drink.

Now—consider that the average family uses 40 cups of coffee per week. Then—consider that this saving can be carried through 52 weeks of the year—and what's the answer? Simply this:

M-J-B is your best coffee-buy because it gives you more coffee contentment and costs you less in the long run.



M-J-B Coffee
there's economy in its strength

Grollman's Own Selected Stock

in a Demonstration Sale

New Merchandise Received

We have just received new shipments of Dresses, Millinery, also Misses, and Children's Hats, too and Shoes. Just in time for Easter . . . and included in our Demonstration Sale.

We again wish to emphasize the fact that we have the largest and most complete stock of shoes on the South Plains.

Lubbock Morning Avalanche

Member Associated Press
FULL-CLASSIFIED SERVICE
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DO LIBRARIES FAIL IN SUPPLYING THE PROPER CLASS OF READING

It is generally thought that the public libraries of this day and time are supplying the various minds of the age with just such information and reading that they desire, but after reading an article by John Cotton Dana, distinguished librarian and writer, one is pretty nearly convinced that they are falling far short of the desires of the general reading public. He says that the field of reading by the public libraries is being rapidly recaptured by others. In 20 years, 1903 to 1923, public libraries of 5,000 volumes or more increased in number from about 2,000 to nearly 4,000; the volumes in them from 44 million to 116 million; and the books lent for home use in 1903 to about 240 million. In these same years the tax-paying owners of the public library have, by voluntarily paying for them, brought into being thousands of journals, of a mere five of which they now cheerfully buy for home use over 300 million copies per year, each of which in quantity and quality of its text fully equals the average of the public library's lendings. The world has changed in the last 25 years, and librarians should be devoting all their powers of imagination to devising methods whereby they may make their necessarily modest efforts at social betterment of the greatest possible value and importance. They need no elaborate survey to show that public libraries have in recent years become lesser things in a greater and richer world.

Look for the four and origin of the public library and they are found, not in librarians, but in the national habit of wishing that all men be educated. The growth of libraries in 50 years is an inevitable accomplishment of growth in wealth and an accompanying desire for knowledge. Physicians, chemists, inventors, managers, financiers, authors, editors and publishers, and the rank and file of diligent handworkers under great leaders, not librarians, have been the chief motive powers that have made libraries larger, better and more common.

Libraries lend for home use 240 million books per year. The books and pamphlets published in 1921 numbered 326 million, and nearly all of them were read, at least by a few. The public which in 1923 borrowed 240 million books free, in the same 12 months paid more than twelve hundred million dollars for sixteen thousand million copies of newspapers and periodicals.

Libraries still cling to the subjects and methods which prevailed a generation ago. They are academic in their atmosphere and still have their eyes too much on the "world's best books"; failing to see that, to the message of the world's best books, science and invention have added words, thoughts and things that insist on being heard. The older academic literature and learning have lost their value; but the new learning and the new ways it brings are changing daily routine and the accompanying thoughts and feelings of every one of us.

A brief study of the world outside the library walls will show that less than two per cent of the reading done in this day if print that has ever been within the walls of any library. To those who may say, "More's the pity; this 98 per cent of non-library reading is chiefly of tabloids and yellow papers," by answer is, "Look at the facts and learn that your thought is quite as erroneous as it is hasty." Only after education gained by mere living—which many seem to think is not education at all—comes education by reading, chiefly of newspapers, also a form of education that adult-education talkers seem to ignore. Add to newspapers the magazines and there are the school, the teacher, the curriculum, and the interest and attention that are waking up this Nation as none was ever awakened before; for our country uses 50 per cent more newspaper than does all the rest of the world combined.

The library is still a highly esteemed and greatly privileged institution in this country. Let libraries give the newspaper and periodical press of this country the Macedonian cry: let them tell what they think they can do to make the reading of what is chiefly read—the press of the day—more profitable to those who read, and thus to make the day's and week's and month's outpourings of print still more desirable and still more intently and wisely used than they are now. That way lies the extension of library influence.

ART IN TEXAS

True art is reverent imitation of God.—Tryon Edwards.

Art in Texas is beginning to look up. It is eighty years since Theodore Gentilz moved to San Antonio from France—the first landscape painter to settle in Texas—and made sketches of the Alamo. Only the other day the San An-

tonio Art League announced twenty prizes, totaling \$14,500, for landscapes in three divisions, to be exhibited. In San Antonio next winter prizes announced by the San Antonio Art League are the most magnificent ever offered in a landscape competition in America. In the space between Gentilz and his first exhibition—given during the '80's in a paint store on Commerce Street in that city and the \$14,500 competition of today, Texas has gone forward in artistic appreciation, as well as in acquiring the wealth which makes it possible for artists to live by their craft. What of the spiritual values which art should emphasize? For, true art—as Tryon Edwards points out—should be "a reverent imitation of God." It should create something finite from the infinite and the result should make men sensible of their link to Infinity. Art gives opportunity for the spark of divinity in every man to find expression in creation; and the true artist, who from his spiritual consciousness is able to produce something beyond that which others can see, is reverently imitating his Creator. Therein lies much of the secret as to why many profess little understanding of art. Part of their difficulty lies in pictures which contain no creative quality, and part lies in their own meager acquaintance with spiritual values. An artist, to succeed, needs more than ability to draw or color or interpret material objects as he sees them. It was said of Sargent that "he painted his sitters' souls." It is no accident that the most familiar names in the roster of the world's master painters are those of men who depicted religious subjects. These men, under a burden of responsibility to the spiritual aspirations of the worshippers in their day, created such unforgettable pictures as "The Last Supper," "The Judgment," and "The Descent from the Cross." In every age there have been clever, gifted and even brilliant painters whose work today is of little value, save as representative of historical periods. But the painters who, to their skill, have added "some half-remembered motif from Creation's morn," are painters whose work will live. For those of us to whom expression in the arts is denied, there remains the responsibility of appreciation. Appreciation of true art is a responsibility. A mind in tune with the Infinite responds to the message of the true artist; ennobling impulses are awakened; the littleness and the tawdriness of material concerns are brushed away; the spiritual consciousness is quickened; life itself is lifted to a little plane. The value of worthy pictures, displayed where they can be seen by the many, is a spiritual force in the community. Not merely exhibitions, but permanent galleries in which works have been chosen carefully, are needed in every city.

There need be no concern over the mistaken idea that the public as a whole does not appreciate good pictures. A man may be inarticulate in his appreciation for art; he may be ignorant of even primary principles in painting; but if his spiritual consciousness be not wholly deadened, his emotions will respond to a good picture's appeal. Emotion (not emotionalism), that force which manifests itself so strangely at times, but always remains after intellect has dissected to the last shred, in proof that man has a spiritual as well as a mental and a physical nature—emotion is the force in art which, if reverently used, lifts the picture from the commonplace to the great. True art is reverent imitation of God. That is something for artists to remember, and for those who take their art superficially to think about.

Little Avalanches

There is no use for any West Texas towns to report something that is really not an actual fact for there is enough progress and development going on in all of the communities that if the actual facts are reported there will be plenty of development to report. This statement is made in commenting on some of the statements that have been put out regarding the building of the Denver road. It seems that some of the towns along the line have been a bit inclined to try to make it appear that there is a probability of some of the other towns not getting the road, and it has caused some little satisfaction in regard to the reports.

A modern Damon and Pythias friendship is reported from Florida, where James G. Brown, of Marianna has requested the governor to permit him to don prison stripes and serve the remainder of D. L. Burn's penitentiary sentence. Brown's request has been referred to the pardon board.

We imagine the telephone business will drop off if it ever becomes a common practice to use the television. We are confident that many people would not talk to each other over the telephone if they really knew how the fellow on the other end of the line looked while talking.

With much of the cotton territory of the United States floating in rivers of water, it looks like the acreage might be considerably changed. We doubt if it will be decreased, but merely shifted from one part of the country to another. In West Texas everything is fine for planting, and when the farmers out here get started we fear they will plant too much.

There is a real political storm brewing if we are any political prophet. We have recently received a communication from Thomas L. Blanton, now in Congress as one of the Texas representatives stating that he has been stung by a political bee of the State Senator variety, and is after the job of the present Senator Earl B. Mayfield. There is no question in our mind that Mayfield will take himself to a hard race if he and Blanton enter the race. Of course the old ku klux germ will revive, and will take active part in the campaign, and Tommie is hoping that he will be able to win the race by arousing a lot of prejudice against Mayfield on this score.

OUT OUR WAY



SO THINK WE

We think now that Easter time is near at hand everyone should celebrate the occasion by attending church next Sunday morning. All of the churches will be wide open with a welcome for you which will mean that you will enjoy yourself.

We think a number of the farmers of this country have fully realized that there is more money in raising chickens and selling eggs and young chickens than in farming and several will devote more than three-fourths of their time to this part of farm work.

We think some of the boys and girls of this city have an idea that they are practicing economy by having things charged to dad and saving the money that they gave them to buy supplies with.

We think that the past few days have been real torture to many of the dogs of Lubbock. They have been milled around and around at one end of a chain and they have whined and howled for freedom and then there has also been some miserable moments for some of the boys when they found that their pet had broken the rope, or pulled the chain from over his head and is gone. They have imagined they would never see the playmate again. They have imagined they could hear the crack of the policeman's rifle that put an end to the life of Brandt's leg.

It is reported that the reason there are so many accidents in airplanes is that there is too much stunt flying. Smart aces in the air usually come in a disastrous end.

It is reported that Senator Wiram Johnson has fully decided that he does not want to be president of the United States. The voters decided they did not want him some time ago.

It is reported that beer flowed in the streets of Okeech, last Sunday. It has been an awful thing, and it seems to have the earmarks of the real article.

CROSS CROSSINGS CAUTIOUSLY

The American Railway association is attempting to gain the co-operation of the people of all the states for its safety campaign, whose purpose is to reduce the number of grade crossing accidents in the United States, by conducting an essay contest in which high school and college students are offered cash prizes. Each essay entered in the contest must be limited to 25 words, and according to the rules must be " terse, logical and constructive, and must stress the need for greater care in approaching and passing over railroad crossings." The essays are to be sent to J. C. Caverton, Secretary of the Safety Section of the American Railway Association, at 20 Vesey Street, New York City, not later than June 1st.

Brownwood students should enter this competition and seek to win the highest prizes. Certainly, there have been so many fatal and near-fatal grade crossing accidents in Texas recently that every high school and college student knows something about the subject. Their particular attention was directed to the tragedy at Round Rock a few weeks ago when a dozen Baylor university students were killed.

Despite the vigorous safety campaign that is being conducted by the railroads, it is somewhat discouraging to note that the number of grade crossing accidents is steadily increasing. Last year, according to a statement by the railway association, there were 5,921 highway grade crossing accidents and 2,492 fatalities, while nearly 7,000 persons were more or less seriously injured. The increase over the preceding year is attributed to the increased number of motor vehicles, but even after due allowance is made for that condition, it must be admitted that the people of all the states are not responding to the appeals of the railways for caution at grade crossings. Surely there is a need for a nationwide campaign to direct attention to the menace of the grade crossing, and that campaign which is now under way is entitled to the hearty support of the schools and all other public agencies as well as the private individuals of all the communities in the country. "Cross crossings cautiously" is more than a slogan; it is a solemn warning to every person who uses the highways at any time during the year—Brownwood Bulletin.

It is reported that one newspaper in Texas, in a town not far from Lubbock, employs a combination telephone girl and proof reader. They claim that the telephone girl can read all of the proofs and have some leisure time while she is waiting on the telephone. That might work in some

By Williams

LAUGHS

The grocer had just put a new boy to work and among the other instructions was this:
"If you don't happen to have what a customer wants, suggest something else as nearly like it as possible."
A woman came into the store and asked the boy, "Have you any fresh green stuff today?"
"No, ma'am," answered the boy, "but we have some nice bling."—Forbes Magazine.

"What's the matter, Ben? You're lookin' worried."
"Work—nothin' but work from mornin' till night!"
"Ow long have you been at it?"
"I begin tomorrow."—The American Boy Magazine.

Jimmy—Sister can see in the dark. Mother—Impossible. Jimmy—Last night on the porch I heard her tell her head that he needed a shave.

Teacher—If I gave you a big red apple and you gave Robert seven-eighths of what would he have? Tommy—Some kind of disease in my brain.

Wanda—What's the string around your finger for? To remind yourself of something? Dora—No to remind Harold of something.

"How do you know that's a telephone girl that Jiggs is waiting on?" "Because he said 'Hello' and she didn't answer."—Progressive Farber.

Betty (aged seven)—Our family is actually exclusive. Is yours? Desha (aged eight)—No, indeed. We haven't anything to be ashamed of.

Congratulations To Our School Board

AN EDITORIAL

There is one thing that every patron of our public school appreciates and that is the fact that the schools are being run for the children. Every Lubbock citizen who has children to educate appreciates the business heads upon which the schools are being run, and the fact that the Board is selecting teachers of experience who have been trained for their work and who have made good in similar positions elsewhere.

Everyone has the kindest feeling for the young man or woman whose teaching experience who would like to have a place in our schools, but every one knows that when well-trained teachers are as plentiful as they are to day, it is not necessary for us to run a training school for teachers. We can command the services of the highest efficiency to work in our schools. Everyone knows that the training required of teachers today is a most efficient technical character that can be acquired only after long training and experience, and that to inexperienced teachers, even to a somewhat of little children. While we appreciate the position of the young person who wants a place to teach, we sympathize with the thirty-five or forty children who will have to suffer from their inexperience through the years that it is leaving home to teach.

We should always remember that the schools are for the children first, last, and all the time, and in no sense to give somebody a job. The school board that employs teachers on any other basis than proven efficiency commits a crime against the children whose interests they are appointed to serve. Let's do all we can for our local boys and girls, but let us not so far forget ourselves as to place them in control of helpless little children until they have proven their ability to instruct them. This seems to be the policy of our school board, and it is a policy that has the endorsement of every patron of the schools.

Then there is a danger that any school board must avoid and that is that of placing in the schools too many local people. School systems are in danger of too much localism if care is not taken to bring into the schools new talent from the outside. We understand that already more than one-half of our public school teachers are local people, and believe that it will be a good policy for the board to place in the schools a greater percent of pupils from other localities. We wish the best for our own boys and girls, but the schools have already suffered

them full service in giving them instruction through our grades and high school. Now we must think of the children and keep their interests always primarily in mind when planning for the schools. This is what our school board is doing, and it is a policy we wish to commend.

ON TO PARIS

Sooner or later, unless the French stop overhauling American tourists, and cause their habit of slandering Americans and things American, tourists will stop going to Paris. We are told by a contemporary.

"They (the French) have been making no bones of the fact that it is the American dollar, rather than the American visitor, that they like. During the last few months, with tourist trade at an ebb, the French have been outspoken in their relief at the absence of American, French Americans as they go to Paris find some stores of tourist-travel the order of the day."

This, unquestionably, is true. Every tourist who returns to the United States has horrible words to say regarding the advice of the Parisian tourist tells. In plain words, of the terrible prices he had to pay for what he received—add a second, rather than a first class ticket, and return to the United States.

The French (particularly the Parisians) may know more than we about the tourist. They should, for Americans have been flocking to the French capital for many years, and they flock each year in ever-increasing numbers. They will continue to flock to Paris as long as the place is so. High prices, such as the knowledge that they are being gouged, won't stop them.

Spread the rumor that it is not fashionable to visit Paris, that Paris is the rendezvous of the inexperienced traveler, and the "best people" no longer go there and the volume of traffic will drop off to nearly nothing. The Parisians aren't selling the goose that laid the golden egg by raising prices to an extortionate amount. They are merely making hay while the sun shines. Paris is Paris; it will remain so, prices or no prices.—Lubbock Times.

A man is supposed to know himself and to keep good company, too.

Today's Poem

NOT UNDERSTOOD

By Thomas Brackett

Not understood. We move along under. Our paths grow wider as the seasons creep. Along the years, we marvel and we wonder. Why life is life? and then we fall asleep. Not understood. We gather false impressions. And hug them closer as the years go by. Till virtues often seem to us transgressions; And thus men rise and fall, and live and die. Not understood. Poor souls with stunted vision. Oft measure giants by their narrow gauge. The poisoned shafts of falsehood and derision. Are of implied giant those who mould the age. Not understood. The seagull springs of action. Which lie beneath the surface and the show.

Are disregarded, with self-satisfaction. We judge our neighbors, and they often go. Not understood. How trifles stir change us! The thoughtless sentence or the fanned sigh. Destroy long years of friendship and estrange us. And on our souls there falls a treeing night. Not understood. How many breathe are aching. For lack of sympathy! Ah! Gar by day. How many cheerful lonely hearts are breaking! How many noble spirits pain away. Not understood. Oh, God! that man would see a little clearer. Or judge less harshly where they cannot see. Oh, God! that man would drive a little nearer. To one another, they'd be nearer. And Understood.

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Total

Score by Innings

Philadelphia

New York

Summary—Two

Simmons, R

Gehrig, R

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Dugan, R

P. Collins, R

Roether, R

Total

Score by Innings

Philadelphia

New York

Summary—Two

Simmons, R

Gehrig, R

Dykens, R

Ruch, R

Gehrig, R

Lazzeri, R

Dugan, R

P. Collins, R

Roether, R

Total

Score by Innings

LOCAL BRIEFS

J. D. Caldwell and Dr. W. S. Logan, of Moron, were business visitors here yesterday.

A. C. Fairley, of O'Donnell, was here on business yesterday.

Mrs. L. H. McCorkle and daughters, Misses Thora and Eula McCorkle, and Mrs. J. F. Tom visited in O'Donnell yesterday.

A. C. Watson, of McKinney, is here visiting Mrs. Watson, who is in a local hospital following an operation.

Mrs. J. E. Bobo, of Temple, is visiting relatives here. She was formerly Miss Mattie Roy of this city.

Miss Maybelle Hutson left last night for Houston where she will visit for several days.

J. J. Mansell, of O'Donnell, was a Lubbock visitor yesterday.

Mrs. J. F. Cooper, of Seagraves, was in Lubbock yesterday.

Mrs. D. B. Bawcom, of Post, was here Wednesday afternoon.

Mrs. G. F. Fulbert, of Arch, N. M., is visiting here.

Mrs. J. H. Cobb, of Tahoka, was here yesterday to see local physicians.

Mrs. E. Evans, and daughter, Darlene, of Tahoka, visited here Wednesday.

J. C. Levens was in Brownfield on legal business yesterday.

Mrs. J. I. Northcutt and daughter, Miss Jewell Northcutt, of Plainview, arrived last evening for a visit with Miss Fern High.

Mrs. Nell Thompson is ill at her home.

Mrs. W. H. Price is ill at her home on Broadway.

R. J. Reed, of Slaton, was a business visitor here yesterday.

Milton H. Clapp, former book store manager of the Tech, leaves today for Ft. Worth, after visiting with friends here for the past few days. He is employed with Ernst and Ernst auditing firm of that city.

Judge R. A. Baldwin, of Slaton, was in Lubbock yesterday attending to legal business.

A. E. Morrison, of Dallas, was in Lubbock yesterday on business.

Mr. and Mrs. H. E. Baker, of Clovis, were visitors in Lubbock yesterday.

Judge and Mrs. Charles Nordyke are spending a few days visiting in Abilene.

Tom Case, a cotton buyer of Slaton, was a visitor in the city yesterday.

GERMANY TRIAL

(Continued from Page 1)

defense introduced documentary evidence including check stubs and vouchers issued to the mayor, commissioners, and city attorney as "official salary." Introduced a voucher payable to Mrs. Holland September 1, 1926, for \$100.00, and a payroll of the city which showed that Mr. Holland was on pay with the city as an official prior to the time of the allegations in the case.

As closing evidence for the defense, notes of the city commission showing that no order had ever been passed by the commission consolidating the offices of city secretary and tax collector. Prosecution counsel agreed that such an order is not in the minutes.

One Move Falls
Earlier in the day the defense had failed in an effort to show that during the approximate eight months prior to the allegations Mr. Holland was the official tax collector for the city and not Mr. Germany. On cross examination by the prosecution, Mr. Holland testified that his official acts prior to April, 1926, were under directions and authority of Mr. Germany, and that he signed tax receipts as deputy for Mr. Germany.

The court's charge to the jury, preparation of which was begun immediately following closing of testimony, will be delivered the first thing this morning. It was announced, and arguments will start at once. No definite decision had been reached last night as to the amount of time that will be allowed for the arguments, but the case is expected to reach the jury by shortly after noon.

Conviction on an embezzlement charge carries a penalty of from two to ten years.

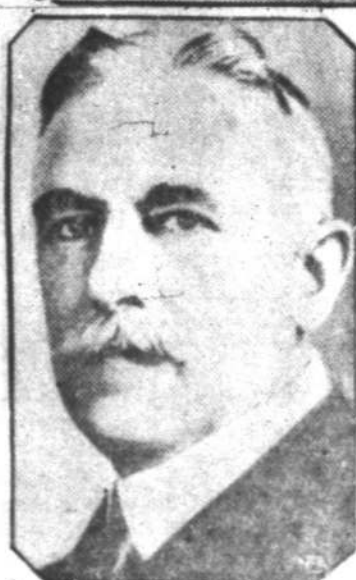
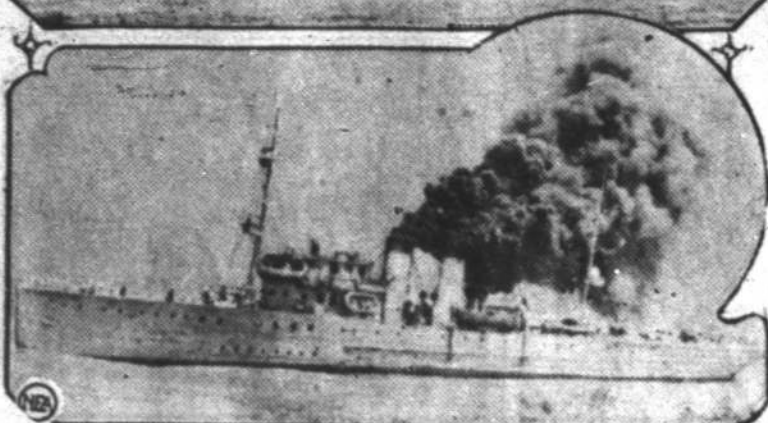
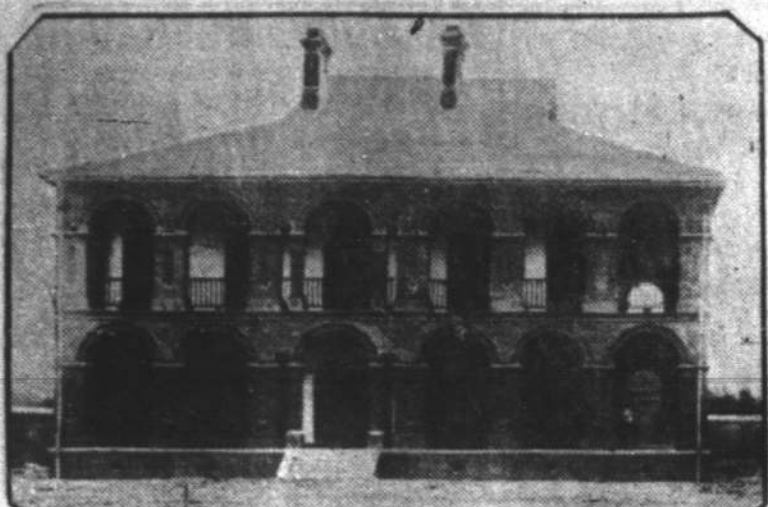
SULPHUR CLEARS A PIMPLY SKIN

Apply Sulphur as Told When Your Skin Breaks Out

Any breaking out of the skin on face, neck, arms or body is overcome quickly by applying Mento-Sulphur. The pimples seem to dry right up and go away, declares a noted skin specialist. Nothing has ever been found to take the place of sulphur as a pimple remover. It is harmless and inexpensive. Just ask any druggist for a small jar of Robies Mento-Sulphur.

THE ROADRUNNER BOOKSHOP
1109 College Avenue, and
THE GREEN LANTERN SHOP,
Hotel Lubbock, have
BOOKS FOR SALE AND RENT

At the Front in China



The American consulate at Nanking, China (upper picture), was looted in the course of the rioting which followed capture of that city by the Chinese. Occupants of the consulate had taken refuge elsewhere, and escaped injury. The center photo is of the converted yacht Isabel, flagship of the American patrol on the Yangtze river, from which Rear Admiral Henry H. Hough threatened general bombardment of Nanking unless disarmed foreigners were freed. At the left is a picture of Admiral Hough.

white corn liquor was confiscated, and sent to a home and store.

The officers accused the people of Crane that they expected to keep their property safe, and that they would not allow the bad character of the town to be the cause of their loss of all their property.

The little town of Kerrville raised \$4,000 as a tornado relief fund after having sent several physicians, nurses and volunteer workers.

Distress Terrible
The scene here tonight is indescribable. There is distress beyond description. All standing buildings shelled as they are, have been converted into hospitals and morgues. There were not more than 12 houses, business and residential that were not wholly demolished and these were shelled.

After working all of Tuesday night Wednesday saw squads of stretcher-bearers hurrying to the improvised hospitals and morgues with the injured and dead. Debris had to be removed from the bodies of most of the dead.

Everyone Aids
All southwest Texas Wednesday came to aid of the stricken town. While the American Red Cross sent trained workers to the scene, offers of aid poured in. Civilian and military organizations threw their resources in to relief work.

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added to the force of peace officers. Several hundred people has arrived in Crane the past week and several business houses has been added to the great number already completed. Jack Allen, who is looking after the oil interest of the State University, is erecting a fine residence at this place, and is expected to have it ready for occupancy in a few days.

MEXICAN RULES CHANGED

Americans Arrested in Future Will Be Allowed to Confer With Consuls It Is Believed

MEXICO CITY, April 13 (AP)—As a result of a personal conversation with Foreign Minister Saenz, Ambassador James R. Sheffield has hopes that Americans arrested or detained in Mexico in the future will not be held incommunicado, but will be permitted to communicate with the American embassy or consulate.

No formal representation was made but it was learned that Ambassador Sheffield took the occasion of a personal talk with the foreign minister to express a strong desire that no Americans detained by the Mexican authorities be denied permission to communicate with representatives of the American government.

WIND BLOWS STOCK CARS

SAN ANGELO, April 13 (AP)—Thirty one live stock cars moved five miles on the Santa Fe railroad was one of the freak results of the storm. The cars were on the passing track at Carlsbad when the storm struck and the force of the wind sent them toward San Angelo, taking them from the passing track to the main line between the two points. They were stopped when the ghostly train reached a hill over which neither the force of the wind nor the momentum gained in the unauthorized journey could carry them. The cars must have traveled 20 miles an hour for part of the distance as the wind lasted only ten minutes and the cars traveled five miles.

EDUCATIONAL COMMITTEE

GIVES PROGRAM TODAY

The educational committee of the Kiwanis club has charge of the program of the club's regular weekly luncheon at the Lubbock Hotel today. It was announced by Alton Howard, secretary last night. The chairman of the day, M. H. Duncan, has agreed to divulge the nature of the program.



Easter Sale of Dresses

ALL THIS WEEK

We are making special prices

on our entire stock of new Spring and Summer Dresses. If you need a new dress for Easter you would save by buying it here. A new shipment of fine dresses has just been received.

Barrier Bros.
DEPENDABLE MERCHANDISE

ALWAYS SOMETHING NEW

TORNADO VICTIMS

In tornado victims, especially in the medical cases, lacking the total injured removed there 74. This number includes practically all the cases of any gravity.

Dynamite was used this afternoon to blast out graves in the little cemetery resting solemnly on a scenic hillside. Some caskets were brought from Kerrville and local carpenters were put to work constructing coffins for bodies which could not have been cared for otherwise. There was no resident undertaker here, and bodies were prepared for burial by volunteers. Of necessity most of them were buried in the clothes they wore when the death dealing twister hit.

Everyone Aids
All southwest Texas Wednesday came to aid of the stricken town. While the American Red Cross sent trained workers to the scene, offers of aid poured in. Civilian and military organizations threw their resources in to relief work.

The little town of Kerrville raised \$4,000 as a tornado relief fund after having sent several physicians, nurses and volunteer workers.

Distress Terrible
The scene here tonight is indescribable. There is distress beyond description. All standing buildings shelled as they are, have been converted into hospitals and morgues. There were not more than 12 houses, business and residential that were not wholly demolished and these were shelled.

After working all of Tuesday night Wednesday saw squads of stretcher-bearers hurrying to the improvised hospitals and morgues with the injured and dead. Debris had to be removed from the bodies of most of the dead.

One Move Falls
Earlier in the day the defense had failed in an effort to show that during the approximate eight months prior to the allegations Mr. Holland was the official tax collector for the city and not Mr. Germany. On cross examination by the prosecution, Mr. Holland testified that his official acts prior to April, 1926, were under directions and authority of Mr. Germany, and that he signed tax receipts as deputy for Mr. Germany.

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NEIL H. WRIGHT

Says
If there is anyone you ought to protect against your death with a policy of life insurance, who is more important than YOUR MOTHER?

The Southland Life has a Mother's Day Policy.

phone
56

SERVICE MAN FOR

Southland Life

Southland Life Insurance Co.

Southland Life Insurance Co.

Southland Life Insurance Co.

Southland Life Insurance Co.

Southland Life Insurance Co.

Southland Life Insurance Co.

Southland Life Insurance Co.

Southland Life Insurance Co.

Southland Life Insurance Co.

HAVE YOU

Attended the Free Class
demonstrating the varied uses of
**Angus Decorative Clay
and Stipple**

Miss Lizzie Watkins is conducting the classes, and will be more than pleased to answer your inquiries regarding the use of Angus Decorative Clay and Stipple.

2 P. M. To 5 P. M. EACH AFTERNOON
THIS WEEK

At all times, those in need of Oil Colors, Canvas, Brushes, etc., will find a complete stock in this store.

Sherrod Bros. Hdwe. Co.

QUALITY MERCHANDISE AT REASONABLE PRICES

J. GREAT HAS ON CO. ORIGINAL 500 H. 120

By J. C. Penney
When asked
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Penney store
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Typical Comparison of frocks and robes are loved

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25th A

"JCF"

Our very all silk cre selection 4 inches wide

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New Hook

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J. C. Penney Company Points To Amazing Quarter Century Growth

GREAT BUSINESS HAS BEEN BUILT ON CO-OPERATION

ORIGINAL INVESTMENT OF 500 HAS GROWN TO 120 MILLIONS

By GEORGE BRUCE

"Success is entirely a matter of moral fibre. The opportunity for achievement is greater today than ever before."

When asked to comment on the celebration of the 25th anniversary of the founding of the original J. C. Penney store, Mr. Penney made this remark: "Upon his firm belief in the truth of it was the foundation of the system of department stores, bearing his name, which now cover the entire country."

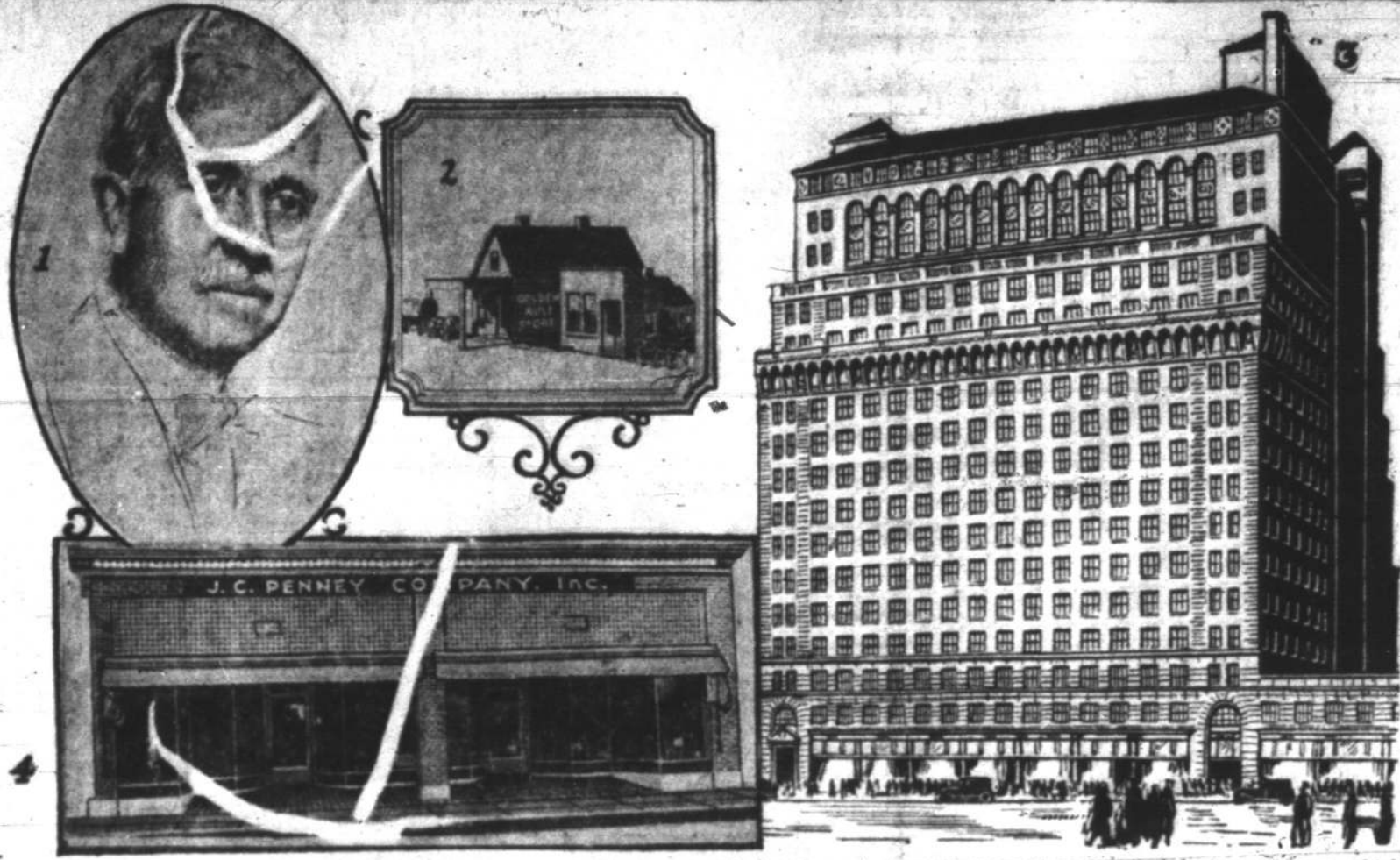
These stores are not chain stores in the ordinary acceptance of the name. They are a closely knit group of individual community stores, contributing to the welfare of the community in the same manner as other local stores but with the added advantage offered by cooperation with other Penney stores.

Partnership Is Basis

They have all been developed on the theory and practice of partnership. They have all contributed in a purely local manner to the development of the towns where they are located. The strength of the group has been used to serve the welfare of the local community.

The original J. C. Penney store was founded in Kemmerer, Wyoming, on April 14th, 1902. Today there are 773 J. C. Penney stores and plans are already under way to increase this number to more than 900 before the close of this year.

In 1902, the "mother store" in Kemmerer did a business of \$23,838.11. At the close of 1926 the 745 stores operated



No. 1—J. C. Penney, who founded the J. C. Penney Co., in Kemmerer, Wyo., 25 years ago. No. 2—The original J. C. Penney Store which Mr. Penney started with a personal investment of \$500. No. 3—The J. C. Penney Co. Building, Executive and Buying Headquarters in New York City. This entire building is occupied by its offices and warehouse facilities. No. 4—Store No. 500, opened in Mr. Penney's home town at Hamilton, Missouri—a typical J. C. Penney Co. Store of today. There are 773 J. C. Penney Co. Stores now in operation.

at that time did a total of \$115,682,737 in sales for the year.

The \$500 which was the original investment of J. C. Penney in the little store at Kemmerer was turned better than 230,000 times last year.

Original Capital Grows

The original capital invested in the

Kemmerer store has grown to over \$30,000,000 of invested capital. This growth has been brought about inside the group of stores. No outside capital is invested in the J. C. Penney company, and the only time that outside help was asked for was in 1919 when an issue of preferred stock was

offered to furnish funds for tax purposes. This preferred stock has since been retired.

Based on the statement of the use of the business, that "success is entirely a matter of moral fibre," this achievement has been, without equal in the business annals of the

country. The growth of the Ford Motor company was founded on an original \$25,000 and was continued without the use of further outside capital. But this \$25,000 has not grown in the same percentage ratio as the growth of the Penney store investment. And giving

Ford a total turnover of \$1,000,000,000 for 1926, the turnover is but 35,000 times the original investment which has been working approximately the same time as the Penney investment.

A still greater difference is shown in the fact that today, J. C. Penney has more than 1,000 partners, each one of whom has started in exactly the same manner as he started, with the same future ahead and the same factors to contend with and to turn into personal success.

"Moral Fibre" Foundation

The success of the J. C. Penney company has been founded on the structure of moral fibre and the stern stuff which turns opportunity into achievement. It has been maintained through the spirit of cooperation and the desire to help men profit in proportion to their willingness to work for a profit.

"Look at Edison, Ford, Rockefeller. Study the history of the senior Morgan," Mr. Penney said, "they are examples of the will to work once a sound basis of business morals has been established."

He might well have said, "Look at the men in the Penney organization, more than two score of whom have grown from 'blebs' to an affluence which places their present financial rating in excess of a half million of dollars."

And he might have added that these men have worked with a smaller margin between cost and selling price than any of the local companies with which they were in competition.

The Penney investment has been in men and the Penney policy has been to teach these men how to turn their investment of time, energy, personal interest and earnings into greater profits for themselves through the application of service to the people of the community where they are located.

The only way in which ownership of stock in the J. C. Penney company can be acquired is through work. There is no limit to the amount that any working individual can acquire. It has been made entirely a matter of personal application.

Today, in the 773 stores which op-

erate under the Penney name, and in the home organization, the 1000 partners are doing exactly what J. C. Penney did and still does and each one has the same potential success ahead of him that the founder had.

At the start, 25 years ago, Penney owned a third interest in the original store in Kemmerer. He acquired the balance through earnings made by that store as a foundation.

Penney Takes Partner

When Penney decided to start a second store he gave E. C. Sams an opportunity to acquire an interest in the new place of business. Penney had started a group with the Kemmerer store as the foundation. Sams, 2000 started a group with the second store as a foundation.

Each trained managers for stores to follow. This was the birth of the Penney system.

Sams, like Penney, was entirely dependent upon what he earned out of the stores and what he made the stores earn for him, through his own efforts for any accumulation for the future.

Now, Mr. Sams is president of the J. C. Penney company, and Mr. Penney is chairman of the board of directors.

The system which started 25 years ago has brought other men along with it and today there is a new Penney, a new Sams, a new one of the many who have stepped up through the organization, starting a new store in some section of the country. This store and others like it will be moulded along the same lines as the original store in Kemmerer.

The following episode is illustrative of the manner in which Mr. Penney has kept his original idea intact. In April 1924, he opened his 500th store. It was located in Hamilton, Missouri, his birth place. On that day, he attended to the customers in the new store in the same manner in which he clerked at the original Kemmerer store. He has never lost sight of the original merchandising instinct.

Local Activities Stressed
In the training which he personally gave to men who have since become

See PENNY JUBILEE Page 8

25th Anniversary

Dresses With A Gay Air

To Celebrate Our Silver Year

Typical of J. C. Penney Company Values! This selection of up-to-the-minute silk frocks—pleated, tucked, tiered and ruffled in the most approved fashions. The colors are lovely.

Sizes For Women, Misses and Junior Misses

\$14.75



25th Anniversary

"JCP" Quality

Crispe de Chine

Our very own high quality all silk crispe de chine—splendid selection of good colors, 30 inches wide. Yard

\$1.49

25th Anniversary

New Girdle

Hook-Front Style

This model has side elastic panels that mould to the figure gracefully and naturally—fits well around the hips.

\$2.98

25th Anniversary

Our Sheeting

"Pence"—Improved

A name that housewives know for superior wearing qualities.

2 yards bleached or 2 1/2 unbleached 49c
2 1/2 yards bleached or 2 1/2 unbleached 59c

25th Anniversary

Nation-Wide

Sheets of Quality

Our own special trademark on sheets especially fine quality. During the Silver Anniversary, each

98c

25th Anniversary

Women's Hosiery Needs

Are Easily Supplied Here

No. 1215

A fine hose of exceptional serviceability—and universally low priced. A selection of Spring colors, pair.....

49c

No. 445

This is a full-fashioned hose of silk with a fibre thread for added service and strength. An outstanding hose at this price. Pair.....

98c

No. 449

A splendid hose—full-fashioned, silk to the hem with a narrow cotton top for longer wear. All the popular colors. Pair.....

\$1.49



J.C. PENNEY Co.

Broadway at Texas Ave.

Our 25th Anniversary Is Providing Thrift Shopping

In all our planning for our 25th or Silver Anniversary, the dominating thought has been to again exemplify that slogan, which has been the guiding spirit of our organization for 25 years, "Pack the Customer's Dollar Full of Value and Satisfaction!" All our customers are invited to observe with us our 25th Milestone.

25th Anniversary

New Girdles

To Assure You Figure-Smartness

Narrow girdles that are comfortable to wear—and give just enough support and firmness to your figure. Elastic panels over the hips.

\$1.98

25th Anniversary

"Pay Day"

Boys' Overalls

Union made. As durable and well-made as "Pay Day" for men. Heavy, serviceable 2.20 blue denim. Cut full, high back, two-seam legs, big pockets. Sizes 8 to 17 Years.

98c

25th Anniversary

Waverly Caps

For Spring



Finest casimeres, well fitted and finely trimmed. Stylish and balanced, exceptional values at—

\$1.98

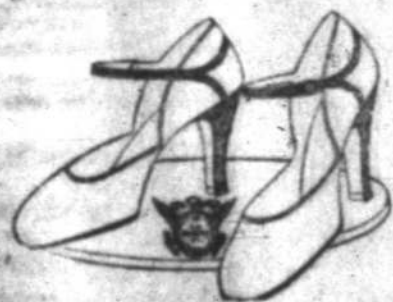
25th Anniversary

Dainty Patent Leathers

The Newest Thing For Spring

Patent leather and gingham kid have formed a very charming conspiracy this Spring. They've added all the other good points of the Mode too—side cut-out, slightly rounded vamp and extra strong binding to prevent sagging.

\$4.98



25th Anniversary

Play Suits

For Boys

Our "Nation-Wide" brand, of khaki drill, khaki jeans, also blue or tan hickory stripe materials. Cut full and very durable. Open front, drop seat, three pockets; sizes 1 to 7 years.

98c

25th Anniversary

Young Men's Suits

Combining Style and Value

The most popular easy-fitting model for Spring. Two-button, single breasted. Here is style, quality, value and low price. Fine quality serges, untrimmed worsteds and cassimeres in many new and unusual shades—grey, tan and blue—mixtures, overplaid, narrow, group and novelty stripes.

Extra Trousers with many suits if desired at \$5.99. With One Pair Trousers, our feature low price—

\$24.75



25th Anniversary

For School Days!

New Wash Dresses

Girls—in and not yet in their teens—like these fresh wash dresses just as soon as there is a hint of Spring in the air. New gingham patterns in fascinating colors. Sizes 6 to 10 and 7 to 14.

\$1.98

25th Anniversary

Dress Pants

For Men

Serges and worsteds in dark and medium shades of blue, brown and grey—plain, colors, mixtures and stripes. Match up that old coat with a pair at our very moderate prices of—

\$2.98 to \$4.98

25th Anniversary

"True Blue"

Play Suits

Closed or long sleeves, ankle length, open front, drop seat, double stitched and bar tacked. Cut full, stiff or khaki drill or blue denim. Sizes 2 to 8 years.

79c



25th Anniversary

Spring Millinery

So different that you know they are new! Fashion is partial to the more feminine modes in hats, too—feathers and flowers trim many.

The Colors Are Spring's Gayest

Matching your hat to your frock—or your coat—is a style necessity these days—the colors are fascinating.

\$1.98 to

\$4.98



25th Anniversary

Our "Compass"

Work Shirts

Our own make. Of serviceable, staunch, blue or grey chambray and khaki jean; coat style, two button-flap pockets, continuous-faced sleeves, double-stitched—

98c

25th Anniversary

Men's Shirts

Fancy Broadcloth

Superb quality, high-count broadcloths, in exclusive patterns confined to our Stores. Cut extra full; every detail of workmanship and finish is neckband. Some separate collar.

\$1.98

25th Anniversary

Men's Genuine

Leather Belts

In the new two-tone combinations of Black-Grey, Fair-Tan and Blue-Grey; silver or gold finishes; also plain colors; strongly stitched; good quality gun metal buckle, at—

98c

25th Anniversary

Fancy Bloomer

With Ribbon Garter

This good looking and very inexpensive bloomer is trimmed at the knee with a fancy ribbon garter. Various colors and sizes.

98c

25th Anniversary

Genuine Panama Straws

In the Most Popular Shape

After all, there's nothing quite so stylish and satisfactory as a Panama Hat. Here is the most popular shape for young men, with smart lines and turn-down flexible brim.

Finely made and trimmed, fancy band. An exceptional value at the moderate price of—

\$4.98

"Let Us Be Your Hatter"



PENNY JUBILEE

(Continued from Page 7)

his partners, and to the training which they have passed on to others who have also grown to partnership. The quality of local activities have steadily been emphasized. It is freely stated in store circles that over the country, the establishment of a J. C. Penney store in the community is a good thing for all business.

Managers of J. C. Penney stores, and these are his active partners, are men who are active in local affairs. They are members of local organizations, contributors to local charities and movements to develop local interests. As through the Penney plan, they have extended their business relations to other cities and towns, they have increased their personal activities until they have become men who are serving the states in which they operate.

Speaking of local activities, Mr. Penney said: "The measure of a man's value to himself is in a general way, a measure of his value to his community. We once were considering a new store location. In our investigation we asked a local merchant in the same general line that we handled, what he thought of the chance for making a go of a new store. He replied that he had been in business in that town for years and that he could barely make a living."

Further investigation showed that his rarely ever made a net profit in excess of a thousand dollars or so. But the town looked good. We started a J. C. Penney store. It was a pronounced success. The man who became manager applied himself wholeheartedly to a study of local conditions. He worked among local men with interest and with a whole-hearted desire to make himself a value to the community. The man who had barely made a living subsequently failed. He failed because he was not awake to the knowledge that success awaited him in that town."

In Aid To Consumer

Any J. C. Penney store in any community utilizes the backing and purchasing strength of the nation-wide organization to serve the local customer to greater advantage. In this, the local stores enjoy the advantages of a business handling well over \$100,000,000 a year with the prediction freely made that this volume will increase in 1927 to well over \$150,000,000.

All partners with J. C. Penney start from a common root. Many have lived for a time in homes which they have built themselves with their own hands, oftentimes with the help of their wives. All have started at incomes which in themselves have represented great sacrifices. No glowing pictures of the future have been offered. It is the firm belief with the J. C. Penney organization, that the measure of success is merely a reflection of the willingness to labor intelligently and diligently for success.

It took from 1902 until 1908 to build the J. C. Penney system up to five units. In the next six years there were 11 stores. In 1919 there were 212 and the volume of yearly business had grown to \$42,800,000.

The original J. C. Penney store was built upon the spirit of service and upon the policy of reducing prices by a constant build up on the rate of turnover. The substance of the present operations of all the stores is that of the original one.

Definite policies have been established and adhered to nationally. These policies have been the outgrowth of the opinions and experiences of the steadily increasing group of store managers. There are never any bargain sales or "sales" days. There are never any purchases of "seconds" or of inferior merchandise. When goods are marked down they are required to what has been determined to be their lowest price based on the market of the day.

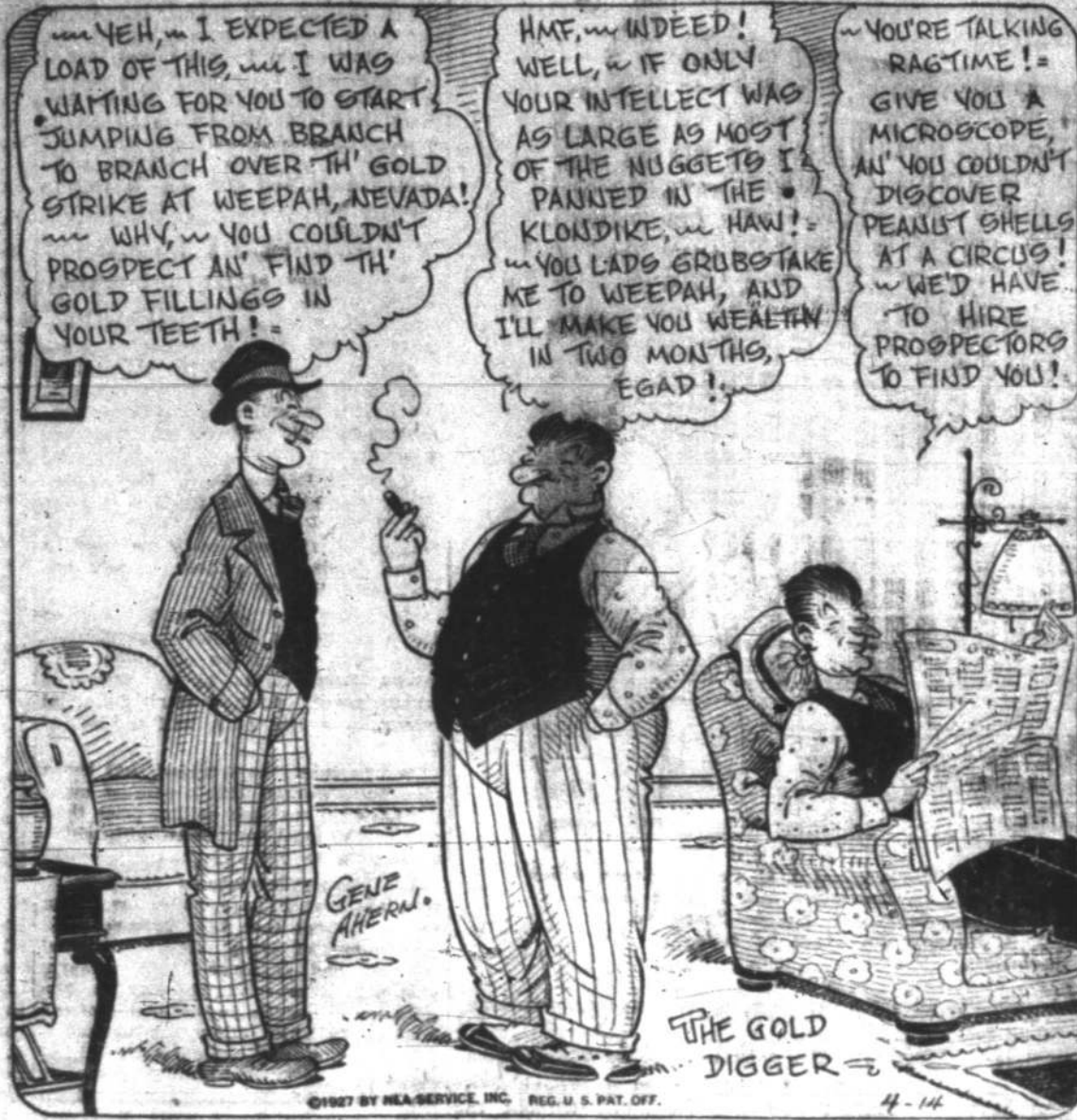
Low Prices Are Made

Low prices have been helped by quantity purchases. They have been helped by the ability to ship in carload lots and to break up these carload shipments at points convenient to local stores. They have been helped by shipments by boat and during the Christmas season of 1926 thousands of dollars were saved to customers of J. C. Penney stores, especially on the Pacific coast, through savings in freight rates made by shipping through the Panama Canal.

The savings made by quantity buying are exemplified by a recent order for 100,000 lbs. of table silver to be used in connection with the Silver Anniversary activities of the organization. This was the largest individual order ever placed for table silver. This set ordinarily retails for \$1500. It is

OUR BOARDING HOUSE

By Ahern



being sold by the J. C. Penney stores for \$5.90.

A single order for women's silk hosiery, recently placed, totalled \$4,000,000 the largest individual hosiery order ever placed. Other items are bought in the same manner and the manufacturers are allowed to ship their products at times when heavy volume business means much to them in savings in overhead. In this manner the J. C. Penney stores are able to buy great savings. This method of buying helps the manufacturer.

This week there will be more than \$2,500,000 spent by wage earners and their wives in J. C. Penney stores. The prices they will pay will represent savings to them in excess of \$125,000. This will be repeated next week and next week there will be a new "yellow and black" front J. C. Penney store opened in some new town or towns.

These stores will bring new buyers into the places where they are located. The managers will start along the road to partnership with J. C. Penney and new economies will be brought about to add to the purchasing of the personal dollar of the great American family.

Chain Is Factor

The J. C. Penney store is a factor in American domestic economy. In its 25th year it stands as the greatest co-partnership organization in the world and with a record for increase of original capital which is without equal.

Now J. C. Penney is devoting a portion of his interest to a similar plan for agriculture, a cooperative partnership arrangement in which the grower of farm products may travel along lines traveled by those who have become managers in J. C. Penney stores.

He is planning to educate the farmer in diversified crop raising, in better stock breeding, cooperative marketing, and to spread the doctrines of more profitable farming methods throughout the country.

FORGUS IS INJURED IN AUTOMOBILE ACCIDENT

Severe injuries were received by George Forgas of Meadow, when his car overturned near Kress Tuesday night. He was brought to the Lubbock sanitarium for treatment Wednesday.

Mr. Forgas was en route to his ranch near Happy and was driving alone when his car overturned. He was soon picked up and taken into Plainview where he received medical assistance. He was unconscious for about eight hours and his head is severely cut but he is feeling well this afternoon and will recover, Dr. G. W. English reported.

Police Warn Owners Keep Chickens Up

Continued reports of depredations upon flower and vegetable gardens by loose chickens has aroused the ire of police officials here and a firmer method of handling such occurrences in the future will be adopted, it was declared Wednesday.

There is an ordinance against such behavior, and unless owners restrain themselves and prevent their fowls from running loose, owners will be subject to fines. A penalty of from \$1 to \$25 for allowing poultry to run at large is provided.

The impression of some persons that the ordinance covers only part of the city is incorrect, police stated. It applies to all territory inside the city limits.

It is not from any desire to be severe, but rather to prevent trouble that this action is to be taken, it was explained.

Rotarians Hear Of Lubbock Bond Issue

First hand information upon the plans of the city of Lubbock concerning the proposed bond issue for consolidating debts and reducing interest payment, was secured by the Rotary club Wednesday when city commissioners Walter Pusey, J. G. Jones and J. H. Hawkins and Mayor Pink L. Parrish appeared on the program.

The club was honored by the presence of Governor H. B. Edwards of Denton, who is head of the forty-first district of Rotary in Texas. He spoke pleasing words on the splendid work of the Lubbock club. He said Lubbock is carrying out the functions of Rotary more completely than any other club in this district, and was to be commended for the work certain members are doing in the organization of other clubs in this part of the state.

He is en route to Brownfield where he will also deliver a chapter to Lubbock Rotarians Thursday night, both clubs being the result of work

THANK YOU, PATRONS!

We wish to express our appreciation to our friends and customers for their part in making Saturday the largest business day we have ever enjoyed.

717 BROADWAY

PHONE 76

WE DELIVER

HAYS GROCERY

Successors F. Hays & Williams

WE GIVE GOLD BOND STAMPS

CHILDREN'S FATAL DISEASES

Worms and parasites in the intestines of children undermine health and so weaken their vitality that they are unable to resist the diseases so fatal to child life. The safe course is to give a few doses of White's Cream. It destroys and expels the worms without the slightest injury to the health or activity of the child. Price 35c. Sold by Hall-Benson Drug Co.

Easter Jewelry

ANDERSON BROS JEWELERS

GIFTS THAT LAST

Graduation Gifts AND Wedding Gifts

Depend On This:

It's Good If It Comes From ANDERSON BROS.

Phone 1740 or 1741

New numbers, yet unlisted in the Lubbock Telephone Directory, but important numbers to remember when you want

Ice Delivery Started

So please remember them, use them for any kind of information you wish relative to ice, ice delivery or electrical service of any nature.



ALL BETTER

High grade used cars today bear little resemblance to the used cars of yesterday. Roads are better, garages are better, automobiles are better and owners take better care. And we know better than to try and build good will with bad goods!

ROYALTY MOTOR COMPANY

A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

DAU

THIS CLAY inherits life of... the example... owner of... store in... with only... music. He... dent of... his one... great com... With on... Clay turns... of the town... While won... rested by... sic. Seeing... tacked on... the music... hasty decid... door.

The door... WELLS, a... figure, wh... mediately... er's depart... Clay there... After rebu... off the rug... bar, Clay f... by asking... calls her m... partial expl... he is taken... hold at tar... NOW GO

The next m... unvarnished... was a knock... crisp voice... Mr. Curtis... fast at eight... bathroom."

"Finished w... the devil" Cl... ers wide and... an icy room... with the steam... tor was turne... numbered. T... had no furnac... pot-bellied co... iron door sho... laid for a fire... means of heat... box of a room.

"As Clay be... some of the fi... tim dramatic... luxurious, boy... cramped from... long body con... narrow, hardw... were turning bl... ed down, the... made him rule... winter, and sh... shivering into... ing gown and... he comfortable... pers. Grogging... up his shav... find the bathr... had finished w... bath with two... people women."

Then the sm... strong coffee... nostrils. Lord... He almost ran... at the end of... grateful surpr... deliciously war... ing up visibly... all save. The... sliding bath to... towel and a wa... a small risk... some distance... containing pow... Wells women, a... He looked wit... der of dislate... discovered a d... rangement for

Ponce de Leon... savages while... fountain of eter... wilds, four centu... And here he sat... H. E. Wells, de... vote to imperio... plorer at the Pon... tion at St. August... cant, Wells, cost... land from a Spani... cented, like his... the Seminoles Indi

Ponce Rein



Ponce de Leon... savages while... fountain of eter... wilds, four centu... And here he sat... H. E. Wells, de... vote to imperio... plorer at the Pon... tion at St. August... cant, Wells, cost... land from a Spani... cented, like his... the Seminoles Indi

DAUGHTERS OF MIDAS

By Anne Austin

THIS HAS HAPPENED
CLAY CURTIS voluntarily disinherits himself and gives up a life of ease and luxury to imitate the example of his father, T. Q. CURTIS, a self-made man and owner of the largest department store in COLFAX. Clay departs with only hand baggage and his music. He has been an ardent student of music all his life, and his one ambition is to become a great composer.

With only \$21.13 in his pocket, Clay turns to the poorer section of the town to hunt for a room. While wondering there he is arrested by the sound of violin music. Seeing a sign "Room for Rent" tacked on the house from which the music is coming, he makes a hasty decision and goes to the door.

The door is opened by BILLY WELLS, a straight, boyish little figure, who recognizes Clay immediately. She works in his father's department store and has seen Clay there on several occasions. After rebuking her for breaking off the music in the middle of a bar, Clay further astonishes the girl by asking to engage the room. She calls her mother and after Clay's partial explanation of his actions she takes him into the Wells' house, hold at ten dollars a week.

NOW GO ON WITH THE STORY
CHAPTER IV

The next morning at what seemed an unearthly hour to Clay Curtis there was a knock on his door, and Billy's crisp voice called out: "Seven thirty, Mr. Curtis! Time to get up. Breakfast at eight. I've finished with the bathroom."

"Finished with the bathroom? What the devil?" Clay Curtis flung the covers wide and leaped out of bed into an icy room. What was the matter with the steam heat? Maybe the radiator was turned off—but then he remembered. The little Wells cottage had no furnace or radiators. A tiny hot-bellied coal heater, with an open door showing kindling and paper laid for a fire, was evidently the only means of heating the ten-foot square box of a room.

"As Clay looked about him, he lost some of the fine courage that had sent him dramatically out of his father's luxurious home. His muscles were cramped from his effort to dispose his long body comfortably in the short, narrow, hard-packed bed. His legs were turning blue with cold. He yanked down the window, which habit had made him false wide to the blasts of winter, and shuffled about the room, shivering into his dark blue silk dressing gown and rubbing his feet into his comfortable old brown leather slippers. Grooping in a suitcase, he brought up his shaving kit and started out to find the bathroom which Billy Wells had finished with. Fancy sharing a bath with two other people—and those people women!"

Then the smell of frying ham and strong coffee came to his cold-pinked nostrils. Lord, but he was hungry! He almost ran to the tiny bathroom at the end of the narrow hall. To his grateful surprise, the bathroom was deliciously warm, waves of heat eddying up visibly from a funny kerosene oil stove. There was a clean but slicking bath towel, a blue-bordered face towel and a wash cloth, all hanging on a small rack modestly removed at some distance from the large rack containing towels for the use of the Wells women, as he thought of them.

He looked with an involuntary shudder of distaste at the short tub, then discovered a detachable shower arrangement for which he thanked his

parent. When you're fitting gloves on women, your hands are the most prominent part about you. Hello, mother. The brute's starved. I'm afraid he deceived you about not being a big eater. He even wanted ham and this lucky stars. The water was comfortably hot, though it never occurred to him to wonder how it had been heated. He took hot water as a matter of course, would have been incredulous if Mrs. Wells had told him that she had had to get up an hour earlier than usual to build a kitchen fire, so that the reservoir tank attached to the stove would be filled with hot water when he was ready for it.

By the time he had his shower and his shave, he was whistling, his nostrils quivering with keen hunger. He hurried hurriedly in the beautifully furnished Bond Street suit of dark gray English tweeds. As he knotted his cravat of burnt orange and brown, he was humming a tune and dancing from one foot to another to keep from freezing.

When he stepped into the small box of a hall he almost bumped into Billy Wells.

"Good morning, your majesty. You look like the Prince of Wales," she greeted him. "If you go job-hunting, say these two things to the man at the fourth vice president of the First National Bank. Sleep well? No, you don't need to perjure yourself. You slept rotten on that swag-backed bed. If you pay your board very promptly, I'll try to buy you a new bed on the installment plan. Hungry?"

"Starved," he grinned at her. "Ham and eggs! Boy, howdy!"

"Ham without the and," Billy Wells corrected him crisply. "When we have ham we don't have the eggs, and when we have eggs we don't have ham. Today you get ham, Saturday it's eggs and Sunday it's real poultry sausage and baked ham cakes. Ready to go back to Papa?"

"No, ready to eat ham without the and. But you can't kid me that there isn't coffee and home-made hot rolls. I smell them."

"On your right," she laughed with sudden boyish comradeship, "you see the dining room of the Wells mansion. To the south of that is the kitchen, with Madam Wells herself in charge. The maid has an easel this morning, and she's chef quite yesterday. Don't rub it in so hard," he begged as he drew out her chair at the table. "I think you ought to be sport enough to let me forget for a while that I've—well, I've lived a little softer than you have. I got sick of soft living and doctored out of it. And I'm not sorry—yet."

"Sorry," Billy Wells thrust out a beautifully kept, small white hand. He took it, held it for a moment, then turned it palm upward as if marveling. She withdrew the member without enacting its softness.

"You're wondering about my hands," he murmured. "You see, I work in the glove department of the Curtis store. My hands got me there. Have to keep 'em looking like this, or I'd lose my job, or be put in the hardware department. Did you ever hear of such an unlikely position for food?"

"Good morning, Mr. Curtis. Now Billy, don't kid the poor boy! I did fix him an egg—and you one, too." She set the platter with its sizzling, thin slices of hot ham and his two fried eggs upon the table.

"Take mine away! Eat it yourself!" Billy cried, making motions of mock horror. "You want me to get fat? There are eighty calories in an egg, to say nothing of the four hundred calories in a slice of ham—"

"Oh, you and your calories!" Mrs. Wells trotted in with the big blue coffee pot and a heaping plate of hot rolls. "She's a sight, that girl, Mr. Curtis. Weighs a hundred and one pounds, and trying to take off that poor little extra pound! When I was a girl we all tried to look like Lillian Russell, and now the flappers could be lined up to make a picket fence! Some of this ham gravy, Mr. Curtis, or do you prefer butter?" Her tone indicated that she ardently hoped he didn't prefer butter—at sixty cents a pound.

"Ham gravy! I haven't sopped gravy with homemade rolls since I was a kid

Mississippi Levee Break Drives Thousands From Homes



Here is the first picture of the widespread destruction and suffering caused by a break in the Mississippi levee near Laconia, Ark. Large areas were inundated by the flood waters and thousands were driven from their homes. This picture shows a refugee camp near Laconia, tents being used as temporary homes. The flood waters are even menacing this camp. At the extreme right an arrow points to a house with the water up to the roof.

of five or six."

A little later Billy pushed back her coffee cup and looked at the watch on her wrist. "Got to dash. Store doesn't open till nine, but we slaves have to be there by eight forty-five to get the counters ready. What's your program, Mr. Curtis?"

"I do wish you'd call me Clay," he rose as she did. "This is going to be my home, you know, and I want to be treated like one of the family. Will you, Mrs. Wells, and you, too?"

"Course we'll call you Clay. Handies are always getting in the way," Mrs. Wells chuckled happily. "And Billy's Billy to everyone that's met her twice. Girls these days don't know a thing about dignity, but I don't know as I blame 'em."

"All right, Clay," Billy concided. "Now, what's the big idea for today? Got any plans?"

"Nary a plan," he confessed. "I'm just going to look for work—office or factory. I suppose."

"Or factory to factory. Good thing you're an industrial town. Do you think you could stand the gaff if it came to that?" Billy asked, with a level, appraising look at the extremely well-dressed young man.

"If it comes to that, I'll have to, I'm not going home," he told her firmly. "Lord, I like this place!" He looked about him—at the snug, homey little room, at Mrs. Wells sipping her third cup of coffee and twinkling at him with friendly eyes, at Billy, amazingly independent and undaunted by the prospect of another day on her small feet in his father's store.

"Well, can you beat it?" Billy planted her lovely little white hands on her boyish hips and grinned broadly at her mother, after Clay had gone to his own room. "Funny thing is I think he really means it. But just you wait till he finds out that 'walking the weary' is not half so much fun as

running a relay race, or gadding about Europe. And he's too darn good-looking. I like—cragged, ugly men myself. Heavens! What was that? Is the prodigal son smashing the mirror?" she cried as the sound of violently splintered glass came from the little bedroom across the hall.

Although she was in danger of being late for work, Billy loitered in the dining room, talking over the strange, unsmashed picture frame of her mother, until the front door slammed upon the beginning of his first quest for work. Then she ran to discover what damage the rich man's son had done.

On the threshold she stopped and gasped with surprise. For he had clumsily made up his bed. Then blessed idiot! His clothes had been unpacked, too, and were neatly hung in the shallow closet. She wondered what he had broken—there were no bits of glass on the floor. Then she peered into the wastebasket, and saw there a smashed picture frame of her mother, a handful of broken glass and a photograph torn into three ragged pieces. Her curiosity overcame her scruples. She fished out the pieces of heavy, sepia-tinted paper and fitted them together so that they revealed the features of a really beautiful blond, gazing with wide-eyed innocence at a crystal ball delicately clasped between pointed-nailed fingers.

"So," and Billy Wells glared at the mutilated picture, "you're the Ethiopian in the lumber! And what a pretty Ethiopian you are! That for you!" And she seized, with quite extraordinary violence, upon the three pieces of the photograph and tore them into tiny fragments, then marched into the kitchen and threw them into the bed of hot coals in the kitchen stove. He shouldn't peek at picture together—and moon over it! she told herself, with an anger and a flush on her cheeks which she herself did not in the least understand.

(To be Continued)

When old T. Q. Curtis learns that his son is living at Billy's house there is war between him and Billy. And—but read the next chapter.

BIG LAKE AFFILIATES WITH WEST TEXAS C. OF C.

Special to The Avalanche
BIG LAKE, April 13.—At the last meeting of Big Lake Chamber of Commerce, the treasurer, D. S. Hitt, Jr., was authorized to draw a check for \$100 to the order of the West Texas Chamber of Commerce to pay up the affiliation dues of the local organization to the district organization for 1927-28.

At the same time and under the same heading of business, the Big Lake secretary-manager C. F. Drake, was instructed to attend the annual convention of West Texas Chamber of Commerce at Wichita Falls, May 17, as delegate from the Big Lake Chamber.

AVENUE Q TAILOR SHOP

Wishes to announce that contrary to rumors that the shop was unable to operate after a minor blaze that it is

OPEN FOR BUSINESS

1507 AVENUE Q

PHONE 693

And ready to give the same high quality of service that has characterized our efforts at all times

Avalanche-Journal Want Ads Get Results

LINDSEY THEATRE

NOW SHOWING NOW SHOWING
POPULAR WITH THE PEOPLE




EXTRA
PATHE MacSENNETT COMEDY
And NEWS EVENTS



GOOD NEWS!

Hodges Brothers

Grocery & Market

are still giving "S & H Green Stamps" on all cash sales and accounts if paid in full when due.

NOTE: In future take your sales tickets you get in our grocery department to the Green Stamp premium parlors in our dry goods store and they will give you the Green Stamps for them.

These Lubbock Firms Give The Popular S & H Green Discount Stamps

Hodge Bros. Dry Goods
Hodge Bros. Hardware
Hodge Bros. Grocery and Market
Beatty Steam Laundry
Lubbock Service Station
College Ave. Filling Station

Hamilton Dry Cleaners
Lubbock Drug Co.
Lubbock Candy Co.
G. G. Johnson Drugs
Moore Bros. Hdw. and Furniture
Jarets Fashion Shop

THE SPERRY & HUTCHINSON COMPANY

"Serving American Merchants and Housewives Since 1896"

S & H

S & H

Ponce De Leon Reincarnate



Ponce de Leon, mortally wounded by swamps, while seeking an illusory fountain of eternal youth in Florida's wilds, four centuries ago, lives again. And here he is—in present day life H. E. Wells, designated by popular vote to impersonate the Spanish explorer at the Ponce de Leon celebration at St. Augustine, Fla. In this picture, Wells, costumed as here, will land from a Spanish galleon and be received, like his historic prototype, by the Seminole Indians.

Palace Theatre

2—DAYS—2

HOME OF GOOD PICTURES

"LOVES Greatest Mistake"

Make no mistake about this one! It's the 1927 Paramount-Liberty Magazine super-special the world has been told about in \$100,000 worth of newspaper advertising. A story with twice the appeal of its title—With the final unraveling of a ticklish love tangle in a smashing climax.

EVELYN BRENT WILLIAM POWELL, JAMES
HALL, JOSEPHINE DUNN

An EDWARD SUTHELAND Production

EXTRA

"THE COLLEGIANS"
And PALACE NEWS

A. & M. Party Is To Locate In Alpine

Special to The Avalanche

ALPINE, Texas, April 14—Alpine has been selected as a suitable place for headquarters of the soil survey crew of the Texas A. and M. while making a reconnaissance soil survey of the Trans-Pecos region this summer, according to a letter received by Mr. T. D. Jackson, 8, Seales, president of the Brewster county chamber of commerce, has made arrangements for office and equipment, to be offered to the survey party, as a courtesy of this chamber of commerce, and to be used exclusively by them while here. The survey party to work out of Alpine in a joint survey with the A. and M. college and the federal bureau of soils, headed by Mr. W. T. Carter, who will be in charge of the work. This reconnaissance soil survey will be worth a great deal in surveying and mapping the soils of the Trans-Pecos country, and the people of this entire section are glad to cooperate in getting this valuable work.

Machinery Arrives For McIntyre Well

Special to The Avalanche

ALPINE, April 13—A carload of drilling machinery arrived in Alpine and has been hauled to the location for the new oil well to be drilled on the McIntyre ranch south of Alpine. The location is about six miles south of Paisano, and probably seven or eight miles south of Alpine by air-line. The location for the well is on section 23, block 32, on the Young McIntyre ranch. The well will be drilled by the McPhail-Kempster Oil company of Fort Worth, and a full crew has been engaged to begin drilling as soon as the machinery and equipment has been placed, which is expected to be less than fifteen days. A forfeit is up to complete the hole to 2500 feet. The company plans to drill several wells in this vicinity, and it is expected that second location will be announced in a few days.

Home Contest Being Staged In Lockney

Special to The Avalanche

LOCKNEY, April 13—Lockney's Home Beautiful contest is on in full swing. Entrance to the Home Beautiful contest in Lockney has closed with 29 entrants.

These entrants are divided into three classes including: rented homes, small homes that are owned by the tenant, and large homes that are owned by the tenant. There are six rented homes, eight small homes and nine large homes entered in the contest. These homes will be judged each month by local judges and the final judging will be done by judges from other towns in September; at that time prizes will be given to the winners.

Wichita Falls Plans To Entertain Guests

Special to The Avalanche

WICHITA FALLS, April 13—"We are going to take care of everybody. This is the statement of A. L. Huey, chairman of the housing committee of the Wichita Falls chamber of commerce. He is directing the plans to home all the visitors for the West Texas chamber of commerce meeting here May 16 and 17. Mr. Huey, as head of the committee, has associated with him all members of the Real Estate Board. He is being given the co-operation of all hotels in the city and thousands of home owners have thrown open their homes, so that Wichita Falls expects to have a home for every visitor.

"Let no one stay away for fear he can't sleep," Mr. Huey says, "for we are going to have a place for everybody. The people of Wichita Falls are giving every cooperation to meet the situation and we are anticipating no lack of room for the entertain-

Goes to Dayton



With construction just beginning on the Bryan Memorial University at Dayton, Tenn., where William Jennings Bryan died during the course of the famous Scopes evolution trial, this pioneer trust of the "Continuity" has been presented to the school by Bryan's daughter, Mrs. Grace Bryan Harpwood. It was made shortly after the 1926 campaign by Elizabeth Ney.

ment of our guests. We are planning to take care of 50,000 visitors the Monday night of the convention. There may be some who won't sleep during the convention, but it will not be for the want of a bed or room. None of us expect to go home until

morning, but when morning comes we will have a place to go. Mr. Huey has opened an office in the general convention headquarters in the Hamilton building and from that place is directing his housing plans.

NEW BUSINESS HOUSE IS OPENED IN LUBBOCK
A new business house was added to Lubbock's list this week with the opening of the Modern Shop, 1343 Avenue H, which sells the latest fash-

ion machine. Mr. R. L. Marks, manager of the local shop, is formerly of Denver. The local shop is the 7th to be opened in Texas and one of the 15 shops of the Southwestern branch of the company.

The company owns the latest alarm clock foundry in the world, and two weeks ago shipped eight solid brass loads of washers to Philadelphia, which is the largest shipment of an one commodity to be made in this world.

Mr. Marks plans to keep the Southwestern territory well supplied with the machines and will make Lubbock the headquarters for this district.

"Maude and Filbert have separated," "I can't understand it," "Modern life. Why, their house was furnished with loving care."

FREE
PRIZES
FRIDAY
9 A. M.

W. O. STEVENS

BACK IN BUSINESS

FREE
PRIZES
FRIDAY
9 A. M.

We Have Purchased the Stock of Dry Goods from the Easter Dry Goods Co. and are CLOSING OUT, LOCK STOCK AND BARREL
815 East Broadway

Most of you, folks know that we bought the stock of merchandise of the Easter Dry Goods Co., at about fifty cents on the dollar, stock consists of high grade Dry Goods, Ladies' Ready-to-Wear, Gents Furnishings, Shoes, etc., the lease expired on the building, we had to get out, so we moved it to 815 East Broadway and are going to hand it out Friday at a price that will amaze you. Remember the place 815 EAST BROADWAY, SOUTH of Court House.

Sale Starts Friday, April 15, 9 a.m.

Prices That Leave No Room For Criticism

We are putting low prices on the very goods that people want at this time of the year, there will be no disappointments here. Thousands of dollars' worth of brand new Spring and Summer merchandise to go one sale at the most sensational prices that you have ever known. New Dry Goods in silks, Spring Woolens, Staple Goods of all kinds, Domestic, Sheetings, Percales, beautiful new Prints, Men's and Boy's Dress and Work Clothing, Hats, a dandy line of shoes for men, women and children, a most magnificent line of Ladies' new Dresses and Coats, sensational Reductions on New Spring Millinery COME AND SEE THE GREATEST BARGAINS OF THE YEAR.

Free Prizes

Friday, April 15th,
9 A. M. as you enter
the Store

1. Prize: Pair Ladies' Silk Hose.
2. Prize: 4 yard Dress Pattern Gingham.
3. Prize: Man's Hat.
4. Prize: Pair Children's Shoes.
5. Prize: Pair Men's Silk Sox.
6. Prize: Pair Men's Overalls.
7. Prize: Men's Shirt.

The Ready-to-Wear Department will be in charge of "Miss Ann Mallard."

Dresses

1 lot of Dresses, values up to \$35.00 going in this Sale at

\$17.95

Ladies' Ready-to-Wear and Millinery

Ladies' Ready-to-Wear and Millinery. 1 lot of Silk Bloomers 98c

Silk Vests 98c

Virginia Hart house Dresses

\$1.95

LADIES' NEW Spring Hats

Priced from 98c to

\$5.95

Peter Pan and English Prints

Folks, here are the Prints that you will pay 50 cents for most anywhere, going in this Sale at

29c
The yard

Silk Hosiery

Ladies' Silk Hosiery
All Silk Chiffon, regular \$2.50 value, now **\$1.75**

Ladies' Silk Hose Little top, regular \$1.50 value now

98c

Gingham

A good grade of 32-inch Gingham.

10c

Per yard

Cotton Thread eight spools for

25c

Men's Dress Oxford

Values up to \$7.50 Sale price **\$3.95**

Ladies' Novelty shoes Priced from

\$2.95

Up to

\$6.95

Men's Overalls

We have a good white back Denim Overall, regular price \$1.50 going in this sale at

98c

Percale

One lot of Percale in light colors only

5c

Yard

Underwear

Men's Summer Athletic style Underwear a good grade

49c

Men's Hats

A line of Men's Dress Straws, all new Hats, Special prices

\$1.95

Up to

\$3.95

Ladies' Shoes

One table of Ladies' Shoes

\$2.49

One table of Children's Shoes

98c

Men's Dress Shirts

One lot of Men's Fancy Dress Shirts in Madras and Broad cloth, special price

98c

Blue Shirts

Men's Blue Shirts 49c
Men's Silk Sox 39c
Canvas Gloves 5c
Men's Felt Hats regular \$6.00 values, now at **\$3.95**

Ladies' Rayon Silk hose **29c pr.**

A dandy good Men's Work Shoe **\$1.95**

Cotton Socks

Men's Cotton Sox, good grade, each **7c**

Be on hand Friday Morning—you will not be disappointed. We are cutting prices as never before—everything will be in readiness and plenty of clerks, to hand the Bargains out to you. Remember Sale starts as advertised Friday, April 15th at 9 A. M. The place is 815 BROADWAY, SOUTH of Court House.

W. O. STEVENS CO.

LUBBOCK

815 EAST BROADWAY, SOUTH OF COURT HOUSE.

TEXAS

Rates—In CLASS ADVERT

An accommodation carried for those who strictly cash and the telephone with understanding that be paid when our following day

PHONE YOUR 13 0

Our courteous save your Want word it, then our sent the bill the fo

All Ads for situ cash with order accepted over tele Out-of-town ad order.

The Avalanche the right to class appropriate head or withhold from copy deemed obje

Notice of any er in time for correct insertion.

Obituary and c regular classified RATES

3 cents per word three insertions, word for each ter. No ad accep 30 cents.

2. MALE HELI WANTED—A non 1421 Broadway Dr

WANTED—Three ne who are not afraid pay well if you can 1205 Ave H

WANTED—Furnish garage. Must be dress E. W. care Av

WANTED—Three m quitters and have a We have a fine opp make money with ch ment. 1305 Ave H

3. FEMALE HE LADY Representative formation. Call 474

4. SALESMEN IF YOU ARE worthy of the no work I'll bet you work for us 30 days \$200. Think I'm sh away this ad and sh ing for managers. T only on 14th and 1 TOM WALKER, PT

6. HOUSES F FOR RENT—Four duplex apartment. R 2223 16th street.

MODERN five room location, especially suited with Tech. Pl

FOR RENT OR SA room house, hot water \$45.00 cash, rest cas 2301 9th street. Phone

FOR RENT—Nice st house at corner of 14th G. M. W. at Hicks 1

NEARLY finished corner of 14th and J. John W. Barrett, Engin

FOR RENT—House—dormer or unfurnished. George Leavelle, wara W. Apple, Phone 87

FOR RENT—Modern Phone 522-W or 544

POOR room modern 10th. Phone 55

GOOD HO 6 room brick veneer Dupre school, \$50.00 m reasonable, terms. C Phone 234

FOR RENT—Five room furnished, garage. 412 1121-J

8. UNFURNISHED KEEPING R TWO ROOMS partly light house keeping. 1620 15th street.

10. FURNISHED KEEPING R TWO furnished rooms a waitress. 1518 15th st

FOR RENT—Two ro apartment. Close in. Phone 1261-J

11. UNFURNISHED MENTS FOR FOR RENT—Two ne apartment bath, ge oak stove, \$25.00. Phot

THREE room duplex un partly furnished. 1823 1822-W

12. FURNISHED MENTS FOR TWO room apartment modern, electric range, c only. 1516 Ave G

FURNISHED apartment in condominiums, three Lubbock Hotel. Phone 1

FOR RENT—Two ro apartment with garage 6th street

Rates—Information CLASSIFIED ADVERTISING

An accommodation account will be carried for those who telephone their ads in. All Want-Ads are strictly cash and are accepted over the telephone with the positive understanding that the account is to be paid when our collector calls the following day.

PHONE YOUR WANT AD TO—
13 or 14

Our courteous Ad-Taker will receive your Want-Ad, helping you word it, then our collector will present the bill the following day.

All Ads for situations wanted are cash with order and will not be accepted over telephone.

Out-of-town advertising cash with order.

The Avalanche-Journal reserves the right to classify want-ads under appropriate headings and to revise or withhold from publication any copy deemed objectionable.

Notice of any error must be given in time for correction before second insertion.

Obituary and cards of thanks at regular classified advertising rates.

RATES

3 cents per word each for the first three insertions, and two cents per word for each insertion thereafter. No ad accepted for less than 30 cents.

2. MALE HELP WANTED

WANTED—A non-union paper hanger 1621 Broadway Dr. Westlake

WANTED—Three neat appearing men who are not afraid of hard work. Will pay well if you can produce results. 1205 Ave H.

WANTED—Furnished bedroom with garage. Must be reasonable. Address E. W. care Avalanche.

WANTED—Three men who are not quitters and have a little back bone. We have a fine opportunity for you to make money with chance for advancement. 1305 Ave H.

3. FEMALE HELP WANTED

LADY Representative wanted. For information. Call 474-W.

4. SALESMEN WANTED

IF YOU ARE A MAN worthy of the name and not afraid of work, I'll bet you \$50 that you can't work for 30 days and earn less than \$200. Think I'm bluffing? Then answer this ad and show me up. Opening for managers. The "Wonder Box" sells on sight. TOM WALKER, PITTSBURGH, Pa.

5. HOUSES FOR RENT

FOR RENT—Four room unfurnished duplex apartment. Reasonable. Apply 2222 10th street.

MODERN five room house, desirable location, especially for family connected with Tech. Phone 149-J.

FOR RENT OR SALE—Modern 5 room house, hot water, garage. \$250.00. \$450.00 cash, rest easy. \$2,000.00. 2301 9th street. Phone 149-J City Hotel.

FOR RENT—Nice six room brick house at corner of 14th and Ave T. Call G. M. W. at Hicks Rubber Co.

NICELY furnished 5 room house on corner of 14th and J. Reasonable rent. John W. Jarrett, Room 204 Leader.

FOR RENT—House and rooms furnished or unfurnished. Good fire proof storage bonded warehouse. See John W. Jarrett, Room 204.

FOR RENT—Modern 5 room house. Phone 522-W or 644. D. F. Hodges.

FOUR room modern house, \$25.00 month. Phone 66.

GOOD HOUSE 4 room brick veneer residence near Dupre school. \$50.00 month. Will sell reasonable. Terms. Chas. F. O'Neill, Phone 234.

FOR RENT—Five room house partly furnished, garage. 412 Ave L. Phone 1121-J.

8. UNFURNISHED HOUSE-KEEPING ROOMS

TWO ROOMS partly furnished for light house keeping. Phone 385-W. 828 15th street.

10. FURNISHED HOUSE-KEEPING ROOMS

TWO furnished rooms all modern conveniences. 1818 15th street.

FOR RENT—Two room furnished apartment. Close in. 1412 Ave M. Phone 1341-J.

11. UNFURNISHED APARTMENTS FOR RENT

FOR RENT—Two new room furnished apartment bath, garage, electric oak stove. \$25.00. Phone 1290-W.

THREE room duplex unfurnished and partly furnished. 1923 6th. Phone 332-W.

12. FURNISHED APARTMENTS FOR RENT

TWO room apartment nicely furnished modern electric range, close in, adults only. 3515 Ave G.

FURNISHED apartment with modern conveniences, three blocks from Lubbock Hotel. Phone 169.

FOR RENT—Two room furnished apartment with garage. Apply 2222 10th street.

13. BEDROOMS FOR RENT

NICE front bedroom, connecting bath hot and cold water. \$12.50 single; \$18.00 double. 1718 Ave M. Phone 462-W.

FRONT bedroom, private entrance. Might arrange for housekeeping. 1631 9th street.

DELECTABLE front bed room, no other roomers. Phone 515-W.

FOR RENT—Bedroom, \$3.00 per week. Colonial Hotel.

TWO bedrooms, connecting bath. 1415 Ave L. Phone 523-W.

Furnished bed rooms, brick house. Reasonable rates. Phone 336-W, 1005 Avenue 8.

FOR RENT—Furnished room in private home. Phone 1421-J.

15. OFFICE SPACE

FOR RENT—The building where Heller Jewelry store is one of the best locations in Lubbock. See T. W. Sawyer, Phone 205.

Double office in Temple Ellis building with lease at \$30 per month. Call 913-J.

17. WANTED TO BUY

SELL US YOUR SECOND-HAND FURNITURE WE DO REPAIRING OF ALL KINDS SPIES BROTHERS

Phone 860 1212 Ave H.

WANTED TO BUY—Will pay cash for all classes of house and cattle. McDonald Packing Co.

20. FOR SALE OR TRADE

FOR SALE—1212 East front lot next to corner on 16th and N. See Oliver 1206 Ave R.

Home in Lubbock for sale or trade for home in Amarillo. Call 1615 9th. Phone 1621-J.

For Sale or Trade—A new five room residence. Very attractive, price and terms. G. A. Guna, Phone 1554-W.

HOME in Lubbock at 2315 10th street for sale or trade for Amarillo home. Call 1615 9th street. Phone 1621-J.

21. FOR EXCHANGE

FOR SALE—Priced right one Fordson Tractor Good as new. 3 Disc plow, one two row Later and Planter—C. C. Lindsey, Phone 348-W.

22. FOR SALE MISC.

FOR SALE—Brand new Shetland pony and harness. Charles Landis, 414 mile east on Canyon school house road.

FOR SALE—Custom model D peasant and popcorn wagon. Inside measurement 18 ft. complete and new at work. E. J. Smith, Littlefield, Texas. Box 38.

SELLING out shrubbery and fruit trees. J. M. W. between 13th and 14th on Ave L.

EAR CORN

For Sale Fifteen tons five miles of P. Jones. Address 1412 to R. W. Matthews, 2211 7th St.

TREES TREES TREES!

We have a large assortment of all kinds of nursery stock, shade trees, fruit trees, pecans, Chinese elms, etc., etc., shrubbery and roses. There is no better time for planting. Get yours before they are picked over. Come look our stock over. It's not a home until it's planted. Yard located on Broadway east of Lubbock Sanitarium. Texas Nursery Co. Tucker and Kennedy, Mgrs.

FOR SALE—1500 bushels half and half cotton seed, 1 mile northwest. Lubbock. J. H. Goodpasture, P. O. Box 61.

SPECIAL—On Crepe Myrtle bushes and carnations all this week. Texas Floral company, 2013 5th street.

PURE BRED

Dwarf Maine, Hegal, Black HH Kafir SEED.

Based on my firm under instruction of the County Agent, D. F. Bates. Price \$2.50 per 100 pounds, redwood and sacked.

W. W. STANTON

Corner 4th and Ave N

23. MISCELLANEOUS

STUDENT AUTOMOBILE CLEANER—We make your car look new. Cheri Casa, Phone 1425.

WANTED ROOMERS and BOARDERS—Gentleness preferred. Good meals. 1818 Ave L.

24. HOUSES FOR SALE

FOR SALE—Brick duplex with four rooms and bath to the side. New house and can be bought right. Would consider trading my equity for lots. For further information write Care "A" at Avalanche-Journal.

HOME IDEAL

OPEN EVERY AFTERNOON AT 3:00 P. M. A REAL HOME. AT YOUR OWN PRICE. LUBBOCK REALTY CO. OWNER

FOR SALE OR TRADE—Two room house and two lots three blocks from square, near school station. Will take one first payment, balance easy. E. J. Smith Home, Lubbock bought.

Your ad in two papers for the price of one will bring sure results.

27. REAL ESTATE

I HAVE 130 acres will rent. You can plant all in cotton. V. J. Duncan, Texas as Hotel, Phone 1170.

A FEW 5 and 10 acre tracts next to town. Jno. W. Jarrett, Room 204 Leader.

GOOD FARMS to trade for town property. Homes to trade for farms. Equity in home to trade for car. Good lot to trade for new car, good home to trade for acreage southwest town. I rent on 16th and N. See Oliver 1206 Ave R.

H. H. HALSELL, 912 Wilson Building, Phone 1515.

A LIST OF GOOD BUYS

Nice restricted lots in Elwood place for \$200 and up the addition of home owners.

Let me sell you a lot in Highland Heights to build a home on, the biggest addition and prospects of being the best, water, light, sewer and all conveniences for \$200 and up.

Beautiful 6 room brick veneer, hardwood floors, basement, hot water and up-to-date for only \$4500. 21st street, Elwood place.

I have several houses for rent.

Have a few fine lots on 19th street, 75x225 facing Tech what have you to trade?

Acre tracts North of Tech \$10 down and \$10 per month.

Ten acre tracts at Country club \$1200 for \$25 cash and \$55 per month. A. H. Martin, Phone 238, O'Neill Real Estate, Avalanche Bldg.

CITY LOANS FOR RESIDENCE AND BUSINESS PROPERTY

We represent the United Savings Bank of Detroit, Michigan and are in position to offer you the best loans to buy, build or improve residence or city property.

We can handle some first class business loans at 7 per cent interest annual or semi-annual payments.

We can finance any sized proposition.

GREEN & HURLBURT

"A Financial Institution."

Citizens National Bank Building

29. FINANCIAL

WANTED

Wholesale Yendors, Box notes, 1. MILTON JONES

255 Lubbock National Bank Building

"FARM AND CITY LOANS"

We have ample funds to build or finance your home in Lubbock and any interest is based on 2.5 per cent per year. This money is repayable at the rate of \$12.00 per thousand per month. It will pay you to see us before placing your city loans.

GREEN BROS.

Suite 205 Leader Bldg. Phone 1187, Lubbock, Texas.

JONES INVESTMENT CO.

LOANS-INSURANCE

OIL INVESTMENTS

CITIZENS NATL BANK

PHONE 786

HANK JONES HUB JONES

CITY AND FARM LOANS

payable \$12.50 per \$1,000 monthly, to buy, build or refinance your home. If you want real service try us. Local appraiser. Public stenographer in office.

SCOGGIN & FERGUSON

265 Leader Bldg. Phone 707

30. FOR LEASE

FOR RENT—150 acres of good land 12 miles southeast of Tahoka, about 200 acres under cultivation; well improved. For further information write Higgins Investment company, Amarillo, Texas, furnishing references.

FOR RENT—200 acre farm. If you cannot furnish yourself do not apply. Phone 5002 P 23.

FOR RENT—Two farms, near 34th, Lee Higgin, Shilo, Texas, 2024 10th street.

33. LIVE STOCK

FOR SALE—CASH OR CREDIT—Three young Jersey fresh milk cows. Call Clifton Barter.

FOR SALE—CASH OR CREDIT—Five good milks, one horse, three mares. Call Clifton Barter.

FOR SALE OR TRADE—Two room house and two lots three blocks from square, near school station. Will take one first payment, balance easy. E. J. Smith Home, Lubbock bought.

Your ad in two papers for the price of one will bring sure results.

35. WOMANS COLUMN

THERE IS SUCH A DIFFERENCE IN PERMANENT WAVES. IT PAYS TO GET THE BEST.

EUGENE STEAM OIL

MAE MURRAY \$12.00

MAE MURRAY \$15.00

MAE MURRAY \$17.00

WE SPECIALIZE IN ALL PHRASES OF BEAUTY CULTURE

MILADY BEAUTY SHOPPE

PHONE 873

LUBBOCK HOTEL BEAUTY SHOP

EUGENE STEAM OIL

PERMANENT

A SPECIALTY

MAE MURRAY \$12.00

MAE MURRAY \$15.00

MAE MURRAY \$17.00

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MILADY BEAUTY SHOPPE

PHONE 873

LUBBOCK HOTEL BEAUTY SHOP

EUGENE STEAM OIL

PERMANENT

A SPECIALTY

MAE MURRAY \$12

Olney Completes Plans For Entertaining Federated Women's Club Convention

Special to The Avalanche
OLNEY, April 13.—Plans for the first district convention of Federation of Women's clubs, to be held in Olney April 26-27-28, have been announced by Mrs. Rhea Anderson, chairman of general arrangements. All committees have been selected and such is working earnestly in order that those in attendance will be assured of exceptional entertainment.

Mayor M. P. McCracken states that the auditorium of the new municipal building will be completed in time for use during the convention and that all efforts are being concentrated on the upstairs of the building. Chas. Mothes, contractor, stated today that the exterior of the auditorium would be ready by the 20th of April, and that on that date all stage scenery and equipment would be in place. Seats for the auditorium will be shipped immediately, according to present indications, so visitors here during these days will have an opportunity of attending the sessions in the new municipal building.

Chairmen Are Appointed
Chairmen of the various committees as announced by Mrs. Rhea Anderson are as follows: Mrs. J. P. Alexander, decorations; Mrs. H. C. McKinney, finance; Mrs. Chas. Wolverton, favors; Mrs. M. D. Wolverton, local program; Mrs. O. T. Anderson, platform; Mrs. J. S. Hollis, printing and badges; Mrs. J. C. Lovelace, place of meeting; Mrs. L. L. Logan, information; Mrs. W. C. Harrell, ushers and pages; Music club, reception; Mrs. S. J. Marcell, luncheon; Altruistic club, transportation. The Country club house, the Presbyterian church, the Boy Scout hall, and the new municipal building have been selected as the places of meeting. Special arrangements have been made for the luncheon of the second day, at which time the county demonstration agent, Miss Norbert Grimes, and her club girls of the county will prepare and serve a luncheon using only Young county products as food. Following this meeting will be a short educational program rendered by the club girls.

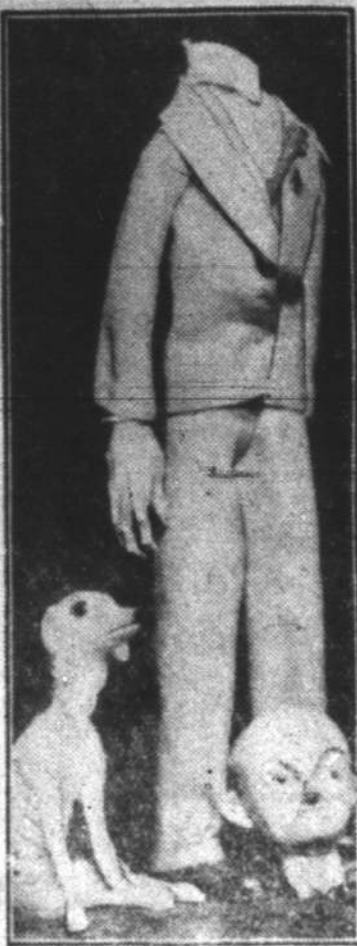
Floydada To Have A Greenhouse Soon

Special to The Avalanche
FLOYDADA, April 13.—Floydada will have a modern greenhouse within the near future, is the plan of J. A. Hollums of this city, who has been issued a permit for the construction of such a house in southwest Floydada. The estimated cost will be \$2,750 and will occupy a space approximately 22x100 feet.

Permit for the construction of a warehouse was let to the Marshall Building company last week and a crew has already been placed at work on the warehouse which will be of concrete and steel. The building will be located near the Santa Fe station in north Floydada. The estimated cost is \$1,500. This is the fifth big oil company to enter the competition here.

Among the numerous homes being constructed here is the J. A. Ginn home on west Jackson street, permit having been granted last week. Mrs. P. M. Smith will build a modern six-room home the cost to be approximately \$2,000.

Cal Beheaded



What "mental telepathy" did to a plaster caricature of the President on view at the Society of Independent Artists exhibit in New York! George Zolov was disatisfied with the work and when it was broken he ascribed it to psychic impressions. One of the White House pups, also in plaster, seems to pay little attention here to the extraordinary spectacle of his master's disembodied head lying at his feet.

Lockney Hatchery Takes Off Chicks

Special to The Avalanche
LOCKNEY, April 13.—The first hatch of this season was taken off Saturday by the Lockney Hatchery, who own and operate the 47,000-egg incubator at this place. There were 2,000 chicks hatched off Saturday and the percentage of the hatch was 72 per cent.

The hatchery is booked to capacity at the present time but at the rate they are now hatching it will be only a short time until more eggs can be taken care of. The operators have it arranged whereby they take off chicks every three days and load the incubator at this place. Poultry men of this section state that the percentage of hatch of this machine is unusually large and it is much better than can be gotten on the smaller machines.

O. H. (Hal) GLINE
associated with
NEIL H. WRIGHT
Representing
Southland Life Insurance Co.
Citizens National Bank Bldg.
Phone 55, or Res. 418-R

3 DAYS SALE 3

APRIL 13-14-15

LARD 16 Lbs.	\$2.00	Woodford Sweet Pork and Beans, can	8c	Corn 7 cans	\$1.00
LARD 8 Lbs.	\$1.08	No. 3 can Tomatoes	9c	Small Sardines	5c
LARD 4 Lbs.	55c	No. 3 can Sunkist Cherries	30c	Libby's Glass Mince Meat 1 lb.	25c
Home Made Sorghum 10 lb.	\$1	Sliced Pine- apple, can	14c	Pink Salmon can	14c
Home Made Sorghum 5 lb.	55c	No. 3 can Apricots	20c	Wapco Red and Lima Beans can	8c
Pure Cane Syrup, 10 lbs.	75c	Armour Milk small can	5c	Dill Pickles No. 3 can	20c
Pure Cane Syrup, 5 lbs.	40c	All Glass Jelly, 1 lb.	20c	Tooth Picks 5c size	4c
Maple Flavor Syrup 10 lbs.	\$1.25	5 lb. Dixie Jelly	40c	Matches 5c size	4c

All groceries at reduced prices. Come and get 'em while you can save money.

A Good Broom With Each \$10 Purchase.

CHASTAIN & SON

1208 AVENUE H

Ship Equipment For Yates Field Wells

Special to The Avalanche
BIG LAKE, April 13.—Full drilling equipment is now in San Angelo awaiting shipment to Big Lake, from which place it will be shipped to the Yates field and drilling a wildcat test well for oil here, run by Joe H. Moore, C. T. Herron, et

al. of Dallas, on a block of acreage secured by J. H. Moore, the first location having been made about five miles southwest of the Yates discovery well in Pecos county. Moore is president of the Big Lake chamber of commerce and head of the Joe H. Moore Motor company of this place. The contract with Herron et al. is for a turnkey job, on acreage division, the Dallas people to meet all expenses of putting the well down. Mr. Moore stated:

The location of the Moore block is in section 19, block 178, T. C. R. survey, of the Fort Stockton Oil and Land company, the company having transferred its interests to Joe H. Moore, after the first well attempted by the Fort Stockton company was found to be too crooked to ever straighten.

HIGH SCHOOL ANNUAL COPY IS COMPLETED FOR PRINTERS

Last copy of the high school senior class year book was completed Wednesday afternoon and sent to the printers, according to Lawrence Green editor. The books are to be out on May 15, he said.

Money to finance the book has already been raised by members of the class with plays and other projects. Mr. Green has been assisted in compiling the book by Marcell Hall, business manager and his assistant, Maurice Green, Miss Sallye Bond, and other members of the class.

SWARTZ OPTICAL COMPANY
Phone 805 1015 Broadway
Glasses Fitted
Lenses Ground
Eyes Tested

A Wonderful Assemblage of Easter Apparel for Men and Women

WE THANK YOU

Each and every one of the thousands of purchasers that have visited our store since the opening.

We have sold thousands of dollars worth of merchandise since our opening. WHY? There is a reason and the answer is, lower prices for better merchandise.

Some people marvel at our low prices, and YOU TOO will be surprised all we ask is for you to examine our goods and compare our prices.



The Smartest of Spring Frocks

The frock mode as shown by this store is unusually smart and chic. As soon as the newest style tendencies are shown in the smart fashion centers, they are faithfully reproduced for us and offered to women who are in tune with the new mode, at prices that make it a positive economy to do your shopping here. Newest fabrics and colors of course, and wonderful values at

\$7.95 \$9.95 \$14.95

—All sizes
—All colors
—All styles.



CHIC HATS

Decidedly smart are the new hats for Easter. Newest styles, materials and colors enhance the attractiveness of the low prices.

\$1.95 \$2.45 \$3.45



Men's Suits

Men who wish to be well dressed and practice economy at the same time will surely want to see the suits we offer for Easter. The newest styles, fabrics and colors, as well as a complete range of sizes, make it easy to purchase suit satisfaction in the men's department of Lubbock's newest money-saving institution.

\$13.95 \$19.95



New Shirts

Shirts of English Broadcloth will dominate in the eyes of men for spring and summer. Either plain or with figures, they are unusually smart, and the values are extraordinary.

95c \$1.25 \$1.59 \$2.39



New Neckwear

There is a touch of color to the new neckwear that offers a variety from the somber tones of winter. Excellent quality and excellent values, too.

29c 39c 49c 89c \$1.39

THRIFT OPPORTUNITIES

WEARTEX HOSIERY

We are featuring Misses Hose, silk from top to toe, shaped ankle. All new shades—per pair 75c

We are offering a wonderful value in Ladies' full fashioned, all silk to the top Chiffon Hose in new shades for—

\$1.45 per pair

VELVET-TONE RECORDS

Just received all the late, new hits, all the way from "Just A Birdseye View of My Old Kentucky Home, to In A Little Spanish Town."

35c
3 for \$1.00

Infants Department

Visit our Infants Department for gifts for the new arrival. Three beautiful presents in gift box for—

The Kleinferts Baby Pants ventilated, and shaped to fit, no buttons, no strings, featured at 45c

BOOKS

Books by the best known and loved authors. Featured 65c Curwood, Dell, Zane Grey, Conner and others, clean wholesome books for the kiddies. Featured 45c



SILK CREPES

A full line and assortment of Silk Crepes in all the late and new shades, featured at—

95c to \$2.75

VOILES

Practical as the woman who buys them. Beautiful as the woman who wears them.

The woman who selects these beautiful fabrics for her summer frocks will find them practical, the woman who wears these dainty fresh colors will find them charming—many beautiful colors to select from, featured at—

21c 35c 42c and 45c

SHOES

New Spring styles arriving daily. Black patent toe, black patent straps, pumps and ties in parchment, shoes for every occasion, and every foot. Featured at 50c to \$3.95

STRAW HATS

Snappy Easter Straw Hats, the latest styles and fancy bands. You must see them to appreciate the prices.

Panama, Unbreakable Toyo Featured \$3.95

Bantoks Fancy, Featured \$2.95

Fancy Straws, attractive bands, featured \$1.25

Imported Swiss Yeddon featured \$2.25

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SUPERSTITION

BUNK UNTIL

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Friday partly cloudy.

East Texas: Friday

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