

Hail of Death From Clouds Routs Sandino's Rebels Marine Corps Pilot Flies From Miami To Nicaragua

Major Bourne Completes 1200 Mile Jump Over Gulf In Exactly 12 Hours Making Average 100 Miles an Hour

Aviator Made Only One
Stop. At Miami. On
Whole Journey From
Washington to Managua.

**PRACTICALLY ALL OF
FLIGHT OVER WATER**

Plane Will Be Used By
Marines In Campaign To
Drive Back Sandino And
Rebel Band.

(By Associated Press)
MANAGUA, Nicaragua, Jan. 14.—Major Louis Bourne, United States Marine Corps, who hopped off from Miami, Fla., at 5:31 A. M., eastern standard time today for a non-stop flight to Managua, arrived here at 5:33 P. M. central standard time. Major Bourne completed the 1200 mile hop across water from Miami in exactly 12 hours. He averaged an even 100 miles an hour for the trip. Major Bourne started his flight at Washington, making only the stop at Miami en route to Managua. The plane in which he made the trip will be used by the marines in combating Sandino's rebels.

COLD WAVE COMING
Dropping, Mercuries, With
Rain Or Snow Predicted

Winter, in earnest, is due today to supplant the balmy, spring-like weather with which Lubbock was favored during the past week, according to reports late last night from the weather bureau. A cold wave is predicted Sunday and Sunday night for West Texas, to estimate as to the probable temperatures was received.

SENATE GETS BUSY
Passes 38 Bills While
House In Recess

WASHINGTON, Jan. 14. (AP)—Having spent all week talking about the tariff, the senate decided today to take advantage of the inactivity of the house and get down to serious work. Accordingly it passed 38 bills and adopted one resolution in less than two hours; heard a speech of good-will toward France; confirmed a batch of nominations and then recessed until Monday.

Gangland Claims Woman As Victim

Police Believe Betty Cham-
bers, Was Slain Be-
cause Of Fear She
Would 'Squeal.'

(By Associated Press)
CHICAGO, Jan. 14.—Police today continued to search the underworld for the slayers of Betty Chambers, victim two days ago of a "rape murder" in her luxuriously furnished apartment in a fashionable North Side hotel.

The police had revised their original estimate of the crime and termed it the slaying of one who had threatened to "squeal" and reveal secrets of the gangland. They called the young woman the "White Diamond," and said she was the leader of a band of diamond thieves who had stolen millions of dollars worth of gems. A few months ago, the "White Diamond" participated in the theft of \$250,000 worth of diamonds from a Cleveland, Ohio, jewelry store, the police said, and it was only a month ago that she came to Chicago to extend her activities. Seeking known former companions of Betty Chambers, the police raided the hotel apartment of Marion Kirk and her husband, Joseph. They learned the Kirks had de-

See WOMAN VICTIM, Page 5

A MYSTERY—
"Why" demanded Vance, did everyone who knew the Canary select the night of her murder for mysterious affairs which they don't dare mention, even to clear themselves of suspicion? Was there an invasion of demons in the city that night? Was there a curse on the world, driving men to dark, heavy deeds? Was there Black Magic abroad? I think not.—Turn to P. 5, Sec. 3.

STANDARD EXAMS

New Plan Presented To
School Heads By Pevhouse

Standardized examinations will be given to all county schools during the mid-term. County Superintendent W. M. Pevhouse announced yesterday.

Talley Retained As Governor Of Federal Reserve

Congressional Investigation
Now Deemed Inevitable
By Bankers Who Made
Complaints.

(By Associated Press)
DALLAS, Jan. 14.—By a vote of six to three, Lynn P. Talley today was re-elected governor of the Federal Reserve bank. All other lesser officials of the bank were re-elected.

Immediately following the re-election on Governor Talley, T. P. Perkins, general counsel representing more than 250 member banks who have been seeking the removal of Governor Talley, announced that a congressional investigation of the affairs and policies of the Dallas institution was inevitable.

See TALLEY, Page 5

LETTERS TO HICKMAN

Scores Received Daily By
Slayer

LOS ANGELES, Jan. 14. (AP)—Scores of letters and packages arrive daily at the jail for William E. Hickman, kidnaper and slayer of Marian Parker, jail attaches said today.

SLATON GINNINGS

Total In Community Is
Now 11,200 Bales

SLATON, Jan. 14.—Slaton and nearby community gins have ginned 11,200 bales of cotton during this season, a tabulation made here today revealed. The five gins in Slaton have a total of 7,999 bales while the 6% at Pecos, Union and McClung have a total of 3,807 bales to their credit.

BODIES UNCLAIMED

Pair Killed In Rankin Rob-
bery Still At Morgue

SAN ANGELO, Jan. 14. (AP)—The bodies of W. M. Miller and his unidentified companion, killed by peace officers as they were alleged to have been attempting to force their way into the bank at Rankin, Texas, near here, still are in an improvised morgue at the Up-ton county courthouse, unclaimed by friends or relatives.

French Aces Meet Lindbergh In Panama



Enroute to the United States by way of Central America, the French aviators, Dieudonne Costes and Joseph LeBrix, met Colonel Charles A. Lindbergh, American birdman, at Panama City, Friday. They arrived at Panama City, flying directly to Lindbergh field there from Guayaquil, Ecuador, and are expected to reach this country soon. They flew from France to South America, coming up through Central America to the Canal Zone. The Frenchmen, who have been feted at every stop, will visit the United States and fly back to their native land by way of the North Atlantic. They will fly from Panama City to Caracas, along the same route planned by Colonel Lindbergh, and if they are "asked" they will accompany the American Eagle on that much of his flight.

Chamberlin, Loser By Minutes, Plans To Try Once More

Trans-Atlantic Flier Missed
Record Only By Brief
Moments; Courage Remains
Unshaken.

(By Associated Press)
MMITCHELL FIELD, N. Y., Jan. 14.—Undaunted by failure today to establish a new record for duration flying, after a grueling struggle of 51 hours, 52 minutes and 24 seconds, Clarence D. Chamberlin and Roger C. Williams, tonight were planning to start their third joint attempt at dawn, Monday.

The fliers came down out of the sky at 2:04 P. M. today, having taken off at 10:12 A. M. Thursday in an effort to break the present world record of 52 hours 22 minutes and 31 seconds, held by Germany.

SIXTH IN STATE

That's Lubbock's Ranking
For Week In Building

Lubbock ranked sixth in the state in building permits issued last week according to a summary given out through the Associated Press this morning.

Permits for the week here totaled \$57,105, compared with \$36,145 for Wichita Falls, \$49,976 for Shreveport, La., and \$15,519 for Waco. Houston led the state, San Antonio was second, Fort Worth third, Dallas fourth and Corpus Christi fifth.

DEMPEY CAFE ROBBED

Hi-Jackers Get Cash In
Los Angeles Raid

LOS ANGELES, Jan. 14. (AP)—Jack Dempsey's cafe, the Barbara, in his hotel of the same name, was held up today by two robbers. The loss was \$175. The pugilist-owner was not on the premises at the time of the holdup.

Lone Negro Holds Up Filling Station And Makes Escape

Masked Hi-Jacker Uses
Rifle To Make Raid; Blind
Folds Youth Left In
Charge of Station.

**IS FIRED UPON BY
DEPUTY V. L. FORD**

Officer Shoots High To
Avoid Hitting House And
Negro Flees; Gets Only
\$20 In Raid.

A lone masked negro man last night held up the College Service station, at the intersection of the roads from Levelland and Brownfield, about a mile southwest of town and made good his escape with \$20 and a .38 calibre pistol. Within less than an hour of the time of the robbery, Deputy Sheriff V. L. Ford and Capt. Moore and L. C. Keller, state highway and weight inspector, "jumped" at Fourteenth and Avenue E a negro tallying with the description of the hi-jacker, but the negro flashed on them the pistol stolen from the filling station and fled into the darkness.

Deputy Ford fired once at the fleeing negro, but aimed high in order to keep from hitting a house in line with the black, who disappeared into the night. The robbery occurred at about 9 o'clock. Don Reeder, manager of

See HI-JACKER, Page 5

RAPS CROP PREDICTION

Solon Seeks To Ban Future
Market "Guesses"

WASHINGTON, Jan. 14. (AP)—Cotton growers lost \$10,000,000 in "one fell swoop" when the Department of Agriculture issued a report last September predicting a low trend in prices, "Representative McDuffie, democrat, Alabama, testified today before the house agricultural committee.

NEW "DAWN" SEARCH

Friends Of Mrs. Grayson
Refuse To Give Up

NEW YORK, Jan. 14. (AP)—Organization of a new search for the airplane Dawn and its party of four was ordered today by M. A. Mosle, friend of Mrs. Frances Grayson who with her pilot, navigator and motor expert was lost on the first leg of a projected trans-Atlantic flight last December 23.

Feeling Runs High In Michigan For Fiend Slayer Of Young Flint Girl

Score Of Suspects Arrested But Majority Released After
Furnishing Alibis; Citizens Vent Wrath Against
Man In Discussing Mutilation Of Child

(By Associated Press)
FLINT, Mich., Jan. 14.—Due to the frame of mind of citizens, stirred to a high pitch by the kidnapping and slaying of 5-year-old Dorothy Schneider near Mt. Morris, police tonight decided against giving out further information regarding the progress of the search for the slayer.

One man was severely beaten here today, by fellow workers of Leslie Schneider, father of the slain child, when, in discussing the case, he is said to have made a remark which angered his attackers.

A score of suspects were arrested today, but most of them were released after establishing alibis. An unidentified man, arrested in Bay City, Mich., was remanded in custody after a grilling today and was being examined further tonight.

DIVERS WORK FAST

Make Progress On Raising
Of Submarine

PROVINCETOWN, Mass., Jan. 14. (AP)—Deep sea divers, working under almost perfect weather conditions made rapid progress today in their work of preparing the sunken submarine S-4 for unwatering operations, which may be started in five working days.

America To Seek Spirit Of Harmony At Havana Meet

Coolidge and Party Speed
To Key West, Where Ship
"Texas" Will Be Boarded,
For Trip To Cuba.

(By Associated Press)
ABOARD THE PRESIDENT COOLIDGE SPECIAL TRAIN EN ROUTE TO KEY WEST, Fla., Jan. 14.—The American delegation to the Pan-American congress in Havana will seek to establish there a spirit of good will in which to solve common problems of the New World, free from all suspicion of aggressiveness and dictation.

REVOLT RUMBLES

Mexico Plans To Crush
Revolutionary Moves

MEJICO CITY, Jan. 14. (AP)—Both Secretary of War Amaro and General Jose Alvarez, chief of President Calles' personal staff, have gone to Colima for a military council in regard to plans for crushing rebel movements in the states of Jalisco, Colima, Aguascalientes, and Michoacan.

FIRE AT SLATON

Half Million Dollars In
Cotton Menaced

(Special To The Avalanche-Journal)
SLATON, Jan. 14.—Fire discovered by the night watchman at the plant, endangered half a million dollars worth of cotton here at 1:30 this morning at the Slaton Cotton company. Answering the alarm, the Slaton fire department soon had the blaze under control, but not until it had destroyed 19 bales of cotton. Loss was estimated at several thousand dollars.

NORTHER STRIKES

Hits As Chicago Has Record
Warm Day

CHICAGO, Jan. 14. (AP)—Roaring out of the Canadian Northwest a cold wave tonight sent one of the longest warm spells in January's history scurrying before its path in the middle and northwest.

WANT OIL FUNDS

Seek To Use Texas U Money
For Buildings

AUSTIN, Jan. 14. (AP)—A constitutional amendment enabling the board of regents of the University of Texas to appropriate as much as \$10,000,000 for the permanent fund to be used for buildings will be recommended at the next session of the Texas legislature by Lee Satterwhite, he said here Saturday.

LINDY ON VACATION

PANAMA, Jan. 14. (AP)—Free for the moment of the continuous rounds of receptions and functions that have marked his good will tour to Mexico and Central America, Col. Charles A. Lindbergh tonight was on vacation, the first real opportunity for rest that he has had since he left Washington, December 13.

Forty Bandits Killed When Marine Corps Airplane Squadron Swoops On Lofty Mountain Bandit Stronghold

Aviators Hid Away In
Clouds, Then Dived Down
To Pepper Nicaraguans
With Hand Grenades.

Advices Texans



Now that Texas is to entertain the National Democratic convention and it appears that efforts will be made to put forth a Smith-Moody ticket, Senator A. E. Wood, of Granger, believes that the official Lone Star delegation should attend the meeting unopposed. He has told his colleagues so.

Designation On Levelland Road Will Be Sought

Hockley And Lubbock
Counties To Have Delega-
tions At Meet Monday;
Seek Routing Highway 53

The plea of Hockley county for a state designation on the highway from this city to Levelland and eventually on to the New Mexico state line is to be renewed before the state highway commission Monday by a delegation from Levelland, who passed through here Saturday enroute to Austin, and the delegation will be joined in the plea by representatives of the Lubbock county commissioners court, who also will be in Austin in connection with a decision on the route location of highway No. 53 east from this city.

The Hockley delegation, composed of ten men, is led by the full commissioners court, who are accompanied by five citizens of Levelland. County Judge Chas. Nordyke and W. L. Brashear, commissioners of precinct 3, will represent this county at the hearing, it was announced.

See DESIGNATION, Page 5

HELD FOR THREATS

Two Young Men Wrote
Menacing Letter

SAN ANTONIO, Jan. 14. (AP)—Two young white men were arrested here late Saturday in connection with a letter threatening J. I. Kercheville, local attorney, and his daughter.

TELL OF COLLISION

Eye-Witnesses To S-4 Crash
Testify

BOSTON, Jan. 14. (AP)—Two men who had watched from the shore the collision between the coast guard destroyer Paulding and the submarine S-4 off Provincetown harbor on December 17, described the scene today before the naval court of inquiry investigating the S-4 disaster.

Boatswain E. F. Fracie, in charge of Wood End Coast Guard Lifesaving station, told of picking up the periscopes and part of the conning towers of the submarine as she drove forward toward the destroyer.

REINFORCEMENTS IN HARBOR AT MANAGUA

Anti-Aircraft Guns Of
Rebels Inadequate To Cope
With Fire Of Planes;
None Of Marines Hurt.

(By Associated Press)
MANAGUA, Nicaragua, Jan. 14.—Forty rebels, were killed today by a marine corps airplane squadron that attacked El Chipote, a stronghold of General Augusto Sandino. The squadron's commander, Major "Rusty" Rowell, reported on returning tonight, just as reports were received that American warships bearing Maj. Gen. A. Leland, Brigadier General Logan Leland, and about 600 marine corps reinforcements were entering the Port of Corinto. They had not been expected until Monday.

The aviators hid 5,000 feet in the air behind clouds and dived down when opportunity offered to drop bombs, fire machine guns, and even throw hand grenades. This is believed here to be the first time hand grenades ever were used from airplanes.

The squadron left Managua early this morning for El Chipote. Sandino's mountain stronghold which is itself 5,000 feet above sea level. El Chipote is nearly 20 miles northeast of Quilali, which marines recently captured from the rebel general in the costliest battles since they came to Nicaragua.

Dairy Show Plans Are Consummated

Meeting At Plainview Con-
cludes Early Arrange-
ments For First Panhandle
Plains Show.

Plans for the first Panhandle-Plains dairy show were made by an executive committee of the Panhandle-Plains Dairy Show association that met at Plainview Friday, W. L. Stangel, of Lubbock stated yesterday.

Stangel, who is manager of the show and D. F. Eaton, president of the association, both of Lubbock, were present at the meeting and returned here late yesterday.

See DAIRY SHOW, Page 5

The Weather

INTERESTING NOVELS
MAKE PEOPLE
JUMP AT
CONCLUSION



WEST TEXAS: Sunday cloudy; colder, cold wave in north portion; Monday, partly cloudy; colder in south portion.

Tech Tosses Go Astray and Billies Win Again, 22 to 18

City Basketball League Gets Under Way With Pair of Games Tuesday

Wholesalers Play Teachers In First Game Of Series And Producers Tangle With Team Of Super Service Station

Teachers And Produce House Team Take Places Of Grollman's and Axtell Quints, Who Dropped Out

The Lubbock City league for basketball will get under way Tuesday evening in the Lubbock high school gymnasium when the Wholesalers meet with the Teachers and the Producers tangle with the Super-Main Service Stations. The first game will begin at 7:30 o'clock. Since the Axtell and Grollman teams dropped from the league the Teachers of the Lubbock high school and the Produce business joined in the ranks and took the Axtell and Grollman places.

The schedule calls for 28 games to be played during the season, which begins on Tuesday, January 17 and ends on March 1st. Season tickets for the league will be offered for sale at the first of this week at a price of \$1, which averages a little more than 3 cents per game. This money will be used in caring for the expenses of the league and should there be a surplus fund left it will go into the Lubbock high school athletic association treasury for the purchase of athletic equipment.

The organization consists only of the employees of the firms represented. The following teams are members of the league: Super-Main Service Station, Avalanch-Journal, Bankers, Artillery, Wholesalers, Producers, Teachers, and Hemphill-Price.

Schedule Given
The following is the schedule that will be carried out for the season:
January 17—Wholesalers vs. Teachers; Produce vs. Super-Main.
January 18—Hemphill vs. Avalanch-Journal; Artillery vs. Bankers.
January 19—Wholesalers vs. Avalanch-Journal; Teachers vs. Bankers.
January 20—Producers vs. Bankers; Artillery vs. Super-Main.
January 21—Wholesalers vs. Super-Main; Hemphill vs. Bankers.
January 22—Producers vs. Teachers; Artillery vs. Hemphill-Price.
January 23—Wholesalers vs. Hemphill-Price; Artillery vs. Bankers.
January 24—Wholesalers vs. Bankers; Artillery vs. Teachers.
January 25—Wholesalers vs. Bankers; Hemphill-Price vs. Teachers.
January 26—Wholesalers vs. Bankers; Super-Main vs. Avalanch-Journal.
January 27—Hemphill-Price vs. Artillery; Teachers vs. Producers.
January 28—Hemphill-Price vs. Super-Main; Artillery vs. Bankers.
January 29—Avalanch-Journal vs. Wholesalers; Producers vs. Bankers.

"MULE" WILSON BACK

Completes Season As Pro With New York Team

(Special To The Avalanche Journal)
COLLEGE STATION, Jan. 14.—Fay (Mule) Wilson of Honey, former gridiron backfield star of the Texas Aggies, who has just completed the season with the New York Giants, professional football champions of the world, is at College Station for a brief visit with old friends, former teammates and coaches at the college.

Wilson, recently designated by an eastern sports scribe as the fastest backfield man of all time and one of the gridiron's greatest stars, was a letterman in football at A. & M. in 1925, 1926 and 1927. He was captain of the Aggie championship eleven of 1925 and received three letters as a sprinter on the track team.

AGGIES SIGN GENTS

A. And M. Play Centenary On October 13

COLLEGE STATION, Tex., Jan. 14 (AP)—Texas A. & M. College has signed a contract with Centenary College of Shreveport, La., for a football game here on Oct. 12, 1928. James Sullivan, Aggie business manager, announced today.

OPPOSES PUBLICITY

But Only In Giving Out The Prices Of Star Players

By NEA Service
BOSTON, Jan. 14.—If Bob Quinn, president of the Boston Red Sox, has his way about it, major league clubs would never announce the price paid for a player.

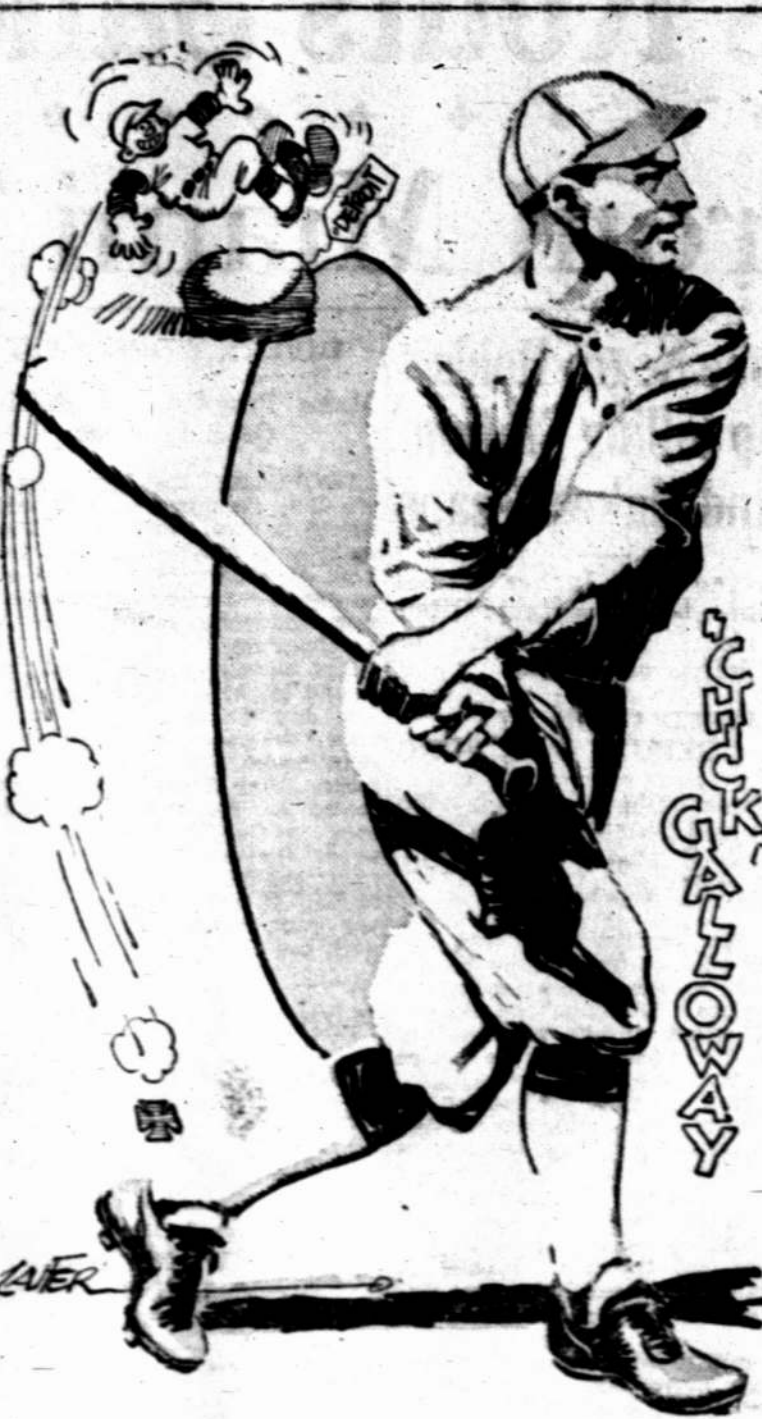
Uncle Wilbert Robinson of the Brooklyn club is a staunch supporter of Quinn's belief. They say that telling how much a player costs doesn't do any good, and the release of enormous sale prices, even though they are true, tends to place false values on players.

FRANKE AS COMER
Joe Sekyra, Dayton, O., heavyweight fighter, is being praised as one of the coming contenders for the heavyweight championship.

CONTINUES WINNING
Big Bill Ponder, Rollins College collegian, who is fighting as a professional now, is continuing to win his fights by knockouts in the early rounds. He has won 15 out of 17 fights.

The biggest ocean wave ever measured was 675 feet long.

Galloway's Switch to Detroit May Aid Him in Climbing Back to Playing Form



Westerner Quint Turns Lobes To Defeat, 27 To 10

Coach Del Morgan's Cagers From Lubbock H. Romp Away To Easy Victory In First Foreign Invasion.

LAMESA, Jan. 14.—The Golden Tornadoes lost to the Lubbock high school Westerners here Friday evening by a score of 27 to 10 in one of the fastest basketball exhibitions played here this season. The Tornadoes were unable to keep up with the fast pace set by the Hub City cagers, and throughout the game the visitors maintained a long lead.

Coach Del Morgan, handler of the Westerners, has rounded out one of the smoothest basketball machines on the South Plains and the Lubbock quintet played a great passing and defensive game. Richardson, forward, led the scoring for the evening, tossing 7 points, and he was followed by Kerr, Lubbock guard, with 5 points. Kelley and Ater, two other forwards of the Morgan combination, looped 2 field goals each.

At the end of the first half the Westerners were leading the Tornadoes by a score of 11 to 3. Coach Morgan sent in a new lineup at the beginning of the final session and instructed his cagers to play a defensive game with occasional outburst of offense.

The Tornadoes are scheduled to meet the Westerners again this season with the game slated to be played in Lubbock on Wednesday, January 24.

(By Associated Press)

DALLAS, Jan. 14.—The following rosters have been announced by Texas League baseball clubs for the 1928 season:

Wichita Falls:
Pitchers: Carl Williams, Herbert Cobb, Tom Estell, Joe Kifer, George Payne, Milton Steengrabe, Buster Jackson, Johnny Jones, J. J. Bivard, Ralph Pearce, Mike Cuyler.
Catchers: Joe Cobb, Pete Lapan, Ike Denning.
Infielders: Stanley Benton, Walter Swenson, Pete Turgeon, Buddy Lewis, W. M. Britton, George B. Leavitt, Dale Lewis, George Stanton, Ed Root, Grady Crowley, J. E. McCarthy, Joe Luciani.
Outfielders: Howard Fitzgerald, Tom Jenkins, Lynn Lamb, Sam Jones.

Shreveport:
Pitchers: Grady Atkins, Homer Jackson, Frank Francis, Karp, Maurice Clark, Albert Williamson, Joe Brown, Harry Thompson.
Catchers: Frank Tobin, Gilthorpe Campbell, Raymond Hayworth.
Infielders: Roy Moore, Gus Whalen, Pete Kilduff, Denny Blos-

som, Andy Woehrs, Ernie Holman.
Outfielders: Andrew Anderson, Chuck Taylor, Dick Cox, Leslie Spencer Harris.
Dallas:

Pitchers: Edwin Love, Richard Schuman, Glenn Darrouge, Alex McColl, Bobby Geary, Cliff Markle, Jack Knott, Gene Walker, Tiny Owens, Allen Benson, Ruel Love.
Catchers: Joshua Billings, Frank Kolbecker, Robert Snyder, Charles Allen.
Infielders: James Riley, Hap Morse, Joe Tate, Ewell Gross.
Outfielders: Charles Miller, Emmett Mulvey, Russell Saunders, Red Woods, Herb Kelly, Bert Ellison, Speck Comstock, Hank Miller.
Utility: Paddy Bauman.
Besumont:
Pitchers: Elmer Hansen, Ad Holzhauser, Buzz Phillips, A. T. Woods, William Thomas, A. J. Tising, E. J. Toner, William Ford, Gus Kitchum, Pat Townsend, T. O. Perrell, Clarence Williams.
Catchers: Claude Robertson.

See TEXAS LEAGUE, Page 3

Matadors' Spring Football Grind To Start This Week

Freeland and Charges Hope To Make This Season Most Successful in History of School.

Monday afternoon the Texas Tech football handlers, Ewing Y. Freeland, director and Grady Higgins, first assistant, will call out the gridiron recruits of the entire college for the spring training. "We want everyone out that feels like he might desire to know more knowledge of the game from varsity players to Freshmen," Coach Freeland told the Avalanche-Journal yesterday evening.

The Matador coaches, after observing the weather conditions of this country for the past two seasons, consider that during the months of January and February better weather conditions exist than during the spring months for this early training and are going to take advantage of every day from now until they close the spring camp. Fundamentals of the game and possibly several scrimmage games will be played.

Coach Freeland plans to work the recruits one day for six days in the week for the next six weeks. With a schedule, such as the one that faces them for the 1928 season, the Matador recruits are in high spirits for the training and want to be fully fit for the fall calendar.

Two of the strongest teams of the Southwest Conference, the Texas University Longhorns and the Texas Christian University Horned Frogs, are slated to meet with the Texas Tech Scarlet and Black for 1928.

Although unable to tell just how many Coach Freeland expects for the spring training it is approximated that something like 100 will be on hand to begin with as the Matador men have called out the varsity, intra-mural, transfers, and Freshmen for the work.

Since Victor Payne, basketball coach, has taken over the indoor sport both Freeland and Higgins both will devote most of the winter term to the development of the old and the discovery of new football material. The spring season will be the highest point of the Matadors of the game and possibly several scrimmage contests.

(By Associated Press)

OKLAHOMA CITY, Jan. 14.—Holiday dates for Western league games during the coming season were announced today by Jack Holland, chairman of the league's schedule committee. Announcement of the entire schedule was withheld until a decision is reached on the disposal of the Lincoln franchise.

The season will open April 12, with Oklahoma City playing at Amarillo, Tulsa at Wichita, Denver at Omaha and Lincoln at Pueblo (depending upon ownership of the franchise) at Des Moines.

Home openings will be played April 18 and 19 with Amarillo at Oklahoma City and Wichita at Tulsa on the first day, the northern half resting. On the 19th Omaha will play at Denver and Des Moines at Pueblo or Lincoln.

July Fourth Arranged
On July 4, the opening day for the last half of the split season, Tulsa is scheduled to play at Oklahoma City, Amarillo at Wichita, Pueblo or Lincoln at Denver, and Omaha at Des Moines.

Wichita is scheduled to play at Oklahoma City on Decoration day, then 20. Amarillo will play at Tulsa, Denver at Des Moines, Pueblo or Lincoln at Omaha.

On Labor day, Oklahoma City is scheduled to play at Tulsa, Wichita at Amarillo, Des Moines at Denver and Omaha at Pueblo or Lincoln. The closing date is September 24. The end will find Omaha at Oklahoma City, Des Moines at Tulsa, Denver at Wichita and Pueblo or Lincoln at Amarillo.

The first half of the season will end July 2 and July 3 will be an open date, Holland said.

Were Stars of Game.
Gerald Mann, of S. M. U., and Joel Hunt, of Texas Aggies, showed in the recent east-west game at San Francisco the reason Texas critics were unanimous in naming them the All-American backs this year. They were the stars of the game.

NEW YORK, Jan. 14.—Jimmy Hamilton, veteran and successful minor league manager, thinks as much baseball is played on the bench as on the field.

Hamilton for five years pilot of the Nashville Volunteers of the Southern Association, a good record in that vicinity, got a lot of good pitching from Ed Piggars by telling him what Southern Association clubs in general and Atlanta in particular, did to his brother, George, four years ago.

Jimmy told the story when he came to New York to gossip with his big league friends at the annual meetings of the majors.

"George Piggars showed me a fast ball in the world series, didn't he?" was a question and statement combined from the Vol manager.

"I have George's brother, Ed, on my ball club and he may be as good as George," Hamilton said.

unable to play Chuck will get his second chance to prove his worth with a real good club, after having been passed along to the minors.

Due to Stick



GENE ROBERTSON
Sent from the majors by Owner Phil Ball of the St. Louis Browns because he enjoyed eating breakfast in bed, Gene Robertson will be back in the majors again next year with the New York Yankees. He is expected to start the season at third base instead of the veteran Joe Judge. Robertson enjoyed a big season with an American Association club in 1927.

Gala Day Games In Western Loop Fully Scheduled

Amarillo Not Favored Much And Tulsa And Okla. City Draw The 'Gravy'; Split Season Decided Upon.

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Jimmy told the story when he came to New York to gossip with his big league friends at the annual meetings of the majors.

"George Piggars showed me a fast ball in the world series, didn't he?" was a question and statement combined from the Vol manager.

"I have George's brother, Ed, on my ball club and he may be as good as George," Hamilton said.

unable to play Chuck will get his second chance to prove his worth with a real good club, after having been passed along to the minors.

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Matador Defense Again Shows Well But Basket Is Elusive; Miller And Kerr Carry Off Individual Honors

The Box Score

TEXAS TECH (18)	FG	FT	PP	TP
Jennings (c)	1	0	4	2
Hunter, f	1	0	4	2
Peterson, f	0	0	2	0
Face, f	0	0	0	0
Hemphill, c	0	3	1	3
Wenver, c	0	0	0	0
Kerr, f	5	0	3	10
White, f	0	1	4	1
Walker, g	0	0	2	0
Totals	7	4	18	18

DANIEL BAKER (22)	FG	FT	PP	TP
Miller (c)	1	0	3	0
Taylor, f	0	0	0	0
Wade Chambers, f	2	1	1	1
Carnahan, c	1	3	2	5
Nettelship, c	0	0	1	0
M. Chambers, g	2	1	0	5
Huggins, g	0	0	0	0
Weldon Chambers, g	0	0	0	0
Totals	5	12	9	22

Substitutions (Texas Tech): Peterson for Hunter; Hunter for Peterson; Pace for Peterson; Hemphill for Wenver; and Walker for White.

Timers: Hodges (Texas Tech) and McIntyre (Daniel Baker).
Referee: Morgan (Austin College).
Guns: (Oklahoma U.) and Guy (Oklahoma U.)

Reach, Pioneer In Baseball, Is Dead

Babe Ruth Of Early Days, Later Head Of Sporting Goods House, Passes Away At Long Island.

(By Associated Press)
PHILADELPHIA, Jan. 14.—Alfred J. Reach, 67, pioneer professional baseball player and millionaire sporting goods manufacturer, who was the Babe Ruth of his day, died in Atlantic City today.

"Al" Reach was the first man in Philadelphia to play baseball for money. He was offered \$25 a week as "expenses" back in 1885, when high school cage manager, kept the situation well in hand from the start of the career.

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Lockney Wins

Girl Cagers Down Petersburg Sextet, 59-25

LOCKNEY, Jan. 14.—The local high school sextet defeated the Petersburg high girls here last night, 59 to 25.

The Brownwood lads left for Abilene where they will play the first four nights of next week, taking on the Abilene Christians Monday and Tuesday evenings, and the McMurry Indians Wednesday and Thursday.

Learned Game at Yale.
Mike Donahue, who recently resigned as football coach at Louisiana State, learned his football as a player at Yale. He graduated there in 1904.

Johns Exclusive Club.
Gene Tunney is now a member of Tex Rickard's exclusive club known as the "600 Millionaires."

Miller Leads Victors.
To Captain Mack Miller, floor-walking forward of the Brownwood delegation, goes the credit for victory and although he trailed Jimmy Kerr, stellar Matador guard, in total points, it was his recovery of the ball and scintillating dash to the basket which put his team in the lead in the final moments of the game, as he negotiated a goal at the end of his sparkling dash. In addition to proving himself a good mechanical player, Miller kept his head up all the way and paced his guards in individual performance.

The aforementioned Mr. Kerr, who shows the results of his two seasons of play at Abilene Christian college and who hails from the new town of Smyer, took the laurels from the Tech's standpoint.

White, Kerr played a magnificent game under the baskets, and in addition accounted for 10 points, all made from the floor and from positions back of the circle.

Game Not So Rough
While the game was liberally sprinkled with personal fouls they were not as marked as in the preceding tilt between the two fives Friday night. Referee Del Morgan, high school cage manager, kept the situation well in hand from the start of the career.

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18
day
Well
And
Honors

White Sox Pin Faith in Costly Youngsters

Record Deal For Cissell Is Feature
Of Winter Trading By Comiskey Team
Still Suffering From Black Sox Case

Half Million Dollars Spent
In Repairing Damage
Wrought By Scandal;
Team Favors Texas.

(By Associated Press)
CHICAGO, Jan. 14.—One by one, at prices which set records in major league baseball sales, the Chicago White Sox have been acquiring high-priced youngsters to rebuild the team wrecked in 1920. And if those acquired in recent years last until all the positions are filled the Sox eventually will have a club to be reckoned with in the American League.

Half a million dollars has been laid out by Owner Charles A. Comiskey in repairing the damage wrought by the Black Sox scandal of 1919-20. Top-notch youngsters are so scarce and so difficult to obtain with 15 other clubs in the bidding, that unplugged holes appear in the Sox lineup. For places unfilled by expensive youngsters, Comiskey has been forced to fall back on the best of the old timers obtainable.

Made Record "Buy."
This winter's big deal for the Sox was the purchase of Chalmers Cissell for \$123,000, a record price. At shortstop he will be alongside a \$100,000 purchase of a few years back, Willie Kamm, at third, Aaron Ward, former Yankee veteran, is figured to go in at second again. The other half of the pair that came in a trade a year ago, Roger Peckinpaugh, has been released to Cleveland to take the managerial reins. Bill Runnfeldt may alternate with Ward.

Earl Sheely at first is the sole remnant of an entire Coast League infield purchased a few years ago by Comiskey, and he is on the verge of being supplanted by Bud Clancy. In outfielders the Sox are well fixed. Johnny Mostil, who dashed himself while dependent, over ill health at the training camp last spring, thinks he will be as good as ever this summer, and if he is, the American League never had a better fly-chaser. Bib Falk, Bill Barret and a trio of Texas, Metzer Moore and Reynolds, are in reserve. In fielders and pitchers the Sox seem to run to Texas, having had such good luck with Ted Lyons, Ted Blankenship, Alex Metzler, Ben Falk and others.

Pitchers Fairly Good.
Lyons, Blankenship, Alphonse Thomas, Red Faber, Rubber Arm Connally and five young pitchers gave the Sox a fairly dependable hurling corps. Thomas was another high-priced purchase of recent years. Red Faber, with Manager Schalk, is about the only veteran of the Black Sox days still good as ever.

Behind the bat Manager Schalk is trying out an interesting experiment. A year ago the Sox signed Moe Berg, Princeton star, as a shortstop possibility. Last summer Schalk and all the other catchers were for some reason incapacitated and Berg spoke up that he used to catch in prep school. He was presented with the mask and protector and made a better impression on Schalk behind the plate than in the field.

Schalk plans to develop him into the regular receiver, and hopes to persuade him to join the Sox on time this year, instead of hanging around law school until the term is over. McCurdy and Crouse are the backup reserves, as Schalk agrees that his catching days are about over, after fifteen years of service.

Jimmy Hamilton
(Continued From Page 2)

As I wired Ed Barrow and told him that if the Crackers turned Pippas back to the Yankees, I would take him with Nashville.

The next day Niehoff came to me and showed a wire from Barrow saying to turn Pippas over to me. I explained right away that I planned to use him to kill off all the good hitters in the league by sending them with pitched balls.

"We jumped back to Nashville that night to play a Sunday game against Atlanta the next day and I telegraphed ahead to the papers that Pippas would pitch the next day and I knew he could beat Atlanta. Long before we got to Nashville he knew it too, and the next day he shut 'em out.

"He pitched a lot of baseball for me that year. Sometimes I would have him in there three or four days in a row, finishing a game here starting one there, and maybe pitching an inning or two somewhere in the middle. It was good for him and look at him today.

Ed Too Beats Atlanta
"And now I have his younger brother, and Ed has something too. I had him out in the Cotton States League and he was with Pensacola until I recalled him late in the season last year.

"Atlanta came along soon after he came back to the club and I had a little talk with him before the game.

"Ed I said to him, 'that's the club out there that turned George loose. He would be mighty proud to read in Sporting News that you beat 'em.'

"He did."

Jimmy has a reputation among his fellow managers of having three clubs all the time, one playing, one going and one coming.

"You need plenty of players," he said, "and since you can't keep a long string of them on hand in the

minors you have to have some of them coming and going.

"The Bushest Busher"
"Big league stars who are all through in the big show are good as gate attractions in the minors, for the fans like to point them out and say, 'He was in the World Series,' and 'He hit 300 five years in a row in the big leagues,' but these boys are smart and take care of themselves so you can't get as much baseball playing out of them as you could use. They get a lot of base hits but some of them won't take a chance on getting hurt.

"Now the bushers don't mind getting hurt. They'll get killed if it will win the ball game. I have an outfielder on my club who is the bushiest busher you ever saw, but say, what pepper he has! He plays a deep outfield but he'll beat a third baseman to the bench.

"His name?"

"I'll tell you when I sell him to the big league."

Texas League

(Continued From Page 2)

Charles Schroyer, Andrew Wally, Infelders: Sylvester Simon, Fred Dorman, R. A. Yeargin, Yip Tucker, Jim Levey, Heinie Odom, John Cimp, Foster Davis, George Kent, Dan Harris.

Outfielders: Dee Payne, Jim Bryan, Robert Petrie, Joe Hutchen-son, Bill Herring, Yip Cheadel, Joe Klein, San Antonio.

Pitchers: Jack Robertson, Dewey Hinkle, Jack Trader, Leslie Cox, Andy Messenger, Bill Ward, Dana Finningim.

Catchers: Frank Meyers, Pete Arzatti.

Infelders: Ray Grimes, Frank Philbin, Ray Flankammer, Jimmy Bettle, Al Madera, Linton Boggs.

Outfielders: Pug Griffin, Lyman Nason, Leo Najo, Houston.

Pitchers: H. A. Vick, Carl Little, John R. O. Whitworth, S. L. Jacobson, C. Larson.

Catchers: Frank Snyder, Clarence Jonard.

Infelders: Arthur Schacht, Harold Crump, Fred Henry, Sidney Farley, Edward F. Hock, S. J. Baker, Ray Bivens, Louis Benson, Carey Seish.

Outfielders: Fred Baker, Ray Powell.

Utility: G. A. Watkins, Frank Lee, Chester Culver, E. Francis, Fort Worth.

Pitchers: Joe Pate, Jimmy Walk-up, Denny Burns, Paul Wachtel, Frank Keck, Marty Griffin, Frank Watt, Bill Goff, Chester Howard, "Lefty" Gus Johns, Guy Williams, Cecil Meadows, Roy Haynes.

Catchers: Dan Murphy, George Bischoff, Clarence Smith.

Infelders: George Lafayette, Andy Harrington, Horace Kibbie, T. C. Clancy, Bob Leach, C. D. Crenshaw, L. M. Williamson, Young, Freithe.

Outfielders: Ralph Shimmers, Eddie Moore, Joe Bonowitz, Waco.

Pitchers: Biggerstaff, E. W. Caldwell, Harold W. Elliott, Jake Freeze, Rex Love, J. T. McNair, Oscar Tuero, Philip Weintraub, Arthur Jeschke, John Bo Molindo, R. A. Lyons, McClung.

Catchers: V. C. Edgar, James Froyle, Earl Wolgamot, Melvin Hamby.

Outfielders: George Blackberry, Brown, Orr.

Infelders: Jimmy Adair, Arthur Shires, Felix Vigore, Wayne Windle, L. W. Heuman, Johnny Conrad, Del Pratt.

Utility: George Covenant, H. J. Winkler, J. P. Crenny, C. A. Parker, Horace Bryant, C. C. Thurman.

Largest of Kind.
The new University of Iowa athletic field house is believed to be the largest of its kind anywhere in the world.

This Discovery Will Benefit Millions
Mr. W. J. Dorion, New York, writes: "Sick headache, indigestion and constipation have troubled me for years. I used everything but truthfully your purely vegetable laxative pill is the best daily regulator I have ever taken."

CARTER'S LITTLE LIVER PILLS
All druggists—25c and 75c red pkg.

West Indies CRUISES
Plan to enjoy one of the luxurious 31-day Cruises of the new "CALIFORNIA" to the West Indies.
Sailings from New York January 21st and February 25th.
For free literature, rates and information, write or see your Local Agent or CUNARD-ANCHOR Steamship Lines, Athletic Club Bldg., Dallas, Texas.

It can be Cleaned And we're the Cleaners you can trust to restore its beauty! Just—
Phone 85 Lubbock Tailoring Co.

Millions, at 21

William Woods, Plankinton, Jr., of Milwaukee, who has just inherited three or four millions from his father and who is a trustee of the \$10,000,000 trust fund his father created, says he'll wait a little while before marrying because "the right girl hasn't come along." Young Plankinton, just turned 21, has been doing engineering work in New York for his grandfather at \$20 a week.

Tech Campus Once More Buzzes With Varied Activities
Basketball Holds Limelight But Social Functions Are Due To Command Attention During Week

With the procedure of letting started again" safely disposed of, students of Texas Technological college are now turning their thoughts to extra-curricula activities and once again the campus is abuzz with excitement of the usual college life. A glance at the social calendar shows a full ten weeks of various socials, parties, dances, games, club meetings and events ahead.

Basketball holds the limelight of athletic activities as the Maladores are presenting a formidable array on the court. Ten games will be played on the Tech floor during the winter term. Spring football, intramural and physical training basketball will occupy other diversion hours.

On Wednesday, at the regular student convocation, the delegates who attended the Student Volunteer conference in Detroit will make reports to the student body. Roy McCullough, "Y" secretary, will have charge of the meeting.

Monday afternoon at 5 o'clock, the YW cabinet will hold a meeting in room 203 for discussion of plans for the winter term's work.

Tuesday night at the Lubbock hotel the Stag Bridge club will entertain the members of the Las Chaparritas club with a bridge tournament.

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George Godfrey, negro battler, has been winning practically all his fights by means of a knock-out punch.

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"LYING WIVES"
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McWHORTER-ROBERTS
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NEW Elimination Tourney Planned By Tex Rickard
Matches Between Five Heavys To Select Opponent for Gene Tunney Is Program of Promoter.

(By Associated Press)
NEW YORK, Jan. 14.—"Terrifically disappointed" at the showing of Tom Heeney and Jack Sharkey in their draw bout at Madison Square Garden, Tex Rickard today decided to stage a final "Elimination" tournament among five men, preliminary to two championship matches this year.

Acting immediately on the plan, Rickard signed Sharkey today to meet a suitable opponent on March 12 and engaged Heeney for a bout March 1. He came to terms with Johnny Risko, the Cleveland Packer Boy, to fight Jack Delaney, retired light heavyweight champion February 10. The fifth entrant in the tourney is Paulino Uendun, of Spain. All matches, Tex declared, will be 15 round affairs with the losers definitely eliminated from further consideration as potential title challengers.

From these five battlers, Rickard hopes to draw the first opponent for Tunney with Jack Dempsey standing out as the champion's second challenger. The elimination tournament victor probably will fight Tunney in June. Dempsey's third fight with the big marine is tentatively set for next September at the Yankee Stadium. Rickard also is considering a match in London between Sharkey and Dempsey next summer.

Kucera Runs For County Attorney
Lubbock Lawyer Enters His Candidacy for Office; Is Law School Graduate; He Makes Statement.

Benjamin Kucera, Lubbock attorney, will be a candidate for the office of county attorney when the Democrats go to the polls in their regular primary elections on July 28th of this year.

Mr. Kucera's announcement concerning his candidacy was authorized as follows:

"I wish to submit my name to the people of Lubbock county as a candidate for county attorney.

"I am informed that the present incumbent, Mr. L. A. Howard, will not seek reelection to the office; this fact together with a strong desire to serve the people of Lubbock county in this capacity prompts me to make my announcement.

"To those who do not know me and wish to know who I am I have this to say with reference to my qualifications for the office: I am and have been for nearly three years engaged in the practice of law in Lubbock, having come here from Dallas, Texas. I was graduated from the law school of the University of Minnesota in 1924, and admitted by the supreme court of Texas to practice law in this state in 1925. As to my character and ability to discharge the duties of the office I am seeking, I am willing to be judged by the opinions of those who have been associated with me. I have no promises to

SEEK DESIGNATION
Routing Of Road 53 Out Of Lubbock Sought

County Judge Charles Nordyke and County Commissioner W. L. Brashear of Precinct 3, left last night for Austin where they will meet Monday with the state highway commission in an effort to have Highway No. 53, from Lubbock to Idalou, definitely located.

Decision to take this action was made at a meeting of the county commissioners in the county court room yesterday afternoon.

This step is the latest of a prolonged series of efforts made by the county judge and county commissioners to have the Lubbock to Idalou highway designated by the state commission.

No effort will be made to have a specific route designated, but Lubbock county's delegates will ask that specific designation of some route be given in the event of a pending bond issue for highway improvement.

Always in Good Condition.
Georges Carpentier, French boxer, says he is always in condition and could be ready for a fight any time within three weeks.

The hottest place in the world is at Arizona, North Africa, where in 1922 the thermometer registered 136.4 degrees.

make beyond this, that if elected, I will discharge the duties of the office, to the best of my ability, fairly and impartially.

(Signed)
BENJAMIN KUCERA

Here's Speedy Relief for Tender, Aching, Swollen Feet
Lubbock Drug Co., Says Emerald Oil Must Give Complete Satisfaction or Money Cheerfully Refunded

Get a two-ounce bottle of Moore's Emerald Oil (full strength) today. Every well stocked drug store has this, with the distinct understanding that your money will be cheerfully returned if it does not reduce the inflammation, soreness, and pain much quicker than any remedy you ever used.

Your feet may be so swollen and inflamed that you think you can't go another step. Your shoes may feel as if they are cutting right into the flesh. You feel sick all over with the pain and torture—You'd give anything to get relief wouldn't you? Then try this:

Two or three applications of Moore's Emerald Oil and in fifteen minutes the pain and soreness disappear. A few more applications at regular intervals and the swelling reduces.

And as for Soft Corns and Callosities a few applications each night at bed time and they just seem to shrivel right up and scale off.

No matter how discouraged you have been with powders, footbaths or other applications, if you have not tried Emerald Oil then you have something to learn.

It's a wonderful formula—this combination of essential oils with camphor and other antiseptics so marvelous that thousands of bottles are sold annually for reducing varicose or swollen veins.

Lubbock Drug Co. and every good druggist guarantees Moore's Emerald Oil to end your foot troubles or money back. Adv.

Our Annual Clearance SALE
Begins on Wednesday JANUARY 18th

—it is the annual event at which we attempt, by radical reduction, to clear stocks quickly preparatory for spring.

MONDAY And TUESDAY Palace And TUESDAY
The South Plains Greatest Amusement Place
VAUDEVILLE PRESENTATION
"FRANK VULVERT & COMPANY"

—In—
NIFTY TUNES AND DANCES

ON THE SCREEN
"LYING WIVES"
With Clara Kimbol Young, Madge Kennedy, Richard Bennett, Edna Murphy and Niles Welch
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Sailings from New York January 21st and February 25th.
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It can be Cleaned And we're the Cleaners you can trust to restore its beauty! Just—
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NEW YORK, Jan. 14.—"Terrifically disappointed" at the showing of Tom Heeney and Jack Sharkey in their draw bout at Madison Square Garden, Tex Rickard today decided to stage a final "Elimination" tournament among five men, preliminary to two championship matches this year.

Acting immediately on the plan, Rickard signed Sharkey today to meet a suitable opponent on March 12 and engaged Heeney for a bout March 1. He came to terms with Johnny Risko, the Cleveland Packer Boy, to fight Jack Delaney, retired light heavyweight champion February 10. The fifth entrant in the tourney is Paulino Uendun, of Spain. All matches, Tex declared, will be 15 round affairs with the losers definitely eliminated from further consideration as potential title challengers.

From these five battlers, Rickard hopes to draw the first opponent for Tunney with Jack Dempsey standing out as the champion's second challenger. The elimination tournament victor probably will fight Tunney in June. Dempsey's third fight with the big marine is tentatively set for next September at the Yankee Stadium. Rickard also is considering a match in London between Sharkey and Dempsey next summer.

Kucera Runs For County Attorney
Lubbock Lawyer Enters His Candidacy for Office; Is Law School Graduate; He Makes Statement.

Benjamin Kucera, Lubbock attorney, will be a candidate for the office of county attorney when the Democrats go to the polls in their regular primary elections on July 28th of this year.

Mr. Kucera's announcement concerning his candidacy was authorized as follows:

"I wish to submit my name to the people of Lubbock county as a candidate for county attorney.

"I am informed that the present incumbent, Mr. L. A. Howard, will not seek reelection to the office; this fact together with a strong desire to serve the people of Lubbock county in this capacity prompts me to make my announcement.

"To those who do not know me and wish to know who I am I have this to say with reference to my qualifications for the office: I am and have been for nearly three years engaged in the practice of law in Lubbock, having come here from Dallas, Texas. I was graduated from the law school of the University of Minnesota in 1924, and admitted by the supreme court of Texas to practice law in this state in 1925. As to my character and ability to discharge the duties of the office I am seeking, I am willing to be judged by the opinions of those who have been associated with me. I have no promises to

SEEK DESIGNATION
Routing Of Road 53 Out Of Lubbock Sought

County Judge Charles Nordyke and County Commissioner W. L. Brashear of Precinct 3, left last night for Austin where they will meet Monday with the state highway commission in an effort to have Highway No. 53, from Lubbock to Idalou, definitely located.

Decision to take this action was made at a meeting of the county commissioners in the county court room yesterday afternoon.

This step is the latest of a prolonged series of efforts made by the county judge and county commissioners to have the Lubbock to Idalou highway designated by the state commission.

No effort will be made to have a specific route designated, but Lubbock county's delegates will ask that specific designation of some route be given in the event of a pending bond issue for highway improvement.

Always in Good Condition.
Georges Carpentier, French boxer, says he is always in condition and could be ready for a fight any time within three weeks.

The hottest place in the world is at Arizona, North Africa, where in 1922 the thermometer registered 136.4 degrees.

make beyond this, that if elected, I will discharge the duties of the office, to the best of my ability, fairly and impartially.

(Signed)
BENJAMIN KUCERA

Here's Speedy Relief for Tender, Aching, Swollen Feet
Lubbock Drug Co., Says Emerald Oil Must Give Complete Satisfaction or Money Cheerfully Refunded

Get a two-ounce bottle of Moore's Emerald Oil (full strength) today. Every well stocked drug store has this, with the distinct understanding that your money will be cheerfully returned if it does not reduce the inflammation, soreness, and pain much quicker than any remedy you ever used.

Your feet may be so swollen and inflamed that you think you can't go another step. Your shoes may feel as if they are cutting right into the flesh. You feel sick all over with the pain and torture—You'd give anything to get relief wouldn't you? Then try this:

Two or three applications of Moore's Emerald Oil and in fifteen minutes the pain and soreness disappear. A few more applications at regular intervals and the swelling reduces.

And as for Soft Corns and Callosities a few applications each night at bed time and they just seem to shrivel right up and scale off.

No matter how discouraged you have been with powders, footbaths or other applications, if you have not tried Emerald Oil then you have something to learn.

It's a wonderful formula—this combination of essential oils with camphor and other antiseptics so marvelous that thousands of bottles are sold annually for reducing varicose or swollen veins.

Lubbock Drug Co. and every good druggist guarantees Moore's Emerald Oil to end your foot troubles or money back. Adv.

Our Annual Clearance SALE
Begins on Wednesday JANUARY 18th

—it is the annual event at which we attempt, by radical reduction, to clear stocks quickly preparatory for spring.

MONDAY And TUESDAY Palace And TUESDAY
The South Plains Greatest Amusement Place
VAUDEVILLE PRESENTATION
"FRANK VULVERT & COMPANY"

—In—
NIFTY TUNES AND DANCES

ON THE SCREEN
"LYING WIVES"
With Clara Kimbol Young, Madge Kennedy, Richard Bennett, Edna Murphy and Niles Welch
A Heigh Powered Sermon on the pitfalls of fickle Wives
EXTRA!
"COMEDY and NEWS EVENTS"
Delux Performances at 3-7 and 9 P. M.

McWHORTER-ROBERTS
1118 TEXAS AVE.

West Indies CRUISES
Plan to enjoy one of the luxurious 31-day Cruises of the new "CALIFORNIA" to the West Indies.
Sailings from New York January 21st and February 25th.
For free literature, rates and information, write or see your Local Agent or CUNARD-ANCHOR Steamship Lines, Athletic Club Bldg., Dallas, Texas.

It can be Cleaned And we're the Cleaners you can trust to restore its beauty! Just—
Phone 85 Lubbock Tailoring Co.

Those Who Don't Believe In Home Ownership Are "All Wet." Read The Ads--Phone 14

Rules and Regulations of Classified Advertising
Lubbock Daily Journal
Lubbock Morning Avalanche
Sunday Avalanche-Journal

All classified advertising will appear in both the Morning and Afternoon papers—both papers counting one insertion. All classified advertising is printed in the Morning Avalanche first and the Sunday Avalanche second and the Daily Journal of the same date, no classified advertising in the afternoon paper.

Special for Sunday's issue will appear in the Avalanche-Journal counting one insertion, as this paper is sent to all subscribers of both the afternoon and morning papers.

AVANCE-JOURNAL

Maximum, each insertion

One insertion, per word

Two insertions, per word

Three insertions, per word

Five insertions, per word

These rates are for consecutive insertions only, advertising in the afternoon paper.

These rates are for 30 times, at 1-3c per word each day.

PHONE 13 OR 14

Our experienced ad taker will receive your ad and help you to word it, then our collector will call the following day. These accounts are "accommodation accounts" for our patrons and for one day only.

No advertisements accepted on a "until filled" order. A specified number of insertions must be given.

Notice to discontinue an advertisement must be given in writing, otherwise we will not be responsible.

We reserve the right to place all advertisements under the proper classification and reject unclear or objectionable copy.

Objections and cards of thanks at regular classified advertising rates.

The publishers are not responsible for copy omissions, typographical errors, or any unintentional error that may occur hereafter than to correct in next issue after it is brought to their attention. All advertising orders are accepted on the basis of cash.

Classified advertising accepted until 7 p. m. each day and 9 a. m. Saturday. For classified copy, advertising information

PHONE 13 OR 14

1. LOST & FOUND

LOST—Large yellow Angus cat. (A 988). Any information please phone 1396-W. D'Ann Sammons.

LOST, STRAYED OR STOLEN—One brown horse, blazed face and white hind foot, weighs about 1300 pounds, 9 years old. R. E. Overstreet. Phone 447. 2106 15th.

LOST—Hudson bicycle Friday evening at high school. Reward, 2215 9th street.

3. FEMALE HELP WANTED

WANTED—Woman to cook at 1304 Ave. N. Apply at once.

LADIES—Earn \$17 dozen sewing aprons home. Experience unnecessary; instructions furnished; materials cut; addressed envelope brings particulars. Milo Garment, 235 Broadway, Bayonne, N. J.

Women inexperienced wanted by manufacturer who can earn \$29 weekly spare time sewing aprons. Materials cut; no selling; stamped envelope brings particulars. Morning Glory Apron Co., Mt. Vernon, N. Y.

Ladies earn \$17 dozen sewing aprons home. Experience unnecessary; no selling; material cut, addressed envelope brings instructions. World Co., 346 Sixth Ave., N. Y.

WOMEN WANTED—To paint handkerchiefs. No experience necessary. Everything free except paints. Bonafide. Good pay. Send for free samples. Beautex Co., 365 Market St., San Francisco.

WOMEN—Earn \$16 dozen sewing aprons. Experience unnecessary; no selling. Easy, steady work materials cut. Addressed envelope brings details. Goshen Dress, Goshen, N. Y.

LADIES—Embroidery for us in your spare time, easy, pleasant, profitable home work. Enclose stamp. Lamore Mfg. Co., 7 Cargill St., Laverne Falls, Maine.

4. SALESMEN WANTED

CLOTHING SALESMAN—Fastest selling line today. Suit or Top Coat, \$15, commission, \$2.50. Two garments \$28.50, commission \$6. Union Tailoring Co., Denver, Colo.

Collect and keep \$6.00 commission each sale. 2 units or suit and top coat \$27.95. Unusual qualities. Satisfaction guaranteed. Latest patterns. Extra outfit FREE. Deal direct. La Salle Guit Seal Clothes, 527 Broadway, New York City.

CLOTHING SALESMAN—Fastest selling line today. Suit or Top Coat, \$15, commission \$2.50. Two garments \$28.50, commission \$6. Union Tailoring Co., Denver, Colo.

Bik Ohio corporation seeks manager for unoccupied territory. \$50 weekly commission. Earnings start immediately. Good for \$5,000 yearly. We furnish everything, deliver and collect. Capital or experience unnecessary. Fyr-Fyr Co., 2045 Fyr-Fyr Bldg., Dayton, Ohio.

DISTRIBUTOR for 100 store route this county; experience unnecessary; no selling; distribute and collect; should net \$70.00 weekly. Peris Mfg. Co., Florin, Pa.

5. SITUATION WANTED

WANTED—Washing to do, 35c per dozen rough dried, 80c per dozen finished. 2002 Avenue J. Phone 1507-M.

Experienced male secretary wants position. Address Box 2388.

Stenographer four years experience can keep books. Box MHA, care Avalanche.

Engineer or fireman wants work. 12 years experience, will go anywhere. Address Box R. B. M. Avalanche.

WANTED—Family Washing, 35c per dozen rough dried, 80c per dozen finished. 2002 Avenue J. Phone 1507-M.

Avalanche-Journal Want Ads Pay

6. HOUSES FOR RENT

FOR RENT—4-room house between High school and Tech, partly furnished, modern convenience. See Mark Burns at P. O. or phone 1419-J after 6:30.

FOR RENT—6-room brick and tile house. Conveniently located, no gas. Phone 411.

FOR RENT—Gas heated furnished house on 19th street. Phone 358 or call at 1911 19th street after 5 p. m.

Partly furnished five room frame house, 7th street, 1800 block, \$35.00 per month. R. A. McKinney, Phone 886.

FOR RENT—One-room house, furnished for housekeeping. Gas heat, 1620 10th.

Four room house, 312 Ave. Q. Phone 1454-W.

FOR RENT—2-room furnished house, gas heat, lights and water, \$15 per month, prefer Tech boys. Phone 1705-J.

FOR RENT—2-room furnished house, 1632 7th. Phone 1592-M.

8. UNFURNISHED HOUSE-KEEPING ROOMS

FOR RENT—2 unfurnished light housekeeping rooms, 2002 Ave. H.

Two furnished housekeeping rooms for rent. Gas heat. Private entrance. 1631 9th street.

Two nice well furnished rooms for light housekeeping or for bedrooms, 1916 14th street. Phone 1479-W.

FOR RENT—2 furnished light housekeeping rooms, private entrance, adjoining bath. Phone 900-J. 1916 7th street.

FOR RENT—To couple only, 2 furnished rooms, Johnnie's Cash Store, Phone 524.

11. UNFURNISHED APARTMENTS FOR RENT

FOR RENT—Unfurnished apartment, half block high school. Phone 855-W. 2010 15th.

12. FURNISHED APARTMENTS FOR RENT

FOR RENT—To couple with children, one of the nicest most completely furnished two-room apartments in town, has electric stove, sink in kitchen, bath, hot and cold water, garage, phone, gas. Call at 2111 Broadway.

FOR RENT—Well furnished apartment, 1628 10th.

Nicely furnished 3-room duplex apartment, gas, nice bath, no children. 1615 Main St. Phone 1471-W.

FOR RENT—Furnished apartment, 1299 19th. Call 1397-W on Sunday and after 6 p. m. on week days.

FOR RENT—Two-room apartment, clean modern reasonable, 612 15th.

FOR RENT—Two-room furnished apartment, modern with gas, private entrance; couple only. Phone 1628-J. 1918 Texas Ave.

FURNISHED—Nice clean three-room apartment, nicely furnished, modern and close in; must be seen to be appreciated; no small children. 1516 Ave. G.

TWO ROOMS water and lights, garage, 905 Ave. M.

FOR RENT—Three-room apartment, modern, 1916 Ave. P.

APARTMENTS

Furnished or Unfurnished

GAS, hot water, garage, built-in features; large living rooms, pavement; special concession to proper persons.

1818 13TH

FOR RENT—Upstairs furnished apartment to couple only. J. E. Hartley.

FOR RENT—Two-room neatly furnished apartment; water, lights, gas, telephone and garage; close in on paved street. 705 Ave. M.

FOR RENT—Furnished rooms, 716 Ave. L. 979-J.

FOR RENT—Bedroom with garage, 1311 15th. Phone 558.

FOR RENT—Nicely furnished bedroom and kitchen, 2113 15th. Phone 1177-W.

FOR RENT—Furnished rooms, suitable for couple; gas and lights furnished, 1965 Ave. R.

FOR RENT—Clean rooms, \$3 week; close in. 612 Main.

BEDROOMS—Heated brick home, close in, 1627 Broadway. Phone 1616-W.

\$30—Bedroom for \$20. Private home, close in, on Broadway. Phone 98.

FOR RENT—Nicely furnished bedroom, 1609 Ave. 41.

FOR RENT—Bedroom; close in 914 Ave. H.

FOR RENT—Nice, clean, furnished bedroom adjoining bath; private entrance. Reasonable. 2308 16th st.

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PROCRASTINATION being the thief of time AND READ ESTATE being the basis of all wealth the logical procedure for those who would attain Success is the immediate purchase of some good Lubbock Real Estate.

THE TIME IS RIPE

AVANCE-JOURNAL WANT ADS BRING RESULTS

TWO PAPERS—ONE PRICE PHONES 13 OR 14

13. BED ROOMS FOR RENT

FOR RENT—Two bed rooms in brick home, gas, hot water and garage; will serve meals. 2315 20th.

14. BOARD AND ROOM

BOARD AND ROOM, FURNACE HEAT, 1319 19TH STREET. MRS. F. E. ARNEY.

WANTED—Roomers and boarders, good house, reasonable, garage, 910 Ave. N.

ROOM AND BOARD—\$27.50 per month, 1614 Ave. R.

15. OFFICE SPACE

Double office in Temple Ellis building with lease at \$30 per month. Call 917-J.

ROOMS FOR RENT

Furnished or unfurnished rooms in Wilson building.

Close in with modern conveniences.

R. I. Wilson at

WILSON ABSTRACT CO. Phone 133. 904 Wilson Bldg.

17. WANTED TO BUY

WANT TO BUY yearling mules; houses to rent close in; or trade for land, or sell on long time. J. M. Stratton. One and three-quarters miles south on Ave. H.

WANTED TO BUY—Complete used windmill. Call S. E. Cone, Merrill hotel. Phone 108.

18. BUSINESS OPPORTUNITIES

BUSINESS PROPOSITION

Corner lot on one of Lubbock's best business streets, wholesale and retail, it has merit. INVESTIGATE TERMS.

P. F. MURRAY, 202 Leader Bldg.

FOR SALE—Worth the money, filling station and grocery, 1 mile south and 1 mile east on Station highway.

WANTED—A PARTNER

With \$1,000 to invest with or without services, in a good paying business; prefer man who wants to learn a good trade. Address Box 2193, Lubbock.

FOR SALE—Furniture and lease on 15-room boarding house, doing good business. Write F. E. A. care Avalanche.

19. WANTED REAL ESTATE

WILL BUY TWO HOMES

Have two clients, one will buy good close in six room well built cottage, must be a bargain.

One wants good three-room house, well located, has small cash payment, pay balance on easy terms.

R. A. McKinney, Phone 886.

Cash for right price on good lot north of 19th. Write Box 100, care Avalanche-Journal.

We want bargain in good home near Tech and High school. Write us care Box 10, this paper.

20. FOR SALE OR TRADE

FOR SALE OR TRADE

New 8-room brick veneer, well located, east front, large shade trees, \$2500.00 will handle deal. Easy terms on balance, or will trade for small place. Call 349-J after 6:30 p. m.

FOR SALE—Five chair barber shop equipment, first class condition. C. E. Howard, Phone 278 and 1267.

FOR SALE OR TRADE—3-room house and lot, close in, terms like rent, \$1,000, and one good cow now fresh. By owner. 1514 Ave. E.

FOR SALE OR TRADE—Well located, close in, modern 6-room brick veneer home. Brick garage, trees and lawn. Would consider late model Nash coupe or clear lots on trade. Phone 305.

FOR SALE OR TRADE—5-room house, 1920 Main; vacant lot on Ave. H; Dodge truck in good condition. L. D. Burton. 1801 16th.

20. FOR SALE OR TRADE

Five-room modern white home with two acres on corner 34th street and College Ave. Car or truck, some money. C. C. McCarty, owner.

FOR SALE OR TRADE—Three good improved farms 7 miles north-west and one 7 miles north Idaho. C. A. Gibson. Phone 1152-W.

FOR SALE—Lot in Ellwood Addition, 20th street, north front, excellent location. C. L. Hale. 1906 16th. Phone 1712-J.

FOR SALE—Teams and tools and place to rent. Four miles east. W. P. Pruitt.

LOTS—Dixie Drive; sale or trade; need good car. Write J. Anson Coughran, Tahoka. Box 753.

FOR SALE OR TRADE—6 rooms and bath near K. Carter school; would take good car. 1627 Broadway. Phone 1610-W.

FOR SALE OR TRADE—10-room brick residence; 2 baths, four blocks business district. 1627 Broadway. Phone 1610-W.

FOR SALE OR TRADE—Farmall tractor; been used one year; will trade for 2 pairs of good mules; or sell for \$750; in good condition. John S. Irwin, Southland, Texas. Box 172.

MODERN HOUSE, five-room stucco, 2000 block, 8th street, will trade for mules or milk cows. O. M. Rhea, Levelland.

FINE 80 acres bordering highway at Roundup switch; will trade for city lots or equity in small house. Call at Avalanche-Journal.

21. FOR EXCHANGE

Equity in two labors near Smyer to trade for equity in residence. Would rent. Ford truck at Holmes Gin to trade. W. M. Pevehouse. 2112 Main.

TRADE CLOSE IN FARM

For good city property or home, 160 acres improved five miles south Tech. Price \$60.00, \$4,000.00 easy debt. See me on this if you have something good to offer in exchange. R. A. McKinney. Phone 886.

TO TRADE

1. 75 acres of good land, all in cultivation on highway 9 miles East of Lubbock and two miles East of Canyon. Price \$55.00 per acre. \$1250.00 cash, or will trade equity on 40 acres improved, nearer Lubbock. Encumbrance \$1900.00.

2. An elegant home in Lubbock in most desirable location, clear of debt to trade for land North or East of Lubbock—value \$16,000.00. Will pay cash difference or assume debt if as much as section is offered.

3. Best grade of plains land well improved in hay, or sections to trade for good saleable stock of general merchandise or dry goods. Price \$45 per acre.

4. A well improved farm near Palestine for a well improved farm near Lubbock—146 acres—acre for acre and pay cash difference for larger place—Palestine farm is clear of debt.

GUION GREGG & CHAS. H. READ

Bush Building

Phone 824. 1210 Ave. J.

FOR SALE—Equity in 177 acres fine smooth land in Bailey county, also about \$5000. equity in 177 acres, 1 mile from Pep in Lamb county. This tract has a good well of water on it. Will trade for vacant lot, business or residence, or will take vendor lien notes on residence property in Lubbock. If you want to trade see the owner, James L. Dow. Phone 225.

TO TRADE—Improved farm; give description and location in letter. Address M. rare Avalanche.

21. FOR EXCHANGE

EQUITY in 3 lots on Ave. M to trade for closed car, Ford or Chevrolet. See owner, 805 Broadway.

100-ACRE FARM, clear of debt, to trade for 5- or 6-room residence in city. Call at 2108 8th or Phone 1780.

WANTED TO TRADE—Ford truck for team. Phone 1670-J.

WANTED TO TRADE—A good milk cow and the difference for two-row Brier. Any standard make. E. J. Graves, Route 2, Lubbock, two miles west of town.

22. FOR SALE MISCELLANEOUS

Two Heintzola coal stoves, good as new, \$50.00 each. W. J. Garrett. Dry Goods. W. J. Garrett.

It is reported that a farmer came to Lubbock with a basket of eggs, laid by hens fed on Bewley's Egg Lay Mash—Therefore it pays to advertise.

HAY DAVIDSON TALKING

Five burner Kerogas oil cook stove for sale cheap. Good as new. 1819 6th street.

FOR SALE—Gas range, 2122 Seventh street.

FOR SALE—A water-Kent 6-tube, model 36, single dial radio with console cabinet, equipped with A and B Battery eliminator. This set is brand new and can be bought at wholesale price which will mean a big saving to any one wanting a radio. Call 876-J.

AIRPLANE BARGAINS

Five passenger, one hundred eighty horse power Lincoln standard reconstructed tourabout, worth \$2000 price \$1200.

One standard training plane, worth \$1400 selling price \$700, both the machines and motors just overhauled and in good condition.

HARRY B. CREWDSON

P. O. Box 382 Crosbyton, Texas

FEEDS

POULTRY AND DAIRY

HAY

GRAIN

AND

GOOD COAL

ECONOMY MILLS

15th and B

PHONE 1266

I have a nice lot of Chinese Elm, American Elm, Sycamore, Ash, Maple, Some nice shrubbery and a good assortment of Evergreens. Come and see them on Texas Avenue between 13th and 14th streets. A. A. Kennedy will be at the yard. J. M. Witt.

FURNACE—A special bargain for cash. Phone 1374-W. Call 1311 Avenue Q.

A variety of bundle feed. See L. Shropshire at cafe or phone 109-J.

23. MISCELLANEOUS

FOR BUILDING and repairs of all kinds, call or see J. O. Tidwell, Ave. L. 1963. Motto: "Service and Satisfaction."

WANTED

Your old stove in trade on a WHITE STAR GAS RANGE.

MOORE BROTHERS HARDWARE

908 Main St.

C. M. HAWES MATTRESS AND UPHOLSTERING CO. NEW MATTRESS TO ORDER; ALSO RENOVATING OLDEST PLANT ON THE PLAINS. PHONE 363-999 BROADWAY.

BONDED GAS PLUMBER

PHONE ME FOR AN ESTIMATE

V. P. HADSELL

PHONE 1363-W

SEE US FOR NEW AND SECOND HAND IMPLEMENTS

HODGES BROS.

1107 Ave. G. Phone 644

PLEASE

Call 192 if you have empty oil barrels.

CITIES SERVICE OIL CO.

T. E. May, Agent

4th and Ave. J. Phone 192

23. MISCELLANEOUS

BELL PLUMBING CO.

Plumbing and Gas Work. Get our prices before having work done. Phone 842-1911 Ave. K.

ROCHE NEWTON & CO.

Plumbing, Heating and Gas Fitting "The Better Kind"

Phone 28. 1316 Texas Ave.

24. FURNITURE FOR SALE

Want to buy or sell your second-hand furniture.

<

MONDAY BEGINS THE LAST WEEK OF OUR SIXTH ANNUAL JANUARY CLEARANCE SALE

A better opportunity to supply your every need will not come for some months. It's the last week of our greatest Clearance of nationally known quality merchandise at discounts of 1-4, 1-3, to 1-2.

BOYS' OVERCOATS REDUCED

Boys' Overcoats for either the small boy or the high school student—Coats cut and tailored as carefully as those for men. The materials are in all-wool construction and patterns are those a boy would choose for himself.

All \$ 7.85 Boys Overcoats	\$ 4.85	BOYS PAJAMAS REDUCED	
All \$ 9.85 Boys Overcoats	\$ 6.35	Boys Pajamas in both winter and summer	
All \$ 10.85 Boys Overcoats	\$ 7.25	weights at these reductions:	
All \$ 12.00 Boys Overcoats	\$ 7.45	\$1.85 Values priced now	\$1.29
All \$ 12.85 Boys Overcoats	\$ 7.58	\$2.00 Values priced now	\$1.50
All \$ 13.85 Boys Overcoats	\$ 8.35	\$2.25 Values priced now	\$1.69
All \$ 15.50 Boys Overcoats	\$ 9.35	One Lot Boys Coveralls in regular	\$1.65
All \$ 18.85 Boys Overcoats	\$12.65	value in this event priced	\$1.29

TWO - PIECE UNDERWEAR, GOLF BREECHES, MEN'S DRESSING GOWNS, OVERALLS AND WORK CLOTHING HATS, ETC., ALL AT A SAVING.

TWO PIECE UNDERWEAR

Men's Plain and Fancy Track Pants and separate shirts, made from both Rayon and cotton materials and in all sizes:

75c Separate Underwear	59c
85c Separate Underwear	65c
\$1.00 Separate Underwear	74c
\$1.25 Separate Underwear	94c
\$1.50 Separate Underwear	\$1.19
\$1.65 Separate Underwear	\$1.25
\$1.85 Separate Underwear	\$1.29

GOLF KNICKERS

Fine Wool Golf Knickers in pretty sport patterns made from tweeds, homespuns and gaberdines:

\$3.50 Golf Knickers, now	\$2.50
\$4.00 Golf Knickers, now	\$2.90
\$5.00 Golf Knickers, now	\$3.50
\$6.00 Golf Knickers, now	\$4.45
\$6.50 Golf Knickers, now	\$4.95
\$7.00 Golf Knickers, now	\$5.35
\$7.50 Golf Knickers, now	\$5.65
\$8.00 Golf Knickers, now	\$6.25
\$8.50 Golf Knickers, now	\$6.60

MEN'S DRESSING GOWNS

Fine Silk Garments—brocaded and plain—all are reduced:

\$12.50 Dressing Gowns	\$8.25
\$14.50 Dressing Gowns	\$8.85
\$17.85 Dressing Gowns	\$11.85
\$19.85 Dressing Gowns	\$12.35
\$22.50 Dressing Gowns	\$14.85
\$24.50 Dressing Gowns	\$16.50
\$27.50 Dressing Gowns	\$19.85
\$29.85 Dressing Gowns	\$19.85
\$45.00 Dressing Gowns	\$27.75

Sweaters, reduced now 1-3 OFF All Remaining Men's and Boys' pair

WORK CLOTHING REDUCTIONS

Men's Khaki Coveralls, made from heavy weight material and full cut—broken sizes in regular \$2.50 and

\$3.00 values	98c
\$3.00 values	98c
\$3.00 values	98c
\$3.00 values	98c
\$3.00 values	98c
\$3.00 values	98c
\$3.00 values	98c
\$3.00 values	98c
\$3.00 values	98c

PERCENTAGE REDUCTIONS

All Men's and Boys' Neckwear priced now 1-4 OFF

All Leather Bill Folds, Key Cases, Bridge Sets, etc. 1-4 OFF

All Children's Hats in styles for small and large boys 1-2 PRICE

All Kayne Suits in knit combinations 1-2 PRICE

All Trunks in both Men's and wardrobe style 20 Percent Off

One Lot Men's \$3.00 to \$5.50 Sweaters in varied styles and colors, priced

One Lot Men's and Boys Slip-over and Coat Sweaters in regular \$4.50 to \$5.50 values, reduced now

All Men's Socks with the exception of Interweaves in prices from 15c to \$2.00, in this sale go at a reduction 1-4 OFF

BOYS' FLEECE UNIONS, 39c

Boys' Unions of good weight and construction—a regular \$1.00 value in all sizes—well-fleeced and ideal for warmth, now 39c

All Ladies Pumps and Slippers of every dress and street type are grouped into one of the five lots below. This grouping has been made with the idea of giving you a little more than usual in the matter of values. You will find that in many cases the same price shoes are found in two or more lots. This has been occasioned, because in some cases sizes are broken and a more severe reduction is made.

Lot A—Priced \$7.85

In this assortment are box heel patterns and high spike heel styles—slippers both for dress and street wear—the materials are colored kid and patent leathers—regular \$10 and \$12.50 values at

Lot C—Priced \$5.85

Here are some of the biggest values of the entire event—excellent styles all of them but slightly broken in size out in the aggregate every demand in type and size will be found. These are shoes that are reduced from \$7.50 to \$11 regular and are offered at

Lot D—Priced \$4.85

A mixed group in both low and high heel styles in regular \$7.50 to \$10 Slippers in Patent and kid leathers—Shoes that are new and desirable but in short size scales. You will find them excellent values at

Lot B—Priced \$6.85

Here is a grouping that includes the largest assortment. Patent colored kids as well as plain black. Heels are both in box and high spike type and size scales are most complete. Regular \$8.50 to \$11.60 values

Lot E—Priced \$3.35

In this group are fine school and general utility Shoes—good wearing styles that are to be had in patent and kid leathers but mainly in low heel styles. The original values ranged from \$5.00 to \$10. Choice now

Matrix Styles \$8.85

All regular lines of Matrix Slippers in fine soft kid leathers—Go patterns that have the patented comfort feature peculiar to Matrix. One of the few times each year when these shoes are to be had at reduced prices. \$12.50 values \$8.85

SHEETING

8-4 Bleached Garza Sheeting, in first quality, 34c

9-4 Bleached Sheeting in good weight and perfectly bleached, 29c

9-4 Garza Sheeting—a real value in this sale, 35c

10-4 Garza Sheeting in Bleached for this offering, priced, 39c

9-4 Pique Sheeting—our finest quality, priced, 58c

OUTING

36-inch extra heavy weight light and dark outing, 17 1-2c value, 14c

27-inch heavy weight Outing is a big value when this 14c grade is, 11c

AWNING STRIPE AND TICK

25c Matress Tick in Fancy patterns, 18c

29c Fancy Art Tick, good weight and nice pattern assortment, 21c

32c and 35c 8-oz. Feather Tick in staple and wide stripe, yard, 27c

45c and 50c Fancy Art Tick, feather proof, priced, yard, 38c

60c Heavy weight Art Feather Tick in striped patterns, yard, 42c

85c Art Tick in bright unusual designs, a real value at, yard, 59c

\$1.00 Fine Feather Tick, imported, a rare value at, yard, 69c

COTTON BATTS

3-Pound unbleached Batts, 39c

36x36 Pillow Cases in regular 39c values, 23c

42x36 Pillow Cases in regular 40c values, 27c

42x36 Hemstitched Cases in 40c value, 37c

42x36 Garza Pillow Cases in regular 40c value, 23c

42x36 and 36x36 Pique Pillow Cases, 50c values, priced, 37c

42x36 Fruit-of-the-Loom Pillow Cases, scalloped and hemstitched, wonderful values, regular

at 75c Good weight High Quality 42x36 Pillow Cases, extra special, 49c

priced, 16c

Men's Shoes

Howard and Foster Hi-Top Calf Skin Shoe in Black and Brown, original values

from \$8.50 to \$10.00, \$3.95

Men's Oxfords

In Black and Tan Calf Leathers, unusual values when priced \$5.00 and \$6.00, now in a special lot at

only \$3.35

Local Banks Face Coming Year With Optimistic View

Officers And Directors In Three Institutions Are Elected At Annual Meets During Past Week

After electing officers and directors during the past week, the three national banks of this city are entering the new year not only with an exceptionally auspicious and optimistic outlook but with total deposits in the three approximately \$1,000,000 more than prevailed at the same time a year ago, it was revealed here Saturday.

Heads of the institutions, all of which were re-elected, were exceedingly optimistic over the coming year's prospects, not from the standpoint of the bank alone, but for the population in general, especially as this relates to the farmer.

Better Conditions

Conditions generally are viewed to be much better than a year ago, with much better spirit prevailing as to economic welfare. Farmers particularly are in better condition, attributed mainly to the fact that the diversification and "live at home" programs are rapidly being adopted on individual farms.

Total deposits of the three banks here as shown by the last National Bank call, are \$4,625,761.82; with loans totalling \$2,515,265.70, while cash on hand is shown at \$1,460,958.74.

Officers and Directors

Officers and directors elected at meetings of the three boards of directors of the banks during the past week are:

Citizens National—Officers: Sam C. Arnett, president; Frances Baker, vice-president and cashier; W. O. Stevens, vice-president; Paul Hardwick, R. S. Weller, S. G. Wilson, W. W. Groce, and Miss Ruth Ford, assistant cashiers. Directors—Sam C. Arnett, Frances Baker, George R. Bean, Joe Boyd, W. L. Ellwood, John Dalrymple, E. L. Klett, W. O. Stevens and S. G. Wilson.

First National—Officers: O. L. Slaton, president; W. K. Dickinson, vice-president; F. R. Friend, vice-president; W. S. Posey, vice-president and cashier; R. E. Cook, Jno. M. Denman, Ralph Bedford and T. E. Buckner, assistant cashiers. Directors—J. T. Hutchinson, Roscoe Wilson, W. K. Dickinson, Sr., W. A. Myrick Jr., Chas. H. Read, S. E. Cane R. F. Cook, J. S. Johnson, F. R. Friend, O. L. Slaton, W. S. Posey.

Lubbock National—Officers: C. E. Maedgen, president; L. C. Ellis, vice-president; A. V. Weaver, vice-president; J. R. Pendleton, cashier; C. A. Gammill, R. H. Hester and K. T. Thomas, assistant cashiers. Directors—A. V. Weaver, G. K. Watkins, Dr. E. J. Hall, J. R. Pendleton, Dr. J. T. Krueger, A. W. May, L. C. Ellis, J. S. Hemphill and C. E. Maedgen.

Hemphill-Price Stockholders In Annual Meeting

Department Store Heads, In Regular Session, Add To Capital Stock; Dividend Is Declared

Among the annual meetings of stockholders and directors generally incident to the first of each year, the firm of Hemphill-Price company held their meeting on Wednesday night of the past week. W. M. Hemphill, J. B. Hemphill, W. M. Hemphill Jr., S. E. Hodges and T. E. Gallimore, all of San Angelo, and B. A. Fain of Brownwood, attended. The affairs of the company were reported as being in excellent condition, and all of the out-of-town visitors were most flattering in their comments regarding the rapid development of Lubbock and the surrounding South Plains since they were last here.

Business transacted at this meeting carried with the increase of capital stock from \$60,000 to the sum of \$100,000, and declaring of the usual cash dividend to stockholders. This increase in capital places the company in a financial condition to continue its expansion and rearing in its being one of the first retail establishments in Lubbock to reach the \$100,000 class in invested capital, store officials said yesterday.

Executive Action Taken
Among other actions taken was that of changing the style of the corporate name from Hemphill-Price company to Hemphill-Price company, and the board of directors were instructed to make application to the secretary of state for an amended charter embodying these changes. The legal requirements incident to the company's amended charter will probably be consummated within the next month, after which the new firm name will be officially in effect. This change does not in any way affect the investment held by Mrs. M. L. Price and Lewis H. Price in the company, but is merely in line with the long-followed policy of this group of affiliated stores to embody the name of the active head of each business in the firm name. Mr. Wells' name is substituted for that of M. L. Price, deceased, January 18, 1925.

Both Mrs. M. L. Price and Lewis H. Price are members of the board of directors, together with S. A. Wells and J. D. Hassell Jr. of Lubbock; W. M. Hemphill, J. B. Hemphill, S. E. Hodges and T. E. Gallimore of San Angelo, and B. A. Fain of Brownwood. The new officers of the company as elected include W. M. Hemphill, president; S. A. Wells, vice-president and general manager; Lewis H. Price, treasurer, and J. D. Hassell Jr., secretary.

Utilities Company Starts Pamphlet

"The Live Wire" Designed Mainly For Employees Is To Depict Developments Of Organization

"The Live Wire," official publication for the Plains of the Texas Utilities company and the New Mexico Utilities company, allied organizations, made its bow here the past week with the initial volume of the small booklet designed primarily for employees and officials of the organization.

The booklet, edited the first year in the Plainview district after lots were cast among three districts, is to be printed monthly, showing new developments of the company, together with instructive articles by various employees, heads of departments, etc., including "merchandising," "Accounting Division," "Plant

SCHOOL NEWSPAPER

Semi-Monthly Publication At Abernathy

A semi-monthly newspaper is now being published by the students of the Abernathy school, near the county line separating Lubbock and Hale counties.

Three issues of the paper, which is named the "Abernathy Antelope," have been published already. Robert Harrel is editor and John C. Clark and Charles Johnson are business managers.

PICKS MUSIC FROM AIR

BERLIN.—An entirely new kind of musical instrument has been developed in Germany which some believe will soon gain place in the operator "pulls out of the air" a tone and forth before a highly magnified metal pole and brass ring, the operator "pulls out of the air" a tone which rivals a band of stringed instruments.

\$5000 PERMIT

W. R. Perry To Build Five Room Brick House

A permit issued to W. R. Perry for the construction of a \$5,000 five-room brick veneer on lot 5, block 53, McCrummen second addition, boosted the building total of Lubbock for 1928 to \$116,955.

An octopus has eight arms.

NO "SALES."
LOWEST
PRICES
EVERY DAY

J.C. PENNEY Co.
A NATION-WIDE INSTITUTION
"where savings are greatest"

EVERY STORE A LOCAL ENTERPRISE

Broadway At Texas Avenue

Thrifty Shoppers Are Taking Advantage of Our Fine Coats

At Four Prices Representing Unexcelled Coat Value

Have you seen them? Many women are already the proud owners of a handsome coat—at a fraction of what they expected to pay, even at this season. The advantages of our great buying organization were never more apparent than now.

Bolivia—Suede Fabrics—Novelties

Every coat is a smart example of coats that are being worn right now—bolivia, smooth, soft suede fabrics and novelty mixtures are included.



Come In To See These Coats—You Will Be Delighted, Too

Timely styles—to put on right now. Such coats as these are not often to be found at prices truly moderate. Generous trimmings of fur add to the appeal—and style of each garment.

\$9.90 — \$14.75
24.75 — 39.50

We cannot picture these values for you—you must see them for yourself! Sizes for women, misses and juniors—if you do not delay!

Hemphill-Price Co.

No Titles Needed For These Scenes

"What Price Glory" Coming To Lindsey, Has Stirring War Plot; Pantomime Aids In Putting It Over.

It is being freely predicted that printed sub-titles will all but be eliminated from moving pictures before the present theatrical season ends, due to an innovation which Director Raoul Walsh has injected into the film version of "What Price Glory," which comes to Lindsey Theatre for a six day

engagement, starting Monday.

Captain Flag and Sergeant Quirk, "dressing each other down," with strong language on the screen where the film is being shown not only fail to shock their audiences but set a new style for conveying their remarks to their "hearers."

By a very clever use of the camera to catch the movement of the lips, the strong language which was such an important feature of the stage play has been kept in its entirety without resort to the printed word. The result, according to those who have been studying the innovation, gives the audience a new enjoyment—the satisfaction of being able to make out what the actors are saying at the time they say it. In the case of "What Price

Glory," they get added enjoyment out of placing "naughty words" in the actors' mouths. Those who are ignorant of the expressive words in English can find nothing shocking in the pantomime.

The printed sub-title, which has always been a problem for motion picture producers, is now apparently doomed. The German producers have got around the problem of "Came the Dawn," "That Night" and other trite phrases by cutting out the sub-titles entirely and relying on elaborate action to get ideas over to the audience.

The toy industry of the United States shows an increase of more than 1300 per cent in the last 20 years.

NEW LAUNDRY PLANT

Family Service Will Open Monday In New Home

Answering the demands for the latest equipment for laundry service the new \$40,000 plant of the Family Service Laundry, 1618-20 Avenue H, will be opened for business Monday, it was announced yesterday by officials of the company. The new plant contains the latest machinery offered for laundry work, Manager C. E. Adams said, and will be modern in every respect.

All lines of laundry work will be in operation in the plant.

A homing pigeon can fly from 1,500 to 700 miles in a day.

Sunday Avalanche-Journal

Plans Progress For International Relations Session

Authorities Are Coming To Speak To Lubbock Meet

Dr. J. C. Granbery, Head of the Arrangements Group, Says Gathering Not Purely Academic Affair.

To shatter the phlegmatic conception of West Texas as a vast area, where only material gain is considered and where cultural, social and political problems are mere fancies, plans are under way out at Texas Technological college for a conference on International Relations and Foreign Policies of the United States to be held in Lubbock, April 1 to 3.

Arranged primarily for the purpose of instructing the people of West Texas and the South Plains on the various world problems, the conference will be attended by many of the leading authorities in the work in the Southwest. Some 100 out-of-town visitors are expected here for the meeting which will open on Sunday, April 1.

Notables Are Coming

Among the speakers who are to be present during the conference will be Sherwood Eddy, internationally known figure in student work; Dr. Esther Calkin, secretary to the Committee on International Relations of the American Association of University Women, of Washington; Dr. Charles W. Hackett, of the University of Texas, an authority of national reputation on Latin American questions; Prof. W. A. Stephenson, of the department of Government and history of Simmons University, Abilene; Bishop E. C. Seaman, of the Protestant Episcopal church, of Amarillo; Honorable Enrique Santibanez, Consul-General of Mexico, stationed at San Antonio; Honorable R. Cantu Lara, Mexican Consul at Dallas; Prof. J. L. Dufford and Miss Hattie M. Anderson, of the West Texas State Teachers college at Canyon.

Under the direction of Dr. John C. Granbery, head of the department of history and social science, who has had an interest in the work since the World War when he spent several years abroad in Y. M. C. A. work, the conference has been arranged and will be carried out. Seeing a vast need for the establishment of a conference of this nature in West Texas, Doctor Granbery is determined to do placing Lubbock in the lead as a social, cultural and political center of the section.

Not Academic Affair

"This is not an academic affair," Dr. Granbery said when approached regarding the conference, "not is it primarily being sponsored by Texas Technological college, although persons connected with the Tech are interested in it. Other organizations participating either formally or informally are: the A. U. W., Y. M. C. A., Y. W. C. A., Federated Women's Clubs, Rotary and Kiwanis Clubs and Pi Gamma Mu, National Honorary social science society."

Special topics for formal presentation and general discussion in the conference will include: "Evolution and the Present Status of the Monroe Doctrine," "Evolution and the Present Status of Pan-Americanism," "The Drago Doctrine," "American Policy in the Caribbean," "The Course of the United States in Nicaragua, Panama, Cuba and Haiti," "The European War Debts," "The Question of the Recognition of Soviet Russia," "American Policy in China," and "The Outlawry of War, and Next Steps toward World Peace."

The conference is to be characterized more by a free discussion than by formal addresses, according to present plans. On Sunday, April 1 the pastors will be asked to preach appropriate sermons to the conference and on Sunday afternoon there will be group meetings with Mr. Eddy and others in charge. On Sunday night there is to be a combined meeting of all of the churches of the city which will be addressed by Mr. Eddy on the subject of "The Outlawry of War, and Next Steps toward World Peace."

Advance correspondence with numerous interested parties over the section indicates that a good attendance will be experienced in the conference, Doctor Granbery reports.

FORD MEN TO MEET

Will Gather Here from All South Plains Wednesday.

South Plains dealers in Ford and Lincoln motor cars and Fordson tractors, will gather here Wednesday noon, Jan. 18, when a general business session will be held, according to a statement made here yesterday by W. B. Malcolm, Dallas, traveling representative.

Approximately 30 Ford dealers are expected to attend the meeting, which will be in the form of a session at Hotel Lubbock.

Bound travels about 1000 feet second.

Pretty Labels—For Poison



Opal Appleman was in the office of her father, William A. Appleman, chief prohibition officer for the Toledo district, the other day. She started to admire the pretty labels on the bottles, but her father told her it was all poison, even if the labels did say it was Vermouth. Three-Star whisky and aromatic Benedictine.

Enforcing State Auto Penalty On January 20, Urge

Highway Representative To Begin Work At That Date, Says Letter to Tax Collector Here.

Peace officers in Lubbock county and in all parts of the state will be asked by the state highway department to begin making arrests beginning Friday, January 20, of all violators of the highway laws not having new license plates on automobiles and trucks, according to a letter received by County Tax Collector I. F. Holland from R. A. Thompson, state highway engineer at Austin.

The letter follows in part: "The attention of the Texas State Highway department has been drawn to the fact that automobiles, trucks and other motor vehicles are not being registered as required by law, and are being operated on state highways without the 1928 license plates. We call your attention to Article 6607, Revised Statutes, 1925, wherein automobiles, trucks and other motor vehicles are subject to a 25 per cent penalty and a fine not to exceed \$200 if operated upon the highways without payment of the 1928 registration fee, and respectfully recommend that you enforce this penalty after not later than January 20th."

"The license and weight inspectors of the state highway department are being instructed to file complaints against the owners of all unregistered automobiles, trucks and other motor vehicles which are to be found operating on the highways after January 20th, with the view of enforcing the penalty provision of the article, quoted above. "Under a recent opinion of the attorney general of Texas no official or person has any authority to extend the time provided by law for the registration of motor vehicles, or to waive any penalty for failure to so register same."

"The county officials should bear in mind that the counties will receive a very substantial part of the registration fees, including the penalties paid, approximately 50 per cent, for use in maintaining county highways, and it is therefore of material interest to the counties to enforce that this law is rigidly enforced."

If the clerks in the office of Mr. Holland had been kept busy since January 2, all of the cars in the county would be registered by January 20, he said yesterday. Slightly more than 2,000 of the 8,500 cars in the county have been registered. John C. Keller, state highway license and weight inspector, will begin his work as instructed in Lubbock on January 20.

Retailers Start On Institute Of Plains Merchants

Committees Will Open City Wide Drive This Week to Get Running Start; Dates Set Are Jan. 23-27.

"I think it's one of the biggest things that the Retail Merchants association has ever done," is the words of a local manager of a wholesale grocer, concern in commencing upon the Retail Merchants institute that will be conducted in Lubbock next week, January 23rd to 27th, inclusively.

The manager of the wholesale grocer outlined the institute and the training that it will offer to South Plains merchants to his salesman at a sales meeting yesterday. The "Knights of the Grip" will go out this week with a new article to sell, the merchants' institute.

To Invite Merchants

Every merchants in the South Plains section that receives a call from one of these salesmen will be invited to attend the institute here and will be told of the subjects that will be discussed and the benefits that will be derived by the merchants who attend.

Directors of the Retail Merchants association believe the holding of the institute in Lubbock will be one of the big events in the history of retailing on the plains. The directors are bringing to Lubbock one of the outstanding authorities of the nation on retail merchandising, Pryor Irwin.

Work Starts This Week

The program of the institute will be outlined early this week by a committee from the retailers. Tentative plans are to have meetings in the morning of particular interest to the merchants. The evening sessions will be of particular interest to salesmen and other employees and many firms plan to have all of their employees attend each evening session.

Pryor Irwin will be the principal speaker both at the Rotary and Kiwanis clubs at the regular luncheon meetings next week, officials of the clubs have announced.

The morning meetings will have some of the following subjects discussed by Irwin: "Meeting Today's Competition," "Planning for More Business," "Retail Credits—How to Control," "What Cooperation Can Do for the Stores of Lubbock."

Evening Addresses Given

The evening sessions will include such subjects as: "The Salesman's Part in Building Business," "Knowing the Goods you Sell," "Getting Returns from Advertising Expenditures," "The Human Side of Retailing," "Team Work for Community Development," and others.

The institute will be a week's school which will mean to merchants and business men as much as the teachers' institute that held each year means to the professor.

Many cities have found that the institute is as helpful and as essential to merchants and cities as the revival is to the church and have found that it pays to have one of the education meetings each year. Several cities have employed the services of Irwin for the past three successive years.

The Lubbock Retail Merchants association will be unselfish in the matter of inviting other merchants to come and enjoy the advantages offered by the retailers' school. While the expenses of the institute will be paid by Lubbock merchants, each one being expected to pay his pro-rata part of it, the out of town merchants are to be invited to attend any or all of the meetings as guests of the Lubbock Retailers' organization.

In asking other South Plains merchants here, Lubbock is taking her place as the big brother of the other Plains towns and is trying to do something that will be of help to these other cities to reciprocate a large number of favors that have been extended the Hub City in the past by the cooperation of the neighbor business men.

What will be going for Lubbock merchants will be good for the other business men and a large number are expected to take advantage of the invitations.

Lists of merchants in each South Plains city have been secured by the Lubbock Retail Merchants association and a letter will be sent to each merchant on the Plains offering a personal invitation to attend the institute. One meeting will be held for the particular interest of visitors and the largest attendance of the institute is expected on this date. Local merchants will be out in larger numbers to enjoy the program and to mix and mingle with the other merchants of the Plains at this program.



clearance of DRESSES

Canton Crepes?
Yes! Indeed!
Flat Crepes and
Georgette Crepes?
To Be Sure!

\$12.50

IT IS our custom to sell entirely out of Dresses each season. We have named this price that should sell every remaining dress. Real fine dresses are included in this group and some dresses formerly priced as high as \$39.50 in the group. We are going to lose lots of money on them but rather than start the new season with them on our racks we are taking this loss now.

Clearance Sale of LINGERIE

Rayon Gowns, Pajamas and Teds \$1.98
One big group of fine Rayon Gowns, Teds and Pajamas in this special sale tomorrow at this low price, each only—

E. Z. Unions for Children, all sizes from 2 to 13, special now 69c	RAYON BLOOMERS Real pretty Rayon Bloomers in big assortment light shades, each only 98c	New Spring Gingham 50c grade real fine French Gingham in dainty checks and solid colors, special for this week per yard 36c	Sale of Bath Towels Extra large size 22x44 heavy Turkish Bath Towels, extra special each only 25c
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Special Sale of New Spring Suits for Ladies. Values up to \$29.50, special now at only \$19.75

Barrier Bros. DEPENDABLE MERCHANDISE

"We GIVE GOLD BOND STAMPS"

Clearance of all Ladies and girls Winter Coats—1-2 Price

The Avalanche-Journal's Women's Section Edited By Blanche E. Bean. Phone 13 and 14

Six Women Hostesses To Young Folk Of First Methodist Church Friday Evening; Country Club Party Scene

Table Games and Program Entertainment Features As Tech and Others of Younger Folks Gather

Probably the most pretentious and enjoyable party that has been given for Methodist young people here was the one of Friday evening at the Lubbock Country Club, which was attended by nearly two hundred.

Hostesses were Mesdames W. O. Stevens, W. S. Posey, L. C. Enoch, John Dalrymple, O. L. Peterson and Miss Lila Mae Chene. Guests were members of the Methodist Student Federation of the Technological college, the Epworth League and other young people in the First Methodist church.

Others assisting hostesses were under the supervision of Mrs. H. W. Richardson, young people's worker in the church. She and the hostesses were assisted by Mesdames W. W. Royalty, E. W. Camp, J. C. Granberry, C. Y. Partain, William Duggan, Dean William J. Miller, H. W. Richardson and Rev. E. E. White.

The Sunday school orchestra, directed by J. B. Galland, furnished music during the first part of the evening while table games were played. After that a splendid program was enjoyed consisting of vocal numbers by Miss Louise Ocker, readings by Katherine Royalty, piano duet by Miss Lillian Belle Clements and readings by Miss Eunice Cox of the Tech public speaking department.

Guest Number of Beans

A cake was presented to Misses Margaret Lamb and Pauline Holland for guessing the number of beans in a jar. Punch and wafers were served throughout the evening. Those who registered were Misses Daisy Bee Kelly, Mildred Harris, Mary Lois Thompson, Anna Belle Giffin, Aline Odum, Marjorie Mitchell, Dorothy E. Anderson, Lois Mangum, Evelyn Sewell, Flor Anglin, Lila Alfred, Marie Price, Eunice Cox, Daisy May Humphries, Nina May Odum, Ella Mae Lyle, Maye Foster, Margaret Trigg, Annette Hays, Gladys Cox, Claudia Eubanks, Lillian Eubanks, Maxine Allen, Mildred Hinds, Martha Lema, Louise Teague, Bertha Forrester, Faye Williams, Mary Jo Cagle, Gladys Franklin, Willie Mae Hawthorne, Annie Gehring, Maurine Henderson, Eva May, Ilo May and Agnes McHugh. Betty Richardson, Faye Kemp, Hazel Sewell, Lois Mangum, Catherine Heerman, Louise Mangle, Lucile Lijedahl, Mervel Rankin, Hazel Reeves, Inez Medlock, Pauline Holland, Katherine Royalty, Mrs. R. W. Wright, Mr. and Mrs. Will Tucker, Mr. and Mrs. Russell Harrell, Mrs. Walter Parker, Thurman Whitte, Oren McClellan, Marvin Pynes Maxwell, Nell Hays, Spencer, Clarence Whitehead, Beecher Bennett, Ned Camp, Wellington Scarborough, Hall Hill, O. P. Thomas, S. R. Senter, Wesley Doak, Joe Foster, Russell Harrell, Allen Dykes, Claude Hope, R. E. Wright, Padgett Maddox, L. C. Dalton, Tommy Lyle, Raymond Marshall, Earl Milam, William Harber, Solon Clements, J. M. E. Parker, Canon Clements, Hollis Hill, Harold Medlock, Horace Moss, O. Pine, Frank Maddox, J. Lee Farrington, Walter Collins, Ralph Glover, Paul Griffith, Charles E. Houston, Paul Howard, Hobson Howell, Gordon Cook, John Gammill, Amel Payer, Stell Ledger, Harold Frazier, W. O. Stevens, Culver Hill, Everett Perkins, Garland Smith, John Foster.

There are approximately 4500 ice cream plants in the United States, valued at more than \$450,000,000.

Drug stores sell 30 per cent of the ice cream in the United States. Confectionery stores are second, with 27.8 per cent.

Painted girls' heads can be glimpsed under ostrich feather hair on these satin mules.

Peek-a-Boo

Mr. and Mrs. E. M. Smith, 1922 9th street, entertained the Merry Mix-Up club members and guests Friday evening with a three-table party at their home. Those attending were Mesdames, and Messrs. Albert Fryar, W. R. Fickas, T. W. Jackson, W. E. Bourland and O. W. Scott. Cake and sherbet were served.

200 ATTEND DANCE

First All-College Dance Of Winter Term Given

About two hundred attended an all-college dance given last evening at the Technological college. Music for the dancing was furnished by the Treadors. This was the first all-college dance of the winter term.

facturing industries constitute one of the greatest industries in the world.

Winter temperatures low enough to freeze mercury have been recorded as far south as Colorado, Nebraska and Wisconsin.

Smiths Are Hosts

Entertain Forty-Two Club Friday Evening

Mr. and Mrs. E. M. Smith, 1922 9th street, entertained the Merry Mix-Up club members and guests Friday evening with a three-table party at their home. Those attending were Mesdames, and Messrs. Albert Fryar, W. R. Fickas, T. W. Jackson, W. E. Bourland and O. W. Scott. Cake and sherbet were served.

U. D. C. LUNCHEON

To Commemorate Birthday Of R. E. Lee

Robert E. Lee's birthday is to be celebrated by the local chapter of U. D. C. with a luncheon at Hotel Lubbock. This is to be attended by members at 12 o'clock on Thursday and hosts Thursday evening.

Plans for the luncheon were made yesterday afternoon when the chapter met with Mrs. A. B. Ellis, 1517 15th street. Reservations are to be made with Miss Lela Wilkinson.

Those attending yesterday's meeting were Mesdames Eppie Bowder, C. L. Fowler, Herbert Leary, L. C. Talbot, J. F. Tom, A. L. Hawkins, and Miss Lela Wilkinson.

Mr. and Mrs. Ray Grisham entertained the Nifty Night club at their home, 2312 Broadway, Friday evening in games of bridge. Mrs. Homer Grant and Earl Sproles scored high. Those who were high in table cuts were Miss Katherine Allen of Honey Grove, Mrs. Edgar Shelton, Homer Grant and Dr. R. B. Hutchinson.

Others who attended were Mrs. Hutchinson, Mr. and Mrs. Amos Howard, Mr. and Mrs. K. Bondurant, Mr. and Mrs. E. Adeock, Mrs. Earl Sproles and Edgar Shelton. Pie, coffee and nuts were served.

HOSTS AT BRIDGE

Mr. and Mrs. Ray Grisham Entertain Club

Mr. and Mrs. Ray Grisham entertained the Nifty Night club at their home, 2312 Broadway, Friday evening in games of bridge. Mrs. Homer Grant and Earl Sproles scored high. Those who were high in table cuts were Miss Katherine Allen of Honey Grove, Mrs. Edgar Shelton, Homer Grant and Dr. R. B. Hutchinson.

Others who attended were Mrs. Hutchinson, Mr. and Mrs. Amos Howard, Mr. and Mrs. K. Bondurant, Mr. and Mrs. E. Adeock, Mrs. Earl Sproles and Edgar Shelton. Pie, coffee and nuts were served.

Observe Health Habits

More than the drinking of the milk, the children are being encouraged to eat proper foods, obtain sufficient sleep, and observe certain rules in brushing teeth and maintaining cleanliness. The health program can be carried out only through co-operation of the parents.

Interest in the regular health program was stimulated by the visit here in the fall of Miss Mary Worster, health nurse representing the Texas Public Health association, who gave physical examination to all ward school pupils and left charts showing physical defects and suggestions of corrections to be made.

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Showing something of what the children have learned in their program.

See GROUP, Page 3

Mrs. J. H. McKee Class President

Mesdames J. A. Pressley and Joe Wilson Are Class Hostesses Friday Afternoon

Mrs. J. H. McKee was elected president of the First Presbyterian Stephens Memorial class of Friday afternoon when a social and business session was attended at the home of Mrs. Joe Wilson, 2209 21st street, with Mrs. J. A. Pressley as joint hostess.

Mrs. E. R. Crews was named vice-president and Mrs. F. E. Alverson, secretary-treasurer.

The members decided to support a native Bible woman in a foreign field, the place to be chosen. During the social hour forty-two was played and ice cream was served with cake.

Those attending were Mesdames J. M. Gordon, R. D. McKee, F. E. Alverson, E. W. Green, W. T. Hester, A. W. McKee, A. Lesock, H. J. Bower, G. W. McCleary, E. L. Reed, R. S. Rodgers, Edgar Melton, E. R. Crews, E. P. Norwood, Eva Waddill, J. H. McKee, M. E. McKee, of Dallas, and A. B. Ellis.

READY-MADES

Women buy ready-made dresses in order to save time rather than because they believe the ready-mades have more style, or because they especially care how they look. This rather interesting fact has been discovered by the federal Bureau of Home Economics. Seventy-two per cent of women who answered a questionnaire as to why they bought ready-made clothes said it was because "it saved time."

Just one more proof that modern woman is more interested in things other than her clothes, that clothes in fact, are simply getting in the way of a more modern woman.

THIS VIEWPOINT IS A NECESSITY IN A day when thousands of women do their shopping on "lunch hours" just as men have done for years.

NIGHT CLUB LADIES

Running night club hostesses and "entertainers" seems to be the job choice these days of scores of women of the "upper crust" perhaps, who suddenly find it necessary to earn a living. Not long ago it was Caruso's sister-in-law, Mrs. Pauline Benjamine, and now it's Mrs. O. C. Hammerstein, widow of the famous opera house manager.

It is human to sneer a bit at what one does not understand, and such "night clubbing" is not within the ken of most mortals. We are inclined to scoff at the idea of it really being work to run one, be a hostess and entertainer. It sounds a bit appalling to me. I think these night club ladies will earn their bread and meat as surely as any factory girl who counts nuts and bolts.

A PRINCESS SPEAKS

Perhaps the loving loyalty of Princess Hermine, second wife of former Kaiser Wilhelm of Germany, is a bit exaggerated for a reading story. But I am glib and read her recent interview regarding the Kaiser with almost a tear. Her loyalty seemed to ring true. Her loyalty seemed to ring true to be staged. She stressed the fact of their utter dependence upon one another, living in isolation as they do.

Intimacy of this type would reduce most any normal person to madness. It would breed constant irritations, but we have never exchanged a cross word.

If this is true, Wilhelm has redeemed no little fraction of his guilt. For it is almost as big a feat to make one's wife happy and contented as to please an empire.

U. D. C. LUNCHEON

To Commemorate Birthday Of R. E. Lee

Robert E. Lee's birthday is to be celebrated by the local chapter of U. D. C. with a luncheon at Hotel Lubbock. This is to be attended by members at 12 o'clock on Thursday and hosts Thursday evening.

Plans for the luncheon were made yesterday afternoon when the chapter met with Mrs. A. B. Ellis, 1517 15th street. Reservations are to be made with Miss Lela Wilkinson.

Those attending yesterday's meeting were Mesdames Eppie Bowder, C. L. Fowler, Herbert Leary, L. C. Talbot, J. F. Tom, A. L. Hawkins, and Miss Lela Wilkinson.

SMITHS ARE HOSTS

Entertain Forty-Two Club Friday Evening

Mr. and Mrs. E. M. Smith, 1922 9th street, entertained the Merry Mix-Up club members and guests Friday evening with a three-table party at their home. Those attending were Mesdames, and Messrs. Albert Fryar, W. R. Fickas, T. W. Jackson, W. E. Bourland and O. W. Scott. Cake and sherbet were served.

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U. D. C. LUNCHEON

To Commemorate Birthday Of R. E. Lee

Evening Yellow For Smart Society Now Divides Favor's Spotlight With Green



MRS. DONALD ROMANN AND EVELYN SLOAN

By BETSY SCHUYLER
NEA Service Writer

NEW YORK, Jan. 14.—All society seems divided into two parts as New York swings into step.

Parties of the first part are departing for the southland; the second, for the winter resorts, with skis and skates in hand; while the third are concentrating on formal entertainment right here in gay Gotham. Dinners with the Metropolitan or theater box parties afterwards, rafts of benefits and other activities are lined up to whirl by swiftly these few weeks before Ash Wednesday.

A Day for Every Deb

Every little deb has her day by now—almost all. For while the "debdes" reign supreme from October until the holidays, old Dame Custom still insists that when the new year dawns, the older social regulars have their innings. Considering there were upwards of 300 parties for debbs this season it seems fair enough.

Never have the holidays been gay-er than this year. Gorgeous decorations, ingenious entertainment and altogether brilliant affairs got a fit response in the fascinating, lovely and stunning costumes guests saw fit to don.

It's Difficult, But—

It is hard to single out any special points of beauty, there were so many. But it seems to me the use of greens and yellows for evening in the form of the daintiest of diaphanous attire deserves mention. The green gown, especially, has its place of importance at every function.

One Evening at Sherry's

Speaking of novel dress, I must mention Susan Todd. She wore a cap of net starred with rhinestones that had a little crown of brilliant in front. Her gown of white chiffon, beaded with crystals, really was sweet as could be, with the little cap.

Martha Kouzts wore a daffodil yellow crystal beaded frock at one party that was as fresh and sweet as spring. It had a double skirt jacket on the left side that rippled down as gently as a spring breeze.

Yellow promises to be quite the thing for Palm Beach. Mrs. Robert Chandler took several yellow costumes with her. One, a white silk crepe lined in yellow, had a yellow kid belt, shoulder flower and a pair of yellow kid shoes for accessories.

Group Of Children In Central School Gained Average Of 4.7 Pounds On Diet; Observe Health Rules

Faculty And Patrons Of School Cooperating With Pupils In School In A Proper Eating And Exercising Program For Cleanliness; Children Write Letters

Indicative of the benefits to health of school children in drinking milk at regular between-meal periods, a group of 28 children in the Central ward school has shown an average gain in weight of 4.7 pounds during the past month.

In this group, the child showing the greatest gain is now 14 pounds heavier than he was in October, however, the greatest gain shown in the school is that of one boy whose weight has increased by 15 pounds and who gained 5 pounds during the last month.

One girl in the group of 28 has lost a pound since October and the least gain in the group was one pound, with the majority of the children showing gains of three, four and five pounds. Her weight, the next greatest to this being with several showing an increase by 6 pounds.

Faculty Co-operating

Miss Mayme Alexander is chairman of the health work in Central ward school and she has the entire co-operation of the principal, H. C. Bowlin, and the corps of teachers in the institution, all of whom are watching the results of feeding the children.

Each recess as children troop out of the house to the play grounds, 65 pounds in the school-break march and file into the school cafeteria where milk and graham crackers await them. Without hurry these are consumed and the children are yet allowed sufficient time to enjoy the fresh air for a few minutes before returning to their studies.

"Some children are drinking only the suggested amount of milk daily, others are drinking all that they can in an effort to reach their normal weight," according to Miss Alexander, who is certain that all responsible and that may be easily found by the teachers. Some parents have not had corrections made for one reason or another who expect to have them made, she said.

Proper health practices are becoming a hobby in Central ward school, parents say that they are now such a habit that the children feel they are essential.

Because of a mistake that had been made, children in the school were deprived of their milk one day this week, and several of those who are accustomed to eating meals at recess complained that they were hungry or were "feeling bad."

Showing something of what the children have learned in their program.

Observe Health Habits

More than the drinking of the milk, the children are being encouraged to eat proper foods, obtain sufficient sleep, and observe certain rules in brushing teeth and maintaining cleanliness. The health program can be carried out only through co-operation of the parents.

Interest in the regular health program was stimulated by the visit here in the fall of Miss Mary Worster, health nurse representing the Texas Public Health association, who gave physical examination to all ward school pupils and left charts showing physical defects and suggestions of corrections to be made.

Miss Worster found underweight the greatest defect among the children, suggesting that this was caused in most instances by defective teeth, tonsils and adenoids.

Corrections of these faults have been made in many cases, Miss Alexander said, and the children have shown an increase in weight and generally better health in every instance.

Program is Effective

"This health program is effective," she pointed out, saying that children who have followed the program and have not shown increase in weight and better health have some physical defect that is responsible and that may be easily found by the teachers. Some parents have not had corrections made for one reason or another who expect to have them made, she said.

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Mrs. R. D. Moxley Reelected Head Of Lubbock Music Club Saturday; Officers To Serve For Two Years

Program On Early Composers Yesterday When Club Meets with Mrs. Roscoe Wilson; Officers Elected.

Mrs. R. D. Moxley was reelected president of the Lubbock Music Club yesterday afternoon when a business session was conducted at the home of Mrs. Roscoe Wilson, 2201 Broadway.

A program on classical music was conducted with Mrs. A. W. McKee telling of early composers. Miss LaVerne Kershner talked on Haydn and Mozart after which Mrs. Wilson played a Haydn selection and Mrs. Will Tucker played a selection from Mozart. Mrs. R. A. Trussell played a selection from Beethoven and Mrs. O. N. Adkinson sang, accompanied by Mrs. Mamie I. Neal. The members decided to elect officers only once every two years, those who were named yesterday going into office for the next two years.

Mrs. R. A. Mills was named first vice-president and Mrs. Trussell was elected second vice-president. Other officers are as follows: Mrs. David S. Martin, recording secretary; Mrs. Wilson, corresponding secretary and Mrs. Tucker, treasurer.

Beauty!

How and Why

TRUE WHITENESS FOR YOUR HANDS

How shall we achieve that whiteness of hand of which the poets sing? Constant care and a few simple toilet aids will do the trick.

The underlying principle of cleanliness must be invoked. All stains and discolorations must be removed by one of the methods I have previously explained.

After using the acid treatment for stains, finish with an alcohol rub and an application of cold cream or other emolient, such as vaseline or oil, or a good lotion. This will soothe the skin, and this very smoothness is a protection against grime settling in the small crevices.

Almost every woman knows the value of lemon juice as a whitener of the skin. But it should never be used in undiluted form because, chemically, lemon juice is almost pure citric acid and all acids have a severe action on the sensitive skin.

Benzoin is a fragrant gum which has been known to the Oriental countries for centuries as a skin whitener and a beautifier. I will describe in a later article how these soothing agents may be used, when combined in proper proportion and the right combination.

TEXT: Whitening formula for hands. Copyright, 1928, NEA Service, Inc.

Bridge!

Here Are Points To Improve Your Game

(Abbreviations: A—ace; K—king; queen; J—jack; X—any card over 10.)

1—When holding A K X X X in suit how many outside quick tricks are necessary to bid it initially?

2—How can the value of each suit be remembered most easily?

3—When holding AKJ and others with Q missing, when should you pass?

The Answers

1—None.
2—Club 8, diamond 7, heart 8, spade 9; they increase in alphabetical progression, C, D, H, S.
3—When holding 8 or less.

Bits Of News And Personal Mention

Mrs. Vilma Hawkins, of Falls, is in a local sanitarium.

H. S. Hooks, of Lorenzo, was a visitor in Lubbock Saturday.

W. Sears, of Hale Center, conducted business here yesterday.

County Judge Charles Nordyke and Commissioner W. L. Brashear are in Austin to attend to highway matters.

Mrs. E. L. Richardson, of Falls, was admitted as a patient in a local sanitarium yesterday.

W. C. Walker of Shallowater was among the out-of-town visitors in Lubbock yesterday.

Mrs. G. L. Sutton, of O'Donnell, visited here Saturday.

Merlan Gordon, of Dermott, is ill in a local hospital.

Bruce "Ox" Reed, Tech athlete, still confined to the Lubbock sanitarium with a severe case of diphtheria.

A. Sims, of Ropes, was in Lubbock yesterday.

Mrs. Paul W. Horn and her son, Paul, were in Lubbock yesterday where they were the principal speakers at an auditorium dedication held there yesterday afternoon.

Carabelle Biffle, Tech post-

mistress of nursing with her mother in Silvertown today.

Pete Smith, of the West Texas Gas company, is in an Amarillo hospital for an operation.

D. K. Bonbrant is in Dallas to attend the funeral of his brother, Murphy, whose death followed an extended illness.

Lorenz Ellis, 1511 Main, has been ill for several days.

Miss Muri Ratliff, 2321 20th street, has as her guests this week-end Miss Mildred Keeling and Pete Wisdom, of Panhandle.

Mrs. M. E. McKee, of Dallas, is visiting Mr. and Mrs. J. H. McKee.

Mrs. Adelaide Summers, of Amarillo, is visiting friends here during the week-end. She is to sing at the First Presbyterian church this morning. Mrs. Summers formerly lived in Lubbock and she was a popular musician at that time.

Mr. and Mrs. J. E. Hamilton, Mrs. Joe George and son, Jerome, left yesterday morning for Fort Worth and Dallas where they will spend several days.

Finis Vaughn, coach of the Crosbyton schools, was in Lubbock yesterday visiting with his father.

Mr. and Mrs. Neil H. Wright are leaving today for Fort Worth and Hot Springs, Ark.

B. T. Jordan and daughter, Miss Lucille Jordan, are visiting in Rosan this week-end.

Mrs. H. H. Bidwell leaves today for a three-months visit to California. During her stay on the coast she will take post-graduate work at the University of California, Berkeley.

Misses Louise Jennings and Mildred Street are spending the week-end in Midland with Miss Lulu Elkin.

Mr. and Mrs. R. D. Moxley and son, Dean and Mrs. J. M. Gordon, Miss Virginia McLean, Mrs. H. A. Davidson and Miss Nannie Rush Cooper are to attend Sunday school in Amarillo today at the new First Presbyterian church there, observing methods of administration. The group is from the First Presbyterian church here.

Mrs. O. E. Key, of Littlefield is the guest of Mr. and Mrs. G. E. McElvey.

A magician is not the only one who produces things you never saw before. Look at what the laundress brings back.

Jersey Matriculates Into The Formal Class

FORMALIZED JERSEY STEPS OUT TO TEA



Three exemplifications of the brighter and more formal day that has dawned for jersey: (left) rust tweed jersey suit, with raglan sleeves and back yoked jacket and box pleated skirt; (center) simply tailored; (right) light brown plaid jersey suit, with the skirt box pleated at the sides; (right) black polka dots on silver white and black silk banding on pockets, collar and lapels distinguish this jersey novelty.

By HENRI BENDEL

For NEA Service

New York, Jan. 14.—Novelty jersey is coming into use right now for more formal types of costumes than it has been wont to fashion.

The little suit of imported jersey has a new importance. No longer is it merely sportive. By unusual cut and combination of material, the jersey suit becomes quite chic enough to lunch at the Ritz or sip tea at other smart places.

Metal jersey is now used extensively. But the new spring Rodier jersey materials, with metal threads giving their softness high lights, are genuinely beautiful. New jersey weaves insinuate their loveliness into the good graces of Dame Fashion while novelty jerseys in new designs are extremely smart.

Both the skirts and the jackets of new jersey suits show individuality. Box coats are a new note and are especially becoming to very slender women. Sleeves, cuffs and collar take unusual lines for modish effects. Skirts all have fullness of one kind or another, with the method of achieving this reflecting much ingenuity.

I show today three extremely different types of the new little jersey suit.

One is a tweed jersey, the second a rust jersey and the third a polka dotted one.

The first, a lovely rust shaded

tweed jersey with a pinkish silk blouse, has big double box pleats across the front slit up six inches to form a trouser hem. The fullness of the skirt lessens the obviousness of this novelty cut.

The little box coat has raglan sleeves and a back yoke that is cut up the center like the skirt front. Its simple standing collar adds a youthful note as does the single envelope pocket.

With this is worn a lighter rust felt mushroom hat that has only a jaunty bow of self material for trimming.

Simply Tailored

"Light browns in live but soft shades fleck the brown plaid jersey suit and the lightest tone is picked out for the soft angora blouse under it. Its stunning material and simple tailored lines set this suit apart for its smartness. It is collarless and features the diagonal closing that is still having such a vogue. A little leather belt and three leather buttons are its only trimming. Its skirt has side box pleats giving it ample width for easy walking. It is topped by a dark brown velvet hat.

Polka dots are perhaps the newest novelty for jersey suits. The one shown today is of silver white with a silk dot of black in it. It has a pleated front width in its skirt and its loose jacket has no fastenings. Black silk borders its closing, its pocket and tricky little collar that can be tied shut or left open.

White satin with a silver tone makes the example, long sleeved blouse under this suit. Its modest round neck line and simple, turned back cuffs are black bound. A black velvet turban carries out the semi-dressy appearance.

Group

(Continued From Page 2)

gram of health this year is the information contained in a group of "letters" written by children at the request of Miss Alexander.

One small boy rivals Pluffy Shute in his droolery and bent for informativeness.

Foods Helped Him!

"Dear Jack, I thought I would write to you and tell you what Health has done for me," testifies this lad. "First, I will take foods; foods has so many calories in it and you must eat the right kind of foods so as to suit your body. The foods that has the most calories in it is the healthiest for you. Food is a good subject to talk about. It has done me lots of good cocoa has too. I will tell you how to make cocoa so you can drink it too first you put 1 cup of milk, 2 table spoonfuls of cocoa, boil a little then sweeten to suit your yourself. Next thing is Water.

"Water is healthful if it is clean. If you have a well and it does not have a top on it is very unhealthful. Water has helped me a lot too. "The next thing I want to tell you about is sleep.

"Jack, if you do not get enough sleep you will feel bad and get very unhealthful listen to this—

"Early to bed, early to rise, "Makes a man healthy, wealthy and wise so from now on try to go to bed early and be healthful.

"Next is 'How to wash teeth. First you scald your tooth brush very good and then put your paste on and wash up and down on your

front teeth and be sure you wash your back teeth well. Wash your teeth 2 times a day least.

"Next is Baths. You should at least take 2 baths a week and you will have a bad odor and it is unhealthful. I eat healthful things, drink cocoa and lots of milk. That is the reason I am perfect.

"I weigh 114 lbs. I am 60 1/2 inches high, should weigh 114 lbs.

"Who am I? Abel."

Fewer Underweight Now

Records left by Miss Worcester showed 110 children in the school were underweight and all of these partook of the meals at recess periods during the fall months. Hardly a child is now below the safety zone—a weight that is with a certain per cent of the normal weight for a child of given age and height—and only 65 are now drinking the milk at school, many of these continuing the custom in an effort to maintain better health.

"It was of interest to me to notice that almost every child in the school lost weight just before Christmas and the holidays," Miss Alexander asserted, "the excitement and nervousness of the children being responsible for this, I believe. I know now from having watched results that it is not the nervous and high-strung child who accomplishes most, but the one who is more serene. I try to prevent the children from becoming excited in school and thus encourage better work.

"With better health among the children, teachers in the schools are noticing better school work from many of the boys and girls.

Every day, scattered over the face of the earth, there are about 4400 thunder storms.

Announcing

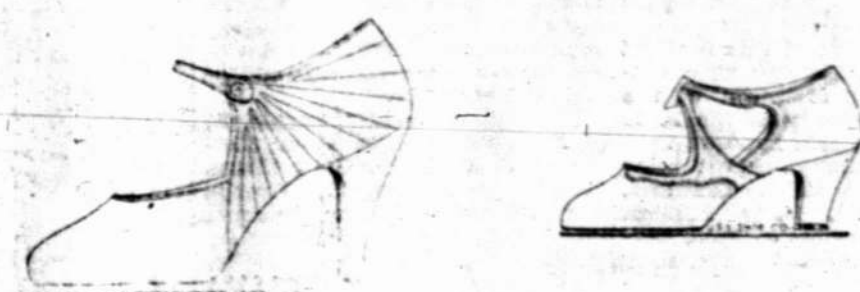
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Opening Of The Morris Slipper Shop

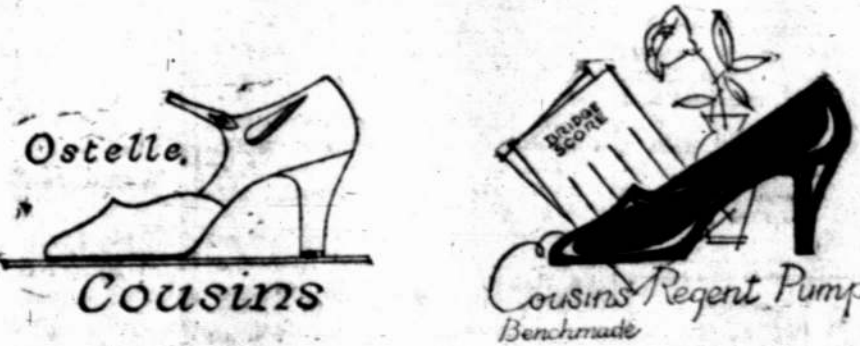
Hotel Lubbock Building

And Introducing

Cousins Shoes New York



AND FASHION PLATE



—Slippers of National Reputation as Quality and Style Leaders—for Women—Misses and growing Girls—exclusively!

Styles Pictured And Many Others in Stock

Morris Slipper Shop

Hotel Lubbock Bldg.

Lubbock, Texas

Announcing the New Family Service Laundry

A new building and new equipment with which to give better service, are now offered to our patrons. No expense has been spared in order that those who extend to us their patronage, might be given every advantage in the service they require.

THE word "Service", a part of the name of this firm, has played no small part in the progress that has been made in the very short years since it began serving its many patrons, and neither could it have possibly succeeded without the whole-hearted patronage and cooperation of those whom it has been privileged to serve.

IT is a debt that we publicly acknowledge and our sincere thanks and appreciation for that patronage could be expressed at no better time than on the occasion of the opening of our new building. To further merit that confidence as expressed by your patronage, we pledge ourselves to continually strive to maintain the standard of service we have set, and to better it when more modern methods and machinery make the bettering of that service possible.

AND to you who have made all this possible, we extend a cordial invitation to visit this new and thoroughly modern laundry, something that you have helped to create, and share in our pride of its beauty, efficiency and the service it will ALWAYS render.

Family Service Laundry

"Family Service, Yet Every Service Just For You"

COR. AVE H and 17TH ST. — PHONE 1348



Lovely New Apparel For Spring

Here the woman who is just a step ahead of the fashion trend, may find the new things at their best.

Spring Hats

Beautiful styles in felts, hair braids, and georgettes in the smartest of colors. Many of them are smartly and daintily trimmed, others are beautifully plain. Priced from—

\$4.75 Up

Spring Frocks

Styles that will find favor with smartly dressed women in flat crepes, satins, and crepe romaines. All the new Spring colors are represented. Priced from

\$12.50 to \$35

Spring Coats

Tweeds, Broadcloths, and Kashashen smartly fashion the new spring coats. Some are smartly trimmed with furs, and others are plain tailored.

\$12.50 to \$52.50

Mrs. L. H. Barkham

1111 AVE. J.

Few Parties In Towns of Plains

Shower In Wilson Is For Couple Recently Wed; Snyder Has Dinners and Parties.

A shower was given this week at the home of Mr. and Mrs. Graves Brady in Wilson for Mr. and Mrs. Brady. A bride and groom of that village, Mrs. A. L. Faulstich, was joint hostess with Mrs. Brady. The young couple received a number of gifts.

Among the social events in Snyder during the past week were the following: Miss Dorsett Beggs honored Miss Dixie Ruth Smith, who left to attend school this week with a dinner, Sunday evening; Mrs. W. H. Canbie entertained with a three-course dinner complimenting her daughter, Ora Lee, on her seventh birthday; Miss Ruth Smith hosts to Sine C. A. Bridge club and Mesdames Sam H. Stanlett and John R. Covey entertained the San Souci club members at the Hamlett home.

Epworth League members of Ralls were entertained with a leap year party Thursday evening at the home of Mr. and Mrs. G. A. Galahar, giving making their young men friends for this occasion.

Club Hostess.
Miss Alma Acker, of Ralls, was hostess to the Happy Hour Bridge club on Tuesday evening. At the conclusion of games, Mrs. Marvin McLaughlin held high score and Miss Mayme Rylander low. Those attending were Mesdames Ed McLaughlin, Marvin McLaughlin, Henry Moore, Lovorn and Misses Ruby and Lillie Brown, Sis. Mary, Bess, Winger, Mary Louise Thaxton, Christine Young and Mayme Rylander.

The children's parties were given in Midland during the week-end. Cleo Tidwell celebrating her seventh birthday on Thursday at the home of her parents, Mr. and Mrs. J. L. Tidwell, and Beth Prothro observing her birthday last Saturday afternoon, assisted in giving her party by her mother, Mrs. Frank Prothro. Guests of Miss Tidwell were: Thelma Sundquist, Eloise Sundquist, Billie Pinnell, Bob Crane, Tad Crane, Kleta B. Tate, Jean Dozier, Bob Dozier, Doris Tidwell, Joan Dozier, Beth Prothro and Perry Tidwell. Guests at the Prothro party were Cleo Tidwell, Tad Crane, Joan Dozier, Perry Tidwell and Bob Dozier.

LEAP YEAR PARTY
Misses Armstrong and G. Daniel Hostesses

Misses Hazel Armstrong and Gertrude Daniel entertained with a Leap Year party at the W. B. Atkins home, 222 Broadway, Friday evening. In addition to games of bridge, there was a contest in keeping with the year, which was won by Miss Joanne McCreery.

In bridge Mrs. Lawrence Bacon and Ernest Rosamond were high. Guests were Misses Mabel Erwin, Joanne McCreery, Marie Delaney, Mary Mesador, Lulu Mae Craven, Louise Jennings, Edna Walker, Faye Blessing, Tyler Lee Knight, Johnny Gilkerson, Mrs. W. B. Atkins and Mrs. Lawrence Bacon and Messrs. L. D. Howell, J. H. Cole, Ernest Rosamond, Ray Mowery, C. Draper, Duke Buster, G. A. Lyle, Kenneth Knickerbocker, Paul K. Rees, Harold Gordon, C. J. Atchison, Lawrence Bacon and W. B. Atkins.

SURPRISE BRIDE
Mrs. Dick Lindly Honored At Shower Yesterday

As a surprise to Mrs. Dick Lindly, who was married Christmas, Misses Juanita Meredith and Veta Stafford and Mrs. Jack McLeary were hostesses yesterday afternoon with a miscellaneous shower at the E. L. Meredith home, 1614 Broadway.

Bridge was played, guests being Misses Iris and Meibos Crawford, Wayne Atcheson, Betty Binnion, Lois Harkey, Thelma Jackson, Geraldine Smith, Donna Vaughn, Mary and Evelyn Stewart, Lilyan Watson, Marjorie Atcheson, Virginia Murray, Ruth Hutchinson, Lavonne Garrison, Mary Parker Brown and Louise Bates. Miss Binnion made high score.

Tea guests were Mesdames Lorna Beth Walden, Nell Hollar, Dorothy Rushing, Frances Larmer, Fern Gunn, Elizabeth Adams, Margaret Conner, Mary Lou Gammel, Sarah Michie, Frances Furd, Faye Hunt, Virginia Bacon, W. W. Stafford and E. L. Meredith.

The bride was presented with a basket of gifts. Before her marriage she was Miss Bob Holt. She and her husband are now at home at 1004 Avenue X.

RALLS NEWS

By MRS. G. H. NELSON

CLUB HAS MEETING
The 1928 club of Mrs. Roy Cooper with Mrs. C. C. Burkholder assisting the hostess, Wednesday afternoon. Forty-two was enjoyed at six tables throughout the afternoon, after which a salad, angel food cake and coffee were served to the following members: Mesdames L. L. Rutherford, D. Rutherford, Will Marr, A. L. Winfrey, Carl Lewis, C. E. Dean, W. F. Taylor, P. B. Ealla, E. E. Elms, L. R. Rutledge and the following visitors: Mesdames Jim Rankin, Cadenhead, R. Keith, W. K. Brown, E. L. Haney, A. B. Robertson, Forrest Robbins, R. Schudel, M. Hinson, O. Sadler, Dewey Sullivan of Lorenzo and Mrs. Clarence Dean of Ryan, Okla.

TAXES COMING IN
More than \$40,000 in tax money has been paid in Crosby county this year and the tally collections com-

Littlefield News

By MRS. M. W. ETTER
Phone 28

BRIDGE CLUB MEETS WITH
Mrs. P. W. Walker

The bridge club met at the beautiful home of Mrs. P. W. Walker Thursday afternoon with four tables of bridge.

Refreshments of date nut pie topped with whipped cream, and coffee were served to Mesdames W. D. Arnett, Bessie Baze, A. C. Chesher, B. L. Cogdill, A. P. Dugan, Roy Jones, Lena Howard, E. S. Rowe, P. G. Sadler, W. O. Stockton, H. W. Wiseman, J. C. Whicker, R. S. Thomas, Annette Singleton, Billie Harris and the hostess, Mrs. P. W. Walker.

P. T. A. PARTY
The P. T. A. had a forty-two party at the home of Mrs. J. C. Whicker Thursday night. Each person who played had to pay 25 cents. There were 12 tables of forty-two. On each table was a bowl of salted peanuts and candy. The people who attended left saying what a wonderful time they had had.

ROTARY CLUB
The Rotary club met for its week-end luncheon in the basement of the Presbyterian church Thursday afternoon. Twenty-one members joined in the song "Daddy Clements," honoring the new father, Dr. C. C. Clements.

PERSONALS
Mrs. J. R. Wales and M. W. Etter were in Lubbock visiting Mrs. Etter in the sanitarium Thursday night.

Mr. and Mrs. Roy Smith of Floydada are moving to Littlefield this week and Mr. Smith will be accompanied with the Littlefield furniture store, having purchased an interest in the firm a few months ago.

Mr. and Mrs. Lon Campbell spent part of the week in Amarillo.

Mr. and Mrs. J. V. Eagan and family have moved to Lubbock where they will make their future home and their daughter, Miss Lorraine, will enter the Tech college.

Dr. and Mrs. C. C. Clements are the parents of a big baby girl, born Thursday morning.

Miss Gladys Wales, teacher in the Whitworth school, is spending the week end with her parents, Mr. and Mrs. Wales.

CROSBYTON NEWS

By MRS. W. M. CURRY

MRS. E. M. PEELINS HOSTESS AT BRIDGE PARTY
Mrs. E. M. Peelins entertained two tables of bridge with bridge recently in her lovely apartment in the new Smith house annex. After a series of spirited games it was found that Miss G. M. McKee had made high score and Mrs. W. R. Davis low.

The hostess served a refreshment of shrimp salad, sandwiches, marshmallow pudding and coffee to Mesdames J. A. Parks, J. J. Taylor, J. A. Buck, Sep Smith, G. M. McKee, W. H. Davis, R. C. Carter, and Olen Littlefield.

NEW BRIDGE CLUB ORGANIZED
A new bridge club was organized Wednesday afternoon at the home of Mrs. Wesley Parker with Mrs. R. C. Carter, president. The club will meet every Tuesday afternoon, except every third Tuesday afternoon, which will be in the evening with husbands of members as guests. A committee was appointed to select a name for the club. In the games Wednesday afternoon Mrs. John C. Allen made high score and Mrs. Roy McDaniel low.

The hostess served pineapple pie, a cake and cookies to Mesdames C. H. Owen, John Heard, Chester Huddleston, Luz George, Roy McDaniel, Edgar Hutchins, John C. Allen, J. R. Alexander Jr., R. C. Carter, F. A. Green, and Wesley Parker members, Mesdames Roy Heard and Floyd Parker guest.

MISSIONARY SOCIETY ELECT OFFICERS

At a recent meeting of the Women's Missionary Society of the Methodist church, the following officers were elected for the ensuing year: Mrs. J. M. Johnston, president; Mrs. Jake M. Maise, vice-president; Mrs. W. M. Curry, corresponding secretary; Mrs. C. O. Roy, recording secretary; Mrs. J. C. Lamb, treasurer.

Mrs. Potter, superintendent of public and mission study; Mrs. P. C. Newton, superintendent social service and supplies.

The society will serve a banquet to church members and friends of the church, Wednesday evening, January 18th, as benefit to parsonage, a musical program will be rendered.

LORENZO EPWORTH LEAGUE TO GIVE PROGRAM HERE

The Lorenzo Junior Epworth League will render a program at 3:00 o'clock Sunday afternoon at the Methodist church. A junior league will be organized after the program for Crosbyton juniors.

POST OFFICE MONEY ORDERS INCREASE

According to Mrs. J. I. Seiber, postmaster, post office money orders are greater during the past three months than in the history of the office. Twenty-three thousand dollars in post office money orders were issued during the past three months. Notice for bids for a new post-office are posted in the lobby this week, to be ready for occupancy by May 1st.

True good. The amount to date is much above the average, and it is thought that the percentage of payment this year will be very satisfactory.

Tahoka News

By MRS. FRANK HILL

LYNN COUNTY YLEADS

According to advices reaching here from College Station, Lynn county stands first in number of entries in the Home Demonstration club living room contest with 41 entries. 78 Texas counties being represented. Dawson county has 21 entries. Motley 11, Lubbock 9, Floyd 8 and Hale 5. Miss Millie M. Halsey is county home demonstration agent in this county.

NEW CHURCH COMPLETED

The Nazarenes of this city are

just completing a new modern church building in this city of frame construction. The first service will be held in the building Sunday, when a series of revival meetings will be opened by the Chichon Evangelistic party. The new building is in the northwest part of town. Mrs. Minnie Echols is pastor of the church.

The Church of Christ is contemplating the erection of a beautiful new and modern church in the near future.

PLAN OYSTER SUPPER
Plans are being made by the American Legion and the Auxiliary for an oyster supper and bonfire program for Thursday night at 7 o'clock. Proceeds from the affair

will be used in paying for the new Legion home. The home, until recently owned by J. A. Brashar, is one of the finest residences in the city and is now being converted in to a club house by the Legion.

J. V. Dyer, one of the early settlers of Lynn county, has returned to Tahoka, from Slaton, where he has been residing for the past year.

W. J. Crouch was happily surprised on his 72nd birthday Sunday with a huge dinner served by relatives. Thirty children, grandchildren and in-laws served and participated in the feast.

Mrs. T. J. Coonwood accompanied by her mother, Mrs. Lizzie Adair,

and brother, Chris L. Adair, have returned to their home at Bracketville after spending several months in this city.

The Women's Missionary Society of the Baptist church is this week studying the world missionary movement. Mrs. C. C. Barnes, Mrs. Jack Applewhite, Mrs. H. P. Caveness, Mrs. Jeff Higginbotham, and Mrs. Geo. B. Law will render Monday's program.

Mrs. Frank Larkin has been called to Miami, Florida, on account of the illness of her mother.

Mr. and Mrs. Monte Bowron and Mrs. J. B. Cumble have gone to Fort Worth for a few days' visit.

Geo. Hart has sold his barber

shop here to Jack Wells and moved to Abilene, where he will establish a shop near Stephens university.

Bank statements issued the first of the week show that more than \$900,000 are on deposit in the two Tahoka banks.

STAGE RECITAL

Mrs. Juanita Jackson's piano and voice pupils appear in public recital at the high school building Friday night before a large and appreciated audience. They were assisted by the Boys Glee club and the Girls Choral club.

Music is being stressed in the school here this year, and Tahoka claims to have the largest choral and glee clubs of any school of

proportionate enrollment in the state. Both organizations plan to attend the annual West Texas Chamber of Commerce convention to be held in Fort Worth this spring.

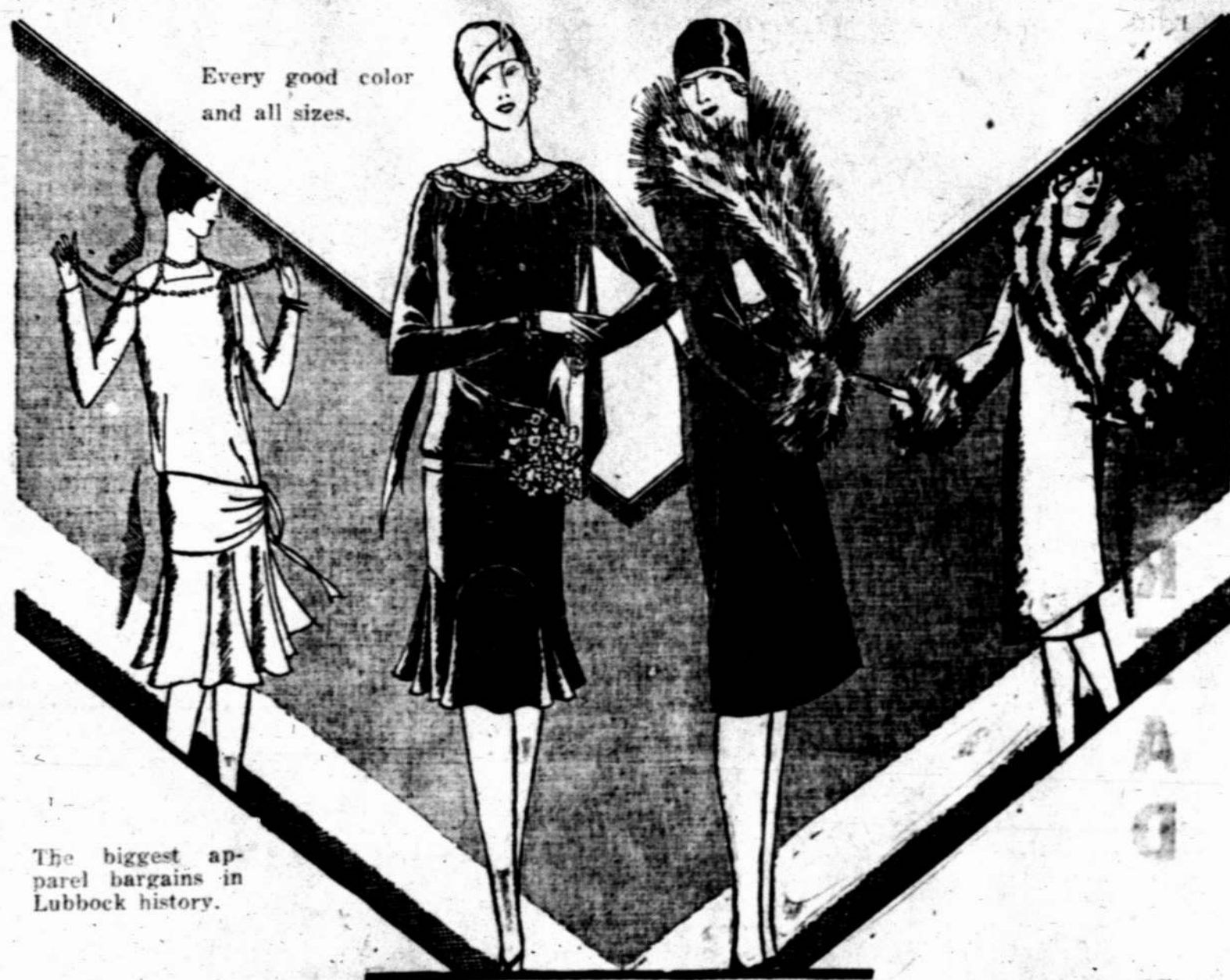
NICARAGUA TURMOIL

Country Completely "Demoralized," Says Paper
MANAGUA, Nicaragua, Jan. 14 (AP).—An editorial in El Comercio Managua daily with a liberal leaning, yesterday said Nicaragua is a "country completely demoralized."

The recent mutiny of several members of the National Guard, an organization which was to be the life saver of the country, is serious, according to the editorial.

EVERYTHING MUST GO!

Our remodeling is scheduled to begin one week from tomorrow, which means that EVERY garment in the store must be disposed of before that time. We've gone through the stock and made even greater reductions, and tomorrow come prepared to find the biggest bargains in ready-to-wear and smart accessories that you've ever been offered. Most of the stock is composed of New Spring Merchandise, but we desire to move every garment regardless of its former cost or selling price.



The biggest apparel bargains in Lubbock history.

Tailored Suits

Smartly styled, good quality fabrics and regular \$27.50 values, now—

\$14.95

Silk Undies

We've just received a new shipment and you can buy them now at—

1-3 OFF

Smart Coats

Fancy mixtures and Tweeds are the materials that fashion these smart Coats. You'll find values to \$22.50 in the group for—

\$9.95

Spring Hats

Wonderfully smart styles fabric and colors. Hats that sold previously for as much as \$8.50, now—

\$3.85

A Wonderful Value

A regular \$1.00 Hosiery value in all sizes and all good colors. Re-organization Sale price—

79c

DRESSES OF RARE BEAUTY AT RIDICULOUSLY LOW PRICES

In each of these dress groups, you'll find dresses for every occasion at prices that will positively astound you. All good color and newest Spring styles. When savings are so great, you'll want more than just one.

New Spring frocks will be found in this group. Light and dark colors. Satins, flat crepes and canton crepes, values to \$27.50, now—

\$10.95

Satins, Canton Crepes, Flat Crepes and Georgettes fashion these frocks. They formerly sold for as much as \$37.50, now—

\$14.75

\$24.50

Spring's smartest styles and colors will be found in the dresses in this group. They have a distinction of style decidedly superior and the wonderful quality of the fabrics that fashion them, enhance their desirability.

There are Dresses in this group that were originally marked as high as \$49, but we're anxious to dispose of every dress in stock which explains the radical reductions now prevailing.

Winter Coats 1-2 Price

THE LADIES' SHOP

1101 Broadway

Smart Hosiery

Wonderful quality and sheer beauty is immediately apparent in this Hosiery. All new colors, \$1.95 value—

\$1.59

\$3.50 Kid Gloves

Fine quality, many good colors, and all sizes. The saving is worthwhile. Re-Organization Sale Price.

\$2.85

New Spring Coats

Fancy Tweed mixtures Flannels and Kasha Cloths fashion these smart Coats. There are values to \$37.50 and they're sensationally under priced at—

\$22.50

Spring Hats

Wonderfully smart styles and materials will be found in this group of hats that formerly sold for as much as \$13.50. Buy them now for—

\$6.95

\$14.50 Silk Robes

Sensational values and beautiful quality, on sale

\$9.45

Planning a South Plains Orchard

BY CHAS. H. MAHONEY

There was an article in a recent issue of "The Progressive Farmer" entitled "Starting a Home Orchard How To Do It." In this article recommendations were made for planting various varieties of pomological fruits in the different districts of Texas. There were recommendations made for the Panhandle and Plains area and while the varieties in general are very good, there was no differentiation or classification made into early, mid-season and late varieties or any description of the varieties. There are hundreds of varieties of these different fruits and it is very difficult to select a variety unless one knows something of its characteristics. The article mentioned named varieties that were safe, but they would not give a well rounded out home orchard and they were by no means the best in every case.

Hints On Selection Of Variety

The grower must first decide the purpose of growing a particular variety. If he wants an early fruit purely for culinary purposes, he can easily find one to suit his needs. He may desire a combination of a dessert and culinary fruit. Most of the dessert types make good culinary fruits and it is doubtful whether the early fruit can be easily filled with fruits which can only be used for culinary purposes. The grower may wish to market his crop locally, and that calls for an attractive fruit of good quality and usually with fair keeping quality. The grower may possibly desire a fruit that is not only of high quality, but one that he can keep in storage long after maturity, and there are varieties of nearly all of our fruits that keep and ship much better than others. Another point that should be kept in mind is that the plains area is very subject to late spring killing frosts; hence, most of the early fruits, especially those that bloom early in the spring, should be avoided. Good examples are the Japanese Plums represented by Salsuma and other Burbank varieties. With the exception of Red June all of the Japanese varieties will probably be caught by the late spring frosts in this region.

There are many exceptions but the majority of the late varieties are of much better quality than the earlier sorts.

Selection Of A Site

Fruit trees that are expected to produce a good crop of fruit on the plains should be irrigated or watered more or less from time to time for best results. This means that the home orchard must necessarily be close to the tank or other water supply. With the wind power derived from windmills every farmer could easily store enough in a good size, earth or concrete tank to give supplemental irrigation to a small home orchard and vineyard.

Protection from the wind and driving sand is a big factor. Windbreaks should be planted on the north, west and south sides of the orchard site several years before the trees are set out. A combination of Lombardy or Chinese Poplars with Red Cedar or Arbor Vitae would make an ideal windbreak—the poplars giving height and the evergreens furnishing protection during the winter months when the deciduous trees are denuded of their leaves. The windbreak should be given plenty of water to get quick growth. The poplars could be planted about ten feet apart and the evergreens the same distance, but inside the orchard, leaving room so that the ground between and outside the two rows of trees could be cultivated and maintained at all times as a bare fallow.

The land should be worked for

one year before planting to get the best results. Humus and nitrogen can be very easily and cheaply supplied in the form of barnyard manure at the rate of ten tons per acre and such an application is advised. The land should be broken in the fall and the manure applied. The land should be replowed and if possible watered once or twice during the winter to aid in the freezing and thawing necessary to break down the manure into available plant food. Early in the spring the land should be leveled so as to get the proper slope for irrigation and then flooded. When dry enough to work the piece of land should be cultivated to prevent loss of moisture. The positions of the trees could then be staked so no time would be lost at planting time in lining up the trees.

A tree in full bearing will require about 35 inches of water per year. The normal rainfall for Lubbock is 20.5 inches. Therefore, about 12 to 15 inches should be supplied by irrigation for a mature tree for best results. Of course in many seasons no extra moisture will be needed. Four good irrigations in the spring and early summer will probably be sufficient in dry years. Six to ten inches of new terminal growth in the case of apples is ideal and one can govern his irrigation to meet the needs of the tree.

Selection And Planting Trees

Buy good clean one year old budded or grafted trees from a reliable nurseryman. One year old trees cost less and the grower will train his own trees better than the nurseryman. Do not accept trees that are already in leaf. Trim off all bruised roots with a clean cut and cut out all broken roots. Plant a little deeper than the tree had been well in around the roots, tamp and will be needed. Four good irrigations in the spring and early summer will probably be sufficient in dry years. Six to ten inches of new terminal growth in the case of apples is ideal and one can govern his irrigation to meet the needs of the tree.

son cut the secondary scaffolds back to about twelve to sixteen inches and remove the rest. This would make three main scaffolds and six secondary or eight in the case of four main scaffolds. The third season thin out so as to get equal growth on all sides of the tree. This practice will give the characteristic low compact tree needed in the west.

Distances For Planting

If more than one type of tree is planted it might be well in the home orchard to plant all of them on the square system twenty-five feet apart. This distance would make it more convenient for cultivation. The distance for apples is usually recommended to be about

thirty-five feet, but the trees do not make the growth in this country that they do in the apple districts, and twenty-five feet is sufficient for peaches, pears, plums, and cherries.

Varieties For Planting On Plains

The cherries seem to do very well on the plains, especially the sour cherries, but the Dukes and Black Tartarian might be tried. The pears might be given more of a chance. With proper pruning and selection of varieties one could have pears almost through the season. The cherry-plum hybrids make good crops, come into bearing early, and seem to be well adapted. Grapes probably offer more possibilities along with cherries and strawberries than any other type of fruit on the plains. They require less windbreak for a given area than the tree fruits. They bear good crops but do require more technical knowledge of pruning and training, which could be easily learned.

Some of the apples will bear fruit but should be sprayed for codling moth. The Jonathan seems to make a rapid and vigorous growth. The peaches are not generally a reliable tree on the plains, as they are usually frozen in blossom or fruit early in the spring, but where only a few trees are involved the use of heaters could be recommended.

HERALDING THE YEAR'S MOST SENSATIONAL BARGAIN EVENT

Sensational because of the quality of the furniture offered; sensational because of the radical nature of the reductions that prevail. Every piece of furniture in the store bears reductions that as far as price is concerned, puts it in the same class with the very cheapest furniture offered. Lines that are famous and have been for years, are now placed within the reach of all, for Mr. J. A. Rix is now at market, and his instructions are to dispose of every piece of furniture in the store in order to make room for his purchases. It's the time when your dollars do extra duty in furniture purchasing—don't miss it.



Your home furnishing needs for a long time to come, should be anticipated while the savings are so tremendous.

EVERY ITEM A SENSATION

and although there are many items described in this ad, you'll find hundreds of others throughout the store just as sensational in the savings they present.

No Finer Suites Than Those By Karpen

Pride of construction, style distinction, and rich tones and the lustre of the solid mahogany or walnut used in the frames, are just a few of the features that have made living room furniture by Karpen, the choice of those looking for real comfort and beauty. Look at these values, compare them.

2-piece Spanish solid mahogany, appropriate coverings and ornamentation. Regular \$259.50
\$375.00. Cash Sale

2-piece Early American solid mahogany, green mohair combined with linen tapestry. Regular \$375.00 Cash Sale

2-piece Louis XV solid mahogany, rose mohair and linen frieze. Regular \$425.00, Cash Sale

2-piece Queen Anne adaptation, solid mahogany. This will be our special for our January Clearance. We will have this suite in four different combinations. All outside covers are of long pile mohair. Regular \$285.00 Cash Sale

Living Room Suites Of Distinction Priced Ridiculously Low

2-piece Love Seat and Easy chair, combination Jacquard upholstery. Regular \$185.00, Cash Sale

2-piece Love Seat and Easy Chair, Taupe Mohair arms and fronts, Linen Frieze backs and cushions. Regular \$195.00, Cash Sale

3-piece Rose and Taupe Jacquard Velour. Sofa Easy Chair and Coxwell. regular \$125.00, Cash Sale

3-piece Taupe and Blue, Sofa, Easy Chair and Coxwell. Our Special for the Sale, at only

DINING ROOM SUITES OF DISTINCTION PRICED SENSATIONALLY LOW

Eight piece Walnut dining room suite Bird's Eye maple inlays. 60-inch buffet, table, 5 chairs and host chair with tapestry seats. \$150 value

\$79.50

This suite consists of 66 inch buffet, table, 5 chairs and host chair with tapestry seats. Shown in Burl Walnut and a regular \$237.50 value—

\$119.50

Junior dinette suite in a beautiful combination of Burl Walnut and Maple. Curved end buffet with hand inlaid Marquetry panel. Extension table, and 6 chairs. \$275. value—

\$189.50

RIX FURNITURE AND UNDERTAKING CO.
"The House of Satisfaction"
LUBBOCK BIG SPRING

FIBRE LIVING ROOM SUITES

5-piece Red and Black, Settee, Rocker, Chaise Lounge—Ottoman Combination and Table. A beautiful suit for the Spanish Sun Room. Regular \$275.00, Cash Sale

\$149.85

3-piece Sunset Finish, Orange and Black Silk Damask upholstery. Regular \$175.00 Cash Sale

\$99.85

Furniture purchased from Rix's carries the assurance it is authentic in design, high in quality and enduring satisfaction.

FIBRE LIVING ROOM SUITES

3-piece Chair, Rocker and Settee, Tapestry Upholstering, your choice of either Cafe or Blue finish. Regular \$47.50, Cash Sale

\$49.85

3-piece Chair, Rocker and Settee, Cretan upholstery. Regular \$55.00, Cash Sale

\$39.85

BEDROOM SUITES NEVER PRICED LOWER

Some of our most outstanding values will be found in our bedroom lines, for here again we will close out every suite in two or three different lines. You will find suites to suit every pocket book in combinations that will suit every room.

4-piece French walnut with French vanity, all solid end panels. Regular \$200.00, EXTRA SPECIAL, Cash Sale

\$99.85

5-piece Duncan and Phyle, made of birch with antique finish. Something new and different, regular \$210.00, Cash Sale

\$149.50

5-piece American walnut, the nationally advertised suite, regular \$225.00, Cash Sale

\$157.50

3-piece American walnut, 48-inch high base dresser, regular \$210.00, EXTRA SPECIAL, Cash Sale

\$99.85

5-piece Brown mahogany, finish Jenny Lind, regular \$165.00, Cash Sale

\$109.50

4-piece French vanity, poster bed, chest and damask-covered bench. Choice of parchment or regular \$130.00, Cash special at only

\$89.50

4-piece Rose and parchment, poster bed, French vanity and Chiff. Regular \$112.50, Cash Sale

\$69.85

4-piece Gum walnut finish, vanity dressing table, poster bed, chiffonette and bench. Regular \$85.00, Cash Sale

\$59.50

DON'T MISS THIS ONE

6-piece Bottle Green, Junior Dinette Suit, all hand decorated, sag seat chairs, with tapestry coverings. Regular \$185.00, Cash Sale

\$132.50

WHAT A BARGAIN

6-piece Walnut finish, Junior Dinette Suite, solid oak, tapestry covered chairs. Regular \$115.00, Cash Sale

\$85.00

Prices quoted are for cash, but those wishing to take advantage of our liberal payment plan, will find our term prices lower than many cash prices quoted elsewhere.

BREAKFAST ROOM SUITES DRASTICALLY REDUCED

5-piece Solid Italian Oak, Drop Leaf Table, appropriate for Spanish homes. Regular \$80.00, Extra Cash Sale

\$39.85

5-piece Cafe, Windsor chairs, drop leaf table. Regular \$42.50, Cash Sale

\$29.85

5-piece Blended grey, or blended Putty, Regular \$37.50, Cash Sale

\$24.50

5-piece Grey and Rose, Gate Leg Table, a re-finished suite looks like new. Cash Sale

\$27.50

6-piece Drop Leaf Table, four chairs and Server, finished in blended greens. Regular \$32.50, Cash Sale

\$35.00

Preserve Your Health for Your Children's Sake!

Texas, Texas—"About four years ago my health was very poor and had been so for a long while. I suffered with pain in my side, back and head and nothing gave me any permanent relief until I took Dr. Pierce's Favorite Prescription. A few bottles of the 'Prescription' relieved me of these distressing aches and pains and my general health became good. I am glad to recommend the 'Favorite Prescription' to other sufferers."—Mrs. F. S. Ray, 1315 Nothenus St. All dealers.

Write Dr. Pierce's Invalids' Hotel, Buffalo, N. Y., for free advice.

FOR THE BEST

MILK CREAM AND BULGARIAN BUTTERMILK
CALL 9015
McILHENNEY DAIRY

R. B. HUTCHINSON

Dentist
4-5 Myrick Bldg.
Phone 131

Have You a Broken Automobile Glass or Window Glass?
Phone 1615

WELMAKER GLASS CO.
1010 Ave. J

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CHURCH OF CHRIST
W. M. Davis, Minister
Preaching at 10:45 a. m. and 7:30 p. m.
Bible school at 9:45 a. m.
Communion both morning and evening.
Young people's meeting at 6:45 p. m.
Women's Bible study Monday at 2 p. m.
Prayer meeting Wednesday at 7:30 p. m.

LIMBERLAND PRESBYTERIAN CHURCH
Rev. O. N. Baucum, Pastor
The following services are to be held today:
Sunday school 9:45 a. m. Geo. DeShazo, Superintendent.
Preaching 11 a. m. Subject: Eph. 2:11.
Children's Band 3 p. m. at the church.

Senior Junior Christian Endeavor meet 6:45 p. m.
Evening service 7:30 subject: Helping the Gospel of Christ.
Prayer meeting Wednesday 7:30 p. m.
Choir practice Friday 7:30 p. m. We are always glad to have visitors.

PROTESTANT EPISCOPAL CHURCH
St. Paul's on the Plains, Rectory 1602 Avenue Q—Phone 1408-J
Rev. Luther G. H. Williams, Rector
Holy Communion 8 a. m.
Sunday school 9:45 a. m.
Morning Service 11 a. m.
Young People's Service league at the church at 6:30 p. m.
Public cordially invited.

19TH STREET METHODIST CHURCH
Rev. G. P. McCollum, Pastor
Those who have joined the church since conference, are as follows: Mrs. Cavett Hunt, Lester Curry, Vinnie Mae Curry, Leonard Curry, Mona Bell Curry, W. L. Stinch, Owen, I. Langesth, Mrs. Langesth, Mrs. M. L. McCannies, Juanita Haney, R. L. Harkleroad, Mrs. Harkleroad, Mrs. G. P. McCollum.
Announcements of regular services:
Sunday School 10 a. m. preaching 11 a. m.
Epworth League 6:15 p. m.
Preaching 7:15 p. m.
Missionary Society, Monday 2:30 p. m. Mrs. Bonds.
Prayer meeting Wednesday 7:15 p. m.

NAZARENE CHURCH
Rev. S. H. Erwin, Pastor
Bible School opens at 9:45 a. m.

Morning Worship at 10:45 a. m.
Junior N. Y. P. S. at 2:30 p. m.
Senior N. Y. P. S. at 6:15 p. m.
Evangelistic service at 7:15 p. m.
Prayer meeting and Bible Study at 7:30 p. m.
Last Thursday evening the pastor gave an introductory talk to a Bible Study Course that is to be continued each Thursday evening. There were about seventy-five present, who were interested in a Bible course.

The pastor's subject for the morning worship today will be: "The Devil and His Traps and How to Escape Them." He will make known the Devil's Traps for the individual, for the home and for our Nation.
His evening message will be: "The Second Coming of Our Lord or the End of the Age." The public is invited to all of the services.

MEN'S BIBLE CLASS
19th and Avenue Q
Meets at 9:45 each Sunday morning with J. O. Tidwell as teacher.

FIRST PRESBYTERIAN CHURCH
Corner Fourteenth and N
Rev. Jack M. Lewis, Pastor
Sunday School begins promptly at 9:30 with H. E. Blocker, Associate Superintendent in charge.
Morning Worship at 11:00. During this service the choir will sing a special anthem number, "Jesus Only." The pastor's subject will be, "Great Victories." Mrs. Adelaide Sommers, of Amarillo will sing.
Evening Worship at 7:30. A special young people's choir will sing "The Lamb of God" as an anthem. Three addresses will be made during this service which will be interesting to all but of special interest to the young people of the college. Two of the addresses will be made by college students. Dayle Wallace will speak on the subject, "What the church should mean to the college students." Samuel Womack will have as his subject, "What the Student should mean to the college church." The pastor's subject will be, "The Great Challenge and What Should be Done." You will find this service well worth your while.

The Endeavor services will be held at the usual hours: Junior at 2:30 p. m., Intermediates at 6:15 and Seniors at 6:00.

19TH ST. BAPTIST CHURCH
19th St. and Ave. Q
We were glad to have a house packed with people last Sunday morning and a good sized congregation at night. We had seven additions during the day and one of

the largest offerings we have ever had. It is fine to partake of the spirit of our fellowship. Come again, even today.
Sunday school at 9:45 and preaching by the pastor at both morning and night.
Do not forget our prayer meeting every Wednesday night. We had 40 or 50 last Wednesday evening and one of our young men surrendered to preach. This makes three of our young men who have recently surrendered to preach the gospel.

W. A. TODD, Pastor.

FIRST METHODIST CHURCH
Broadway and Avenue M
Rev. F. E. White, Pastor
Sunday school at 9:30 a. m.—J. L. Dow, Superintendent.
Morning Worship at 10:55.
Sermon: "The Reward of Faith" by Pastor.
The musical program will be featured by a Trio, Misses Louise Ocker, Marjorie Mitchell and Mr. Immon.
Junior church at 10:55 a. m. under the supervision of Mrs. H. W. Richardson.
Epworth Hi-League at 5:30 p. m.
Open House for all young people at 5:00 p. m. followed by Schor Epworth League at 6:30.
Evening Worship 7:30 featured by congregational singing and an Anthem by the Choir.

FIRST BAPTIST CHURCH
1417 Main Street
Rev. W. A. Bowen, Pastor
Sunday school 9:30 a. m.
Morning Worship 11:00 a. m.
Primary R. Y. P. U. 5:00 p. m.
Junior, Intermediate, Senior and Adult R. Y. P. U. 6:15 p. m.
Evening service 7:30. This is Young People's night and they will have charge of the service. The program will be followed by the installation of the R. Y. P. U. officers for the year 1928.

JUNIOR CHRISTIAN ENDEAVOR
First Presbyterian Church
Subject — "Stewardship," consultation meeting.
Scripture—Malachi 3:10-12.
Leader—Guion Grege.
Songs.
Sentence prayers.
Song.
What is the meaning of stewardship?—Emily Davis.
Christ our example of giving.

R. D. ALLEN
CHIROPRACTOR
207 Leader Bldg. Lubbock
Phone 540
Easy, Pleasant, Certain

Jane Spaw.
Why should we be stewards?—Frank Clements.
Benefits we receive by being stewards—Katherine Leidigh.
Dramatizing the lesson—Ruth Lewis, Julia Blackwell, Audrey Overstreet, Bobbie Clements.
Benediction.

SENIOR CHRISTIAN ENDEAVOR
First Presbyterian Church
Corner 14th and Ave. N
Topic—His Redeeming Work as Explained in the Bible.
Leader—Miss Ethel Donnell.
Scripture Reading—Matt. 20:28. Gal. 4:4-7. Peter 1:18-21.
Prayer.
Solo—Miss Nina Gordon.
Questions with answers found in the Bible.

What hope have we? Heb. 9:22; Leviticus 17:11. How was atonement made for our sin? Romans 3:24-26. Galatians 4:4-7; 1 Peter 1:13-21—George Eaton.
What does Christ say of His redeeming work? Matt. 26:28; Luke 19:30; Mark 10:45; John 15:12-13—Daniel Boone.
How can we know that we are saved when we accept Christ as our Saviour, accepting His death for us? 1 Corinthians 1:18; 2:2; 11 Corinthians 5:19-21; John 3:36; 10:27-28; Rom. 10:9-10; 1 John 5:11-13—George Haral.

Quartet—Out of the Ivory Palaces—Miss Ruth Lefforge, Mr. Harold Gordon, Mr. Paul Lefforge, Miss Margaret Stone.
Story—Miss Marjorie Cooper.
Blue Ridge Academy—Mrs. R. F. Cook.
Song: "Who is on the Lord's Side?"

FIRST CHRISTIAN CHURCH
16th and Avenue J
Rev. W. P. Jennings, Pastor
The general public is extended a personal invitation to any and all our services today. Our Bible school with Harold H. Griffith as Superintendent begins at 9:45 a. m. At 11:00 a. m. the pastor will have for his sermon theme: The

Church School Holds the Balance of Power.

The Junior Endeavor meets at 3:00 p. m. The Intermediate Society at 4:30 p. m. The Senior Endeavor Society at 6:30 p. m.
At 7:30 p. m. the pastor will speak on the subject: Christ Abideth Forever.
The Choir will furnish good music at each service.
"I was glad when they said unto me let us go into the House of the Lord."

ENDEAVOR PROGRAM OF THE FIRST CHRISTIAN CHURCH
Leader—Eleanor Nelson.
Topic—What Difference does reading the Bible make?
Song—Look and Live.
Song—Wonderful Words of Life.

Prayer.

Scripture—Ps. 1:1-16; Tim. 3:14-17.
Leaders talk.
Why study the Bible?—Faye Bumpass.
How to study the Bible—Bill Garrison.
Thought on the topic explained—J. E. Couch, Peggy Whipp, John Kersalner.
Song—Love to Tell the Story.
Business.
Benediction.

ABANDON OLD CARS
More than 200 automobile and motor trucks are abandoned on New York streets every year. These are worn-out cars, the valuable parts removed, and left for city disposal.

What the WALK-OVER Pear-shaped Heel Means

If you are weary of having your shoes slip at the heel, gap and spread at the top, the WALK-OVER pear-shaped heel will interest you.

Pear shaped means just what it says—shaped like a pear, and if you will notice, that is the shape of your heel.

WALK-OVER construction follows the natural foot lines, wide at the bottom and narrow at the top. It fits snugly and neatly around the foot, clinging gently and comfortably at the heel.

This is but one of the exclusive WALK-OVER features.

Walk-Over



Minter-Gamel Company

THAT FRIENDLY STORE



Advance Showing COATS-FROCKS MILLINERY

Discriminating women whose foremost thought is to be one step ahead of the style will find this delightful showing of early modes in Coats, Frocks and Millinery just to her liking!

We invite your immediate inspection.

**THE
ABNEY APPAREL
SHOP**

1001 HOTEL LUBBOCK BLDG.

Avalanche-Journal Want Ads Pay

PARIS

—the dictator of feminine fashions,
heartily endorses the—

TAILORED SUIT

Exhibiting severity in its tailoring, made from fine twill fabrics, tweeds, oxfords and men's wear suiting, these suits are femininely smart. They're priced from—

\$17.50

And Up

And of course the correct style interpretation of these suits as in everything else in women's apparel, is shown at its best at—

JARETT'S FASHION SHOP
913 BROADWAY

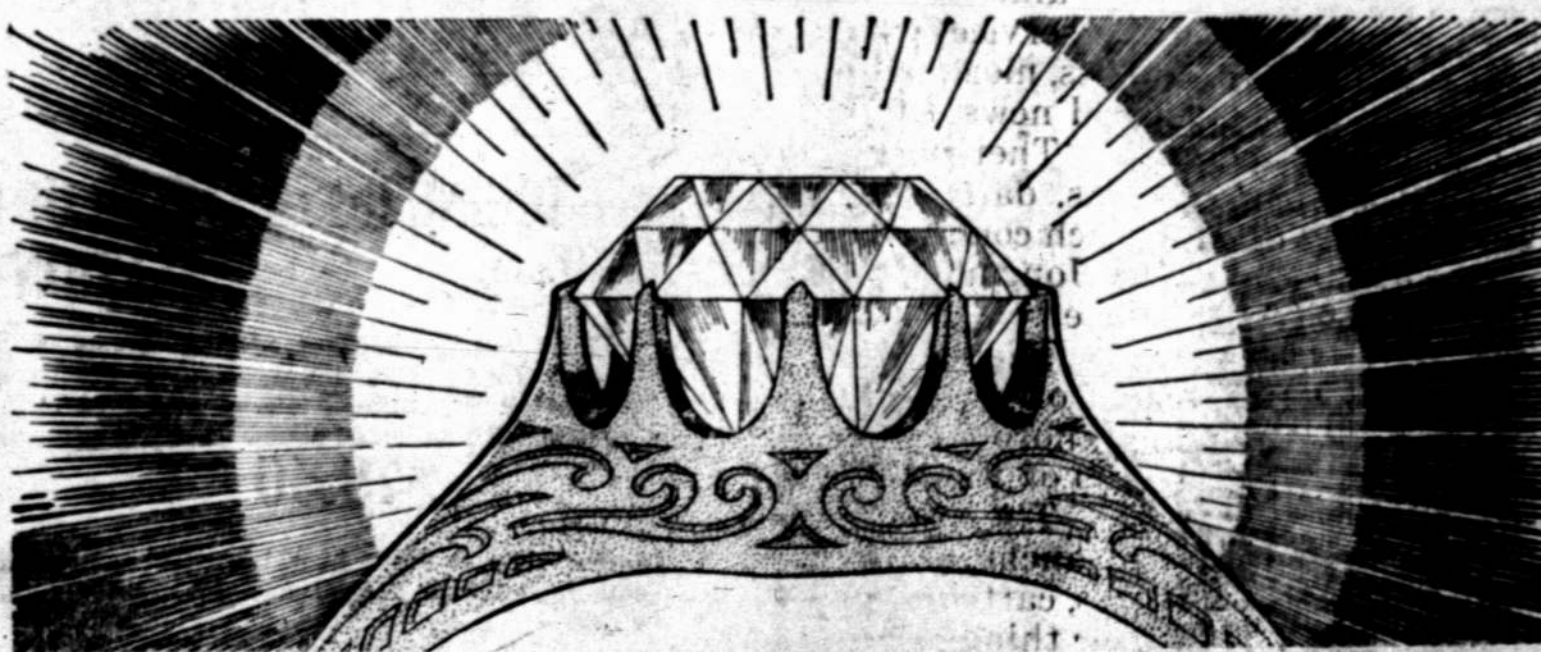
HOT WATER BOTTLE



A cosy comfort on wintry nights! And just what its name asserts. A Kantleek Hot Water Bottle can't leak because the entire bag, stopple socket included, is molded in one continuous piece of soft pliable rubber. No seams, no splices, no patches. If a Kantleek Hot Water Bottle leaks within two years, return it to any Rexall Drug Store and get a new one free. \$2.50. Sold only at Rexall Drug Stores.

City Drug Stores
1017 Broadway
1115 Broadway

Auction Sale!



Every Day This Week

2:30 and 7 P. M.

Watches—Cut Glass—Diamonds—Clocks
Chinaware—Silverware—Etc.

NOTHING RESERVED!

Watkins Jewelry Store

1020 Broadway
Lubbock

IN 1927

The Avalanche-Journal Published

7,486 PAGES

Of NEWS and ADVERTISING

This is a record that speaks loudly of the greater service being rendered the people of the South Plains by their own newspapers. A greater service to the readers and a greater service to the advertisers is the constant watch-word of the Avalanche and Journal. With the South Plains covered by a net-work of railroads and bus lines augmented by the Avalanche-Journal special automobile service, thousands of South Plains folks are reading The Avalanche with their morning coffee and The Journal before the evening meal.

1928 has great things in store for Avalanche and Journal readers. Watch for them!

The News

Since January 9, the Avalanche and Journal have almost doubled their Associated Press leased wire service, which means a wider selection of news events, more complete coverage on state, national and world news.

There are correspondents in all South Plains towns, daily chronicling the important news events in each community, in close touch with the Avalanche and Journal by telegraph and long distance telephone.

Then there is the Avalanche-Journal's own staff of reporters, special writers and editors, covering thoroughly events of interest in and about the "Hub of the Plains."

The full service of the NEA comes to make the Avalanche and Journal refreshing with news pictures, cartoons, comics, special features and dozens of other things that go to make a complete newspaper.

The Sunday edition features four pages of eight comics in colors and The Western Weekly, the West Texas Sunday magazine.

The Advertising

The merchandise and products you see consistently advertised in the Avalanche and Journal are worthy of your confidence.

It takes two things to make a consistent advertiser. One is a strong conviction that he has a product or service that will hold its place in public favor despite competition. The other is actual proof of that—the increasing popularity of his business.

If his business will not stand the test of comparison he would be simply throwing his advertising investment away. If the buying public rejects his product after it has been offered in advertising, he HAS thrown his advertising investment away.

That's why the merchant who advertises consistently is very sure of his quality and value—and why you may be sure of it too.

The advertising here in your newspapers will guide you to the buying of worthy merchandise.

The Avalanche-Journal

MORNING — EVENING — SUNDAY — WEEKLY

"The Newspapers the South Plains Depend Upon"

What's Doing In West Texas

NEW SCOUT LEADER

SWEETWATER, Jan. 14.—F. D. Craft, former assistant executive of the Panhandle Boy Scout council of Northwest Texas, has been appointed as scout executive of the Buffalo Trail Council, which includes all scout troops in this district. The new executive succeeds E. A. Moore, who resigned here some few weeks ago. Mr. Craft is well known as a scout executive in both Texas and Oklahoma.

OIL DERRICK MOVED

ABERNATHY, Jan. 14.—The rig on the Richter test well which was completed about a month ago, has been purchased by Bud Brian, of Cross Plains, and is now being dismantled preparatory to shipment to the Cross Plains field.

GINNING PICKS UP

ABERNATHY, Jan. 14.—With the return of the pleasant weather, business at the local gins has been picking up considerably and the total for the season's ginning is 2,285 bales up to January 11. The individual ginnings on that date were: Stone Gin, 930; Farm Bureau Gin, 755; and the Abernathy Gin, 599. It is estimated that about 80 per cent of the 1927 production is in and that possibly 500 more bales will be ginned this season.

DEPOT GOING UP

QUITAQUE, Jan. 14.—According to information from the contractor in charge of the new Fort Worth and Denver railroad depot, it will be completed within the next 30 days. The building will measure 30 x 120 over all, white brick is being used in the outer walls with a red tile roof and will be equipped with every modern convenience.

DENVER ROAD BUSY

PLAINVIEW, Jan. 14.—One of the outstanding events of interest to the people of this city is the steady advancement and growth of the Fort Worth and Denver's building program. The right-of-way which runs from one end of the city to the other is rapidly taking shape. As many of the Denver's workmen are busily engaged, surveyors were running grades on the block where the Denver passenger station will be located, and to east of this location the ground has been leveled off and the company's freight depot will be constructed. That the Denver's investment in this city will be pretentious is now beginning to show up. Much land has been cleared and leveled off to provide locations for switch tracks and buildings needed to accommodate the Denver's business.

GIFTS TO COLLEGE

PLAINVIEW, Jan. 14.—President O. W. McDonald of Wayland college, announces the gift of one hundred dollars to the institution by Elmo Wall, business man of Lubbock, to be used as the college officials see fit. President McDonald also announces that the Lubbock Women's Missionary Society has made a donation of twenty-five dollars to the domestic science department of the college.

STUDENTS GRADUATE

PLAINVIEW, Jan. 14.—Evening Plainview high school students graduated from the school this week. Those who finished at the mid-term were: Harmon Daffern, Edgar Brown, Faye Epps, Jaunita Long, Winifred Loring, Iva Newsome, Josephine McClain, Ora Jennings, Leta Kunkel, Norma Magill, and Jewell Perkins. No graduation exercises were held for these but they may take part in the regular program held at the end of the school year.

NEW DIRECTORY OUT

SAN ANGELO, Jan. 14.—The 1927-1928 city directory of this city, showing a population of 25,610, are being distributed in San Angelo now. The directory was compiled by the John F. Worley Directory company and shows an increase of 14,450 persons over the 1926 census. Copies of the San Angelo directory are being sent to all city directory libraries in the larger cities of the country.

ADDRESS SCHEDULED

VERNON, Jan. 14.—Dr. W. B. Bizzell, president of the University of Oklahoma, will deliver the commencement address Monday evening, May 21, to the 1928 graduating class of Vernon high school. Acceptance of an invitation to deliver the address was received this morning. Supt. W. T. Lofland announced.

VOTE ON BONDS

SNYDER, Jan. 14.—Tuesday, January 17, Scurry county citizens will vote on the hospital bonds which will amount to something like \$90,000, which will go for the construction of a modern equipped hospital.

OIL WELL PLANNED

MULESHOE, Jan. 14.—R. L. Brown local realtor, closed a deal for a test for oil with J. G. Vandergrift and T. H. Meyers of Midland, whose associate are Akron, Ohio, and Pittsburgh capitalists. The leases were given by Francis Miller, Pete Boson, and others for a 3,500 foot test. The well will be drilled in about the center of League 186 and lease contains something like 8,049 acres.

The Bailey County Oil Syndicate filed last week a drilling contract on a lease that covers 18,000 acres of land known as the Jennings ranch. The contract calls for the erection of a derrick within 60 days and the "spudding" in of the well within 90 days.

GAS REVENUE BIG

Four billion gallons of gasoline, consumed by states levying gas, brought the government a \$100,000,000 revenue for the first six months of 1927.

today being Sunday the fifteenth, Monday will be

Grollman's 89c DAY

BROADWAY at AVENUE J

Notwithstanding we are in the midst of our Greatest Clearance we will have still further reductions where possible to make Monday one of those renowned super-value days—Eighty-Nine Cent Day is a monthly event too important to be ignored by any one in this vicinity. Tremendous values are already available in every department of this store in our Greatest Clearance. Here are items specially advertised for Monday. Look them over carefully.

MEN'S TIES Silk Four-in-hands 2 For— 89c	INFANTS' SHOES First Steps, Pair— 89c	27-INCH OUTING Dark, light, fancy and solid colors and plain white, 11 yds for— 89c	GOLF SOX Children's sizes, 3-4 lengths, 2 for— 89c	CHILDREN'S HOSE 3-4 length in fancy tops—4 pair— 89c	LADIES HOSE Sport Styles 2 for— 89c	MEN'S SHIRTS Men's Blue Chambray Work Shirts, 2 For— 89c
MEN'S HOSE Men's Cotton Hose 9 Pair 89c	HOUSE SHOES Children's Felt House Shoes, 2 pair for— 89c	INDIAN HEAD Permanent finish in assortment colors—36 inches wide 2 1/2 yds for 89c	COTTON DRESSES One lot women's cotton Dresses, small sizes, Each— 89c	CHILDREN'S HOSE Silk mercerized and fancy rayons, 1/2 length 4 pair— 89c	RAYON GOWNS Ladies lace trimmed Rayon Gowns—each— 89c	NIGHT SHIRTS Men's Outing Night Shirts, Each— 89c
MEN'S HOSE Cotton Hose, 15 pair for— 89c	HOUSE SHOES Ladies Moccasin Soles kid leather House Shoes choice of 3 colors, pair 89c	32 GINGHAMS Peter Pans and Gibraltar 2 1/2 yds for 89c	JERSEY BLOOMERS Misses and Children's 2 for— 89c	CHILDREN'S RAYON BLOOMERS Pastel shades, plain and lock stitch, 2 for 89c	MEN'S KERCHIEFS Pure linen, 3 to box Per Box— 89c	MEN'S UNIONS Fleeced Lined at per Suit— 89c
MEN'S TIES Fine silk Four-in-hands Each— 89c	MEN'S SILK HOSE Solids and fancies 2 pair 89c	ENGLISH PRINTS Fine Percales, Gingham and Challie, 5 yards for— 89c	MEN'S CAPS Big assortment, choice at— 89c	FLANNELETTE GOWNS Heavy quality Misses Gowns—Each— 89c	MEN'S KERCHIEFS Fancy fast colors, 3 to box, 2 boxes for— 89c	COTTON SWEATERS Men's and Boys' sizes Each— 89c
MEN'S SILK HOSE Men's Rayon Silk Hose 5 pairs for— 89c	BOYS' UNIONS Fine quality ribbed at pair— 89c	SHIRTING 30-inch checks, solids and stripes, 6 yards for 89c	DON'T FAIL —to see that special silk dress Clearance at \$13.88. Some are new Spring arrivals. 89c	NAINSOOK GOWNS Fine quality, hand made, embroidered each— 89c	LADIES HOSE All silk Chiffon, full fashion, good colors—pair— 89c (Limit 3 pair to a customer.)	DENIM OVERALLS Men's sizes, pair— 89c
MEN'S SHIRTS One lot broadcloths and Madras Shirts, Each— 89c	36-INCH OUTING Heavy quality dark and light colors, 6 yards— 89c	JAPANESE RUGS 18x36 Rag Rugs 2 For— 89c	TURK TOWELS 18 x 36 7 For 89c	WOMEN'S UNIONS Ribbed, shelled knees, 2 For— 89c	BED SHEETS Foxcroft fine quality 81 x 90 Sheets, Each— 89c (Limit 2 to customer)	KHAKI PANTS Men and Boys sizes Pair— 89c
MEN'S UNIONS Heavy ribbed Unions Pair— 89c	TURK TOWELS Fancy border, 19 x 40 5 For— 89c	COTTON CHECKS Fncy plaids, 12 yards For— 89c	HUCK TOWELS Blue and red borders, 17 x 30 9 For 89c	TURK TOWELS Double thread Cannon mill, large size 4 For— 89c	RUFFLED CURTAINS Pair Monday— 89c	SUIT CASES Each— 89c
CHILDREN SHOES Sizes to 11—Various Leathers and Styles Pair— 89c	TURK TOWELS Plain white 22 x 42 5 For— 89c	WAIST UNIONS Children's ribbed, limit 4 to customer, 2 pair for— 89c	CHILDREN'S HOSE Long lengths, ribbed Hose in asst. colors—5 Pair 89c	HOPE DOMESTIC 36-inch wide, 8 yds, for 89c (limit 8 yds to customer.)	PILLOW CASES Gold Seal quality 36 x 42, 3 For— 89c	COVERALLS Boys Coveralls, sizes to 8, Each— 89c

EXTRA! ONE LOT OF MEN'S 2-PANTS SUITS

As an extraordinary feature for Monday we are offering one lot of young men's suits in good patterns at the ridiculous price of—

\$13.89

Remember these are all two-pants Suits!

Men who have not taken advantage of our Greatest Clearance to secure new suits should be sure to do so before sale ends. There are many patterns here that are in weights one may wear year 'round—and the price reductions makes them especially good for the thrifty man.

NEW SHIPMENT MISSES AND CHILDREN'S COATS

Manufacturer's special price made it possible for us to place a wonderful assortment of Misses Coats in Novelty plaids, beautifully fur trimmed in full lined and skeleton lined coats sizes 6 to 10 at—

\$8.89

Another lot in Misses sizes of Novelty Plaids and Sport Materials, fur trimmed, sizes 12 to 16—and an unusually good value at—

\$12.89

Story Of Levelland's Growth Sounds Like Fairy Tale

But Hockley County's Wonder City Has Facts With Which To Back Its Claims As 'Miracle Town of Plains'

Six Years Have Wrought a
Great Change In Prairie
West of Lubbock and
Now a City Is Building.

BY FRANK B. POTTER
Special Correspondent

LEVELLAND, Jan. 14.—The old
age that truth is sometimes
stronger than fiction could ap-
propriately be applied to Levelland,
relating its marvelous growth
development during the six
years of its existence.

The old time frontiersman
who first traversed this portion of
the great staked plains where now
stands the flourishing little city of
Levelland, at the time when the
buffalo and antelope held high do-
minion over those countless acres,
could return and gaze upon it in
the present state, it would be ex-
ceedingly difficult to convince him
that it was the same place.

Times Have Changed
Gone forever are those denizens
of the plains which furnished him
sport and sustenance on his lonely
and weary rides to and fro across
that broad expanse of unused land;
gone forever are those romantic
and picturesque wielders of the
branding-iron, grouped about a
chuck wagon and camp fire at
night, listening to the weird wail
of marauding coyotes. In their place
are happy, prosperous and con-
tented farmers, engaged in till-
ing, with modern machinery, well
improved farms of as rich agricul-

tural land as can be found through-
out the length and breadth of the
nation. And, nestled in the geo-
graphical center of Hockley county,
is Levelland, the county seat,
which only six years ago was un-
dreamed of.

In 1921 Hockley county, which at
that time was attached to Lubbock
county for judicial purposes, was
duly organized and admitted into
full fellowship of counties. Almost
immediately this wonder county
took steps to take her place among
the great agricultural counties of
the state.

Farms Are Increased

At the time when Hockley county
became a full fledged organized
county, there were only eighteen
cultivated farms within its bounds.
Today there are more than eight
hundred. More than one hundred
farms have been improved since
September 1, 1927, and this year
will produce their portion of crops
to increase her wealth. Underly-
ing the whole county is a strata of
water as pure as crystal, beautiful,
scintillating, at an average depth of
one hundred feet, which yields to
the elevating influence of hun-
dreds of windmills.

Those few citizens who brought
the county into being decided to
locate the county seat in the geo-
graphical center of the county,
which at that time was in the
middle of a cattle ranch. County
officers were elected for the en-
suing term, and two of the officers
elected at that time, still hold the



A fine place these motorists have chosen to change a tire—right on the
tracks of the Florida East Coast railway, seven miles from land and 35
feet above the ocean. This was one incident in the successful 151-mile
trip made by Kenneth Goodson and Claude Nolan over the ties of the
famous Miami to Key West railroad. Photo at right shows the little
clearance they had over this unique road. That's why they were pre-
pared for the worst by wearing bathing suits and life belts.

offices to which they were elected.
They are J. A. Stroud, sheriff, and
George P. Smith, county and dis-
trict clerk.

Office In Truck
When the result of the election
was known, Mr. Smith secured a
motor truck, drove to Lubbock, and
obtaining the county records, which
were few, drove to the spot where
Levelland now stands, and im-
mediately opened his office for the
transaction of business in the

truck.
In a few days a small two-room
house was erected of lumber hauled
from Lubbock. One room was
used for the clerk's office, and the
other as living quarters for Mr.
Smith. This was Hockley county's
first courthouse.

Settlers Arrive
Shortly thereafter a few settlers,
imbued with the pioneering spirit,
came in, and a grocery store was
See LEVELLAND Page 3

Lubbock County Library Is Growing By Leaps and Bounds, Records Show And Miss Ford Expects An Increase

Peak Month Due To Arrive
In March; Entire Year Of
1927 Shows Improvement
Over Preceding Year.

With circulation records showing
an increase of 500 in December 1927
over the same month of the pre-
vious year and other months show-
ing similar growth, Lubbock County
library is enjoying encouraging ex-
pansion.

Miss Frances Hoyt Ford, librarian,
has a chart in her office at the
court house which indicates the
circulation of the institution dur-
ing the last two years and shows
a gradual growth from a circula-
tion of 2,000 books two years ago

at this time.

March Is Big Month

There are peak months when
more books are loaned. March is
usually a big month and Miss Ford
is expecting the peak to reach
higher this year than it has in the
past. September and May show
fewer loans and June and July us-
ually show more loans.

Low and high peaks in circula-
tion are to be anticipated for they
fall at certain periods in the history
of every library, the climate and
general activities of the people in
the section determining the good
and slow months. Miss Ford as-
serts, and she is pleased with the
records of this library.
The circulation of 4,400 books

during December, 1927, was a nor-
mal distribution. Miss Ford
thinks. Since this institution is
young and the town and country-
side is growing, a gradual growth
is expected for the present. The
circulation seems excellent when it
is known that there are only 6,500
books in the library at this time.
Slaton, Shallowater and Idalou
have branch libraries and there are
stations in several of the schools in
the county.

Non-Fiction Is Popular

There come more calls all of the
time for non-fiction books from pa-
trons of the County library, Miss
Ford said. However, it cannot be
said that the patrons are becoming
more cultured or that they are
reading a higher type of literature,
as there were few of these books in
the library until recently and people
could not have borrowed such
books, she said.

Within the last few weeks there
has been a greater number of calls
for books on collecting than in the
See COUNTY LIBRARY Page 3

BOWEN'S TO MOVE

Drug Store To Occupy New
Quarters February 1

Following the completion of re-
modeling work which is now under
way, Bowen's drug store will move
from the present location, 1116 Tes-
as avenue to 1021 Broadway, the
west side of the building occupied
by the W. J. Garrett Dry Goods
company. The change will be made
about February 1.

The stock of the Garrett store has
been moved to the eastern side of
the building and the building per-
tained in halves. The drug store
will occupy the west half.
Entrance to the drug store will
be made on the corner.

AUTOS LEAD PHONES

Such is the popularity and
necessity of the motor car that it
leads the telephone in number,
there being 19,237.171 autos to
use against 17,746,168 telephones.

Chrysler PRICES

Effective January 10, 1928

New
Chrysler "52"

Two-door Sedan	\$670
Coupe	670
Roadster	670
Touring	695
Four-door Sedan	720
DeLuxe Coupe	720
DeLuxe Sedan	790

Great New
Chrysler "62"

Business Coupe	\$1065
Roadster	1075
Touring	1095
Two-door Sedan	1095
Coupe (with rumble seat)	1145
Four-door Sedan	1175
Landau Sedan	1235

Illustrious New
Chrysler "72"

Two Pass. Coupe	\$1545
(with rumble seat)	
Royal Sedan	1595
Sport Roadster	1595
(with rumble seat)	
Four-Pass. Coupe	1595
Town Sedan	1695
Convertible Coupe	1745
(with rumble seat)	
Crown Sedan	1795

New 112 H.P.
Imperial "80"

Roadster	\$2795
(with rumble seat)	
Five-Pass. Sedan	2945
Town Sedan	2995
Seven-Pass. Sedan	3075
Sedan Limousine	3495

All prices f. o. b. Detroit, subject to
current Federal excise tax. Chrysler
dealers are in position to extend
the convenience of time payments.

at Sensational New LOWER PRICES!

Quality
Unchanged

\$670

and upwards

40 Body Styles

Chrysler's sensational
rise from 27th to 3rd
place in sales in 42
months is the result of a
phenomenal public pre-
ference that has contin-
uously demanded a record-
breaking volume of qual-
ity motor cars.

Chrysler's tremendous
production and rapid
growth are the direct
results of public recog-
nition of values and sav-

ings which only Chrysler
Standardized Quality can
provide.

You will then instantly
recognize why Chrysler
cars—by the most as-
tounding price savings
which result from a huge
and rapidly growing pub-
lic demand—are today
more than ever the most
marvelous motor car val-
ues in their respective
price groups.

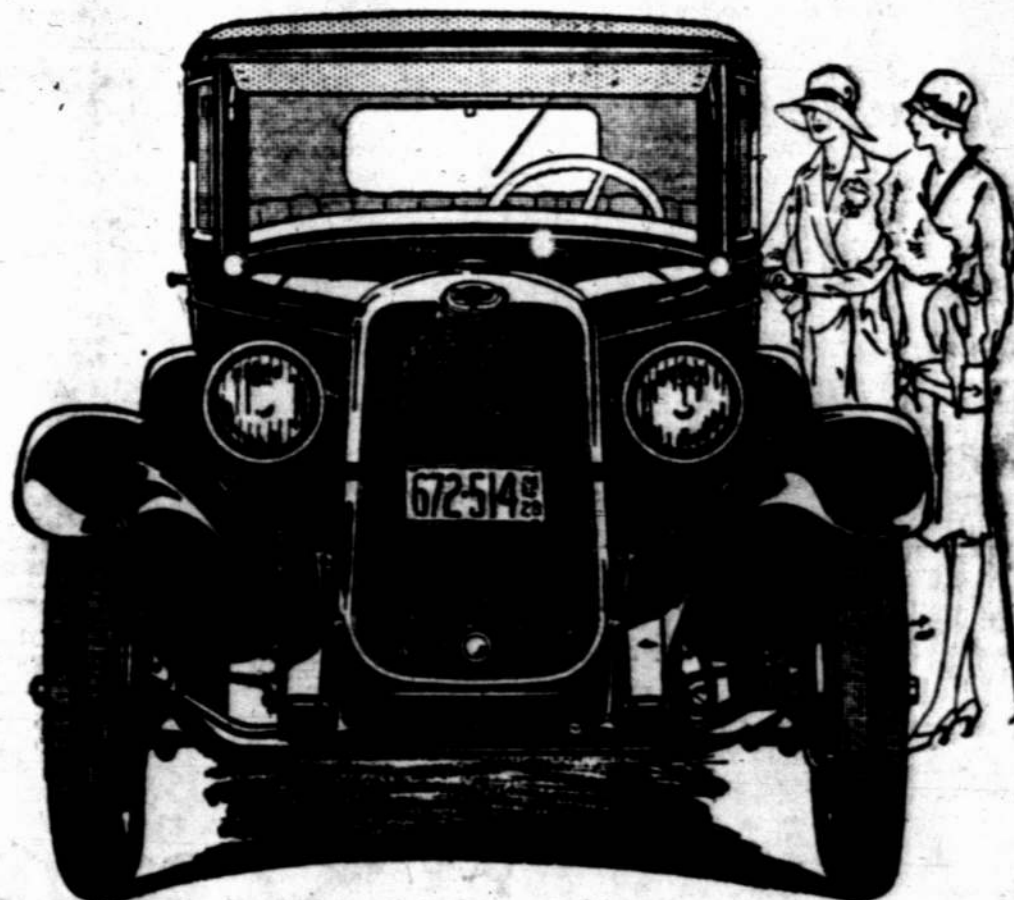
All Chrysler Models—"52," "62," "72" and New 112 h. p.
Imperial "80," in the new chromatic color combinations—
on display at the Auto Show and in all dealers' showrooms.

JOE HILTON COMPANY

919 Avenue I

Phone 627

ASK FOR A DEMONSTRATION



Again- Chevrolet Electrifies America with a Great New Motor Car

A new automobile so sensational as
to electrify the nation!

With marvelous new Fisher bodies
offering all the distinction, beauty
and luxury for which Fisher crafts-
men are famous! With performance
that is a revelation to owners of even
higher priced cars! With 107-inch
wheelbase—four inches longer than
before! With four-wheel brakes—
and many additional mechanical
achievements!

And... prices that demonstrate
again Chevrolet's ability to provide
the utmost in modern motoring
luxury at the lowest possible cost!

The engine of this great new car is
of the improved valve-in-head
design. With alloy "invar strut"
pistons... specially designed hydro-
laminated camshaft gears... mush-
room type valve tappets... and a
complete new steel motor
enclosure—it provides a type
of motor operation so thrill-
ing that it must be experi-
enced to be appreciated!

Coupled with this thrilling
acceleration and speed is a

type of riding and driving comfort
almost unbelievable in a low-
priced car. Four inches longer than
the previous Chevrolet chassis...
swung low to the road... and with
four semi-elliptic shock absorber
springs—the Bigger and Better
Chevrolet holds the road with
a surety that is simply amazing,
and rides in perfect comfort at high
speeds over the roughest stretches
of highway.

And never before was a low-priced
car so easy to drive—for the worm
and gear steering mechanism is
fitted with ball bearings throughout
... even at the front axle knuckles.

All these spectacular new mechan-
ical advancements are, of course, in
addition to the host of notable fea-
tures that Chevrolet has previously
pioneered in the low-price field.

Come in and see this latest and
greatest General Motors
achievement! Learn why it is
everywhere the subject of
enthusiastic comment—why
everywhere it is hailed as the
world's most luxurious low-
priced automobile.



THE COACH \$585.00

The Roadster...	\$495.00
The Touring...	\$495.00
The Coupe...	\$595.00
The Four-Door Sedan	\$675.00
The Sport Cabriolet...	\$665.00
The Imperial Landau	\$715.00
Light Delivery...	\$375.00
(Chassis Only)	
Utility Truck...	\$495.00
(Chassis Only)	

All prices f. o. b.
Flint Michigan

KUYKENDALL CHEVROLET CO.

13th and Ave J

KELLEY CHEVROLET COMPANY
IDALOU, TEXAS

HARDBERGER CHEVROLET COMPANY
LEVELLAND, TEXAS

Phone 54

QUALITY - AT - LOW - COST

The Blazing Horizon

THE STORY THIS FAR
The story is told in the Indian territory and along the Kansas border in the '90's, when a fight was being waged for the opening of the territory to settlement.

TONY HARRISON, orphaned at 13 when his father was shot in a poker game.
PAWNEE BILL, adventurer, gambler, Indian interpreter, showman.
JOE CRAIG, who takes Tony to the Bar K ranch to live.
TITUS MOORE, owner of the Bar K brand.
RITA, his little tomboy daughter.

Some years later, when Rita and her mother depart for the east and a finishing school, the boy learns for the first time how much he cares for Titus Moore's red-haired, arrogant daughter.

Moore is one of the chief opponents of the movement to open Oklahoma. Word is received that DAVID PAYNE, leader of the movement, is dead, and Tony, in his loyalty to Moore, is troubled because of his sympathy for Payne's cause.

He tries to forget Rita Moore and accompanies Pawnee Bill and BUFFALO BILL on a wild west show tour. When he returns, he and Craig trail some cattle thieves to Caldwell and there Craig is shot by TONY BENTON, murderer of Tony's father who had organized a bandit gang. Craig is only wounded and the gang escapes.

CHAPTER XXXI

"Sure, it was closed," Craig told him. "They caught the cashier coming out and made him unlock the door and let them in. They got away with six or seven thousand dollars."

"You're sure it was Benton?" "Positive. He recognized me that's why he let me have it. He shaved off his beard, but I know I wasn't mistaken."

They lingered a few minutes more and then together went to the morgue. But neither of them recognized the man Tony had brought down; he was a thin-faced man they had never seen before. He had been shot through the back of the head.

The doctor had insisted that Craig remain under his care, and they spent that night and several more in Tony's cabin. Four days passed before the physician would permit them to depart for the Bar K; and in the meantime Lyle Whitney had ridden up to Caldwell to learn what had happened.

Back at the ranch the winter closed in and rolled by uneventfully. Rita's letters to Tony had ceased—his own fault, he told himself, because he had been such a poor correspondent while traveling with Buffalo Bill's show. But he gave the matter little thought; he was a vain, self-centered man, his attitude had settled on him; he was living in a man's world and finding an arrogant satisfaction in professing a profound contempt for all womankind.

At night there was the inevitable game of stud poker in which Titus Moore invariably sat until eleven o'clock came to beckon him to bed; and at times the colonel's eyes, as they dwelt briefly on Tony during the betting, held a flicker of anxiety. It might have been that his memory was running back to a day more than six years before, when a black-haired little fellow, shy and heavy-eyed with grief, had first come to the Bar K, but such thoughts as he might have been thinking he never voiced.

There was much to occupy Titus Moore's mind as it was. In a week or two he would be traveling to Washington and not on a pleasure trip, although he would of course manage to see Rita while there. His object was business; there were bills being brought before congress for the opening of the Oklahoma lands, and the cattlemen needed one from among them to guide the activities of their lobby.

The cry of the land-hungry was swelling louder and louder throughout the country. The poverty-stricken, the adventurous, the credulous who believed that Oklahoma was a golden Eldorado beckoning them to come and stuff their pockets with her wealth were bending over maps and tracing trembling forefingers across the outlines of the Indian territory.

"Public domain!" was the cry. "Public domain! Let us in!"

It was doubtful if many knew what they were talking about, but the cry swelled just the same. In Oklahoma was land, land, land! Land free for the taking if the government would but let them in. But the government, which did not dare deny that the two million acres in the heart of the territory was public domain, turned a deaf ear; and when the outcry against the cattle barons thundered loudest it issued orders to the crown to remove their property—orders which it knew very well would be disregarded.

As far as the two-million-acre tract commonly known as Oklahoma was concerned, the cattlemen in the Cherokee Strip would not have been concerned one way or the other about its being opened for settlement but for one thing: they knew that once Oklahoma was opened it would be a question of only a short time until other vast sections of land in the territory would be thrown open, and the Cherokee Strip would be among them.

So the Cherokee Live Stock association fought with all its might to quell the rising sentiment for free land; fought with all the influence at its command—which was mighty—fought with its money through a powerful lobby, that the holdings of its members, which were leased for a term from the Cherokee nation, might not be taken away and given to "niggers," a hated term they had affixed to those who tilled the soil.

They maintained a diligent look-out for all invasions of the part of

the Boomers, reported these to the United States troops stationed in the territory, and noted with satisfaction that the cavalry moved quickly to drive the impudent one out.

But the cry for land rang louder and a new note crept into the propaganda of the Boomers. There were tales of suffering, of cruel treatment of the invaders at the hands of the soldiers. Tales of men being driven out at the saber's point, of women and children being forced out of the territory, at a run, of beatings and threats and deaths.

These things were vigorously denied, both by the soldiers and the cattlemen. But they persisted, in spite of the lack of proof; and they were twisted and magnified and deformed into a mighty accusation of persecution and martyrdom.

And the cause of the Boomers grew stronger. The death of David Payne, the "verified" had added to their sympathizers, and the picture of a sad-eyed man with mustache and goatee adorned thousands of maps of "The Promised Land" and the walls of homes and public places. But something more tangible than sentiment came to the support of the cause. The Santa Fe railroad, running north and south through the Indian territory, saw potential business in the vast undeveloped lands; spots here and there which were nothing more than river valleys or prairie stretches might, under the magic lure of free homes for all, be converted into cities almost overnight.

So there was talk of the Santa Fe, with its wealth and its power, being behind the movement; and of the Rock Island also.

And the cities of Kansas visioned a great market to the south of them. Open the gates and let the settlers swarm into the territory and there would be an immediate demand for Kansas products and Kansas would grow richer. Let the plow tap the fabled wondrous fertility of Oklahoma and Kansas would use such things as she herself did not produce. By all means open Oklahoma; people the uninhabited area to the south that retarded Kansas' growth!

Chambers of commerce swung into line and sent delegates to Washington and the controversy raged within the portals of the United States capital. But government was slow to move; the cattlemen's lobby was most active and the house and senate majorities were cautious; talk revolved around "sacred treaties" and "cessions" and "fairness to the Indians."

Titus Moore spent the spring of 1887 in Washington. He witnessed his daughter's graduation and then accompanied Rita and Mrs. Moore to New York and saw them depart for a summer in Europe. When he returned to the ranch there were many sessions with George W. Miller and other members of the cattlemen's association. Miller and his eldest son, Joe, had swung to the belief that the opening of Okla-

The Snake Driver



homa was only a matter of time.

"Fact is," said George Miller, "I'm thinking of buying some land from the Ponca Indians down south of my place. When you other fellows have to move out I'll stay."

But he was quite willing, he said, to forestall the opening as long as possible if increasing the lobby's subsidy could do it.

Pawnee Bill kept assiduously away from the Bar K. Word had gone out that a long-haired man, a heroic looking figure, was to be seen frequently wherever the Boomers assembled, and he thought it best not to put too great a strain on the courtesy of Colonel Moore.

The winter past he had spent as a teacher in a country school near Wellington, and he had held down the job admirably, although it was a post that required more brains than brawn and he had quelled an uprising by lifting a giant pupil from his seat and flinging him outdoors.

He was saving his money against the day when he should launch his own show. Sells Brothers commissioned him to get them some Indians. He went down to Pawnee and found a warrant for his arrest awaiting him, charging him with taking Indians away from a United States reservation. He was turned over to an Indian policeman, who was charged with delivering him, together with a letter of explanation, to an agent some miles away.

He pled the policeman with cigars and other little kindnesses along the route, and when the In-

dian looked the other way long enough for him to choose a handy exit, he took it, and the red-skinned arm of the law did not waste any of his precious time looking for the fugitive who was beating his second forced retreat from the Indian territory—in fact, when he delivered his letter to the agent and the latter looking up in astonishment, asked, "Where is the man you were supposed to bring?" the stoical gentlemine replied calmly, "No man," and let it go at that.

That summer Pawnee Bill launched out for himself in a small way, putting on a rather poor show in connection with the fairs at Winfield, Peabody, Newton, Hutchinson, Wichita and other Kansas towns. But, bad as they were he was now a showman in his own right.

Tony did not hear from him directly but he kept hearing much about Pawnee Bill. The man's name had spread; everyone in Kansas appeared to know him and from the Atlantic coast to the Pacific there were those who, having purchased tickets or read bill posters or newspapers, knew of a picturesque man with long hair and a stout heart who had spent much of his life among the Indians, knew their language and their customs, and was hailed by them as a white chief.

(To Be Continued)
Rita returns, and Tony Harrison's world goes to smash at sight of her. Read next chapter.

The Most Astounding Crime In A Generation!



"The Canary"

A girl of uncommon loveliness—A product of the Bohemian demi-monde of Broadway, a scintillant figure who seemed somehow to typify the gaudy and spurious romance of transient gaiety.

Which One Murdered Margaret Odell?



ON the night of September 10 someone murdered Margaret Odell, popularly known as the "Canary," in her apartment in West 71st street, New York. The case soon narrowed down to five suspects, of whom two were virtually eliminated from the start.

The murder, one of the most mysterious and baffling in New York police annals, finally was solved by Philo Vance, after the district attorney had thrown up his hands in despair. Here you see Vance looking over the suspects. From left to right they are: the man-about-town, the doctor, the manufacturer, the crook, the importer.

Which one did it? Do you think that after reading the first few installments of THE "CANARY" MURDER CASE you can name the man who strangled Margaret Odell? If you can, you are a great deal cleverer than the average detective.

How did the murderer get in and out of the girl's apartment? What was the motive of his crime? How many people were in the apartment when the murder was committed? Why was the jewel case battered with a poker before being pried with a cold chisel? What did the finger prints on the table and door knob mean?

You will have to answer these questions before you can solve "THE CANARY" MURDER CASE. Be sure to read it, or you'll miss the biggest fiction treat in years. It begins today and will continue in the Morning Avalanche.

Buick Beauty . . . Buick Luxury . . . Buick Performance for only \$1195



Series 115 five-passenger two-door Sedan. Standard of Buick for power, speed, and economy. \$1195 f.o.b. Flint, Mich.



Series 115 two-passenger Coupe. A typical Buick value—especially popular for business. \$1195 f.o.b. Flint, Mich.



Series 115 four-passenger Sport Sedan. Smart, low-price, youthful—Buick through and through. \$1195 f.o.b. Flint, Mich.

You can buy a Buick closed car at prices as low as \$1195, f.o.b. factory. You can buy it on the liberal G.M. A.C. plan—with a moderate down-payment which may be taken care of by your present car in trade.

These prices mean maximum value, and in Buick you get real beauty—real comfort—real performance. You get the unrivaled value resulting from Buick's unrivaled production in the quality field.

Come in—see Buick—compare it with other cars of similar price—then let the facts decide you to buy Buick.

SEDANS \$1195 to \$1995 COUPES \$1195 to \$1850
SPORT MODELS \$1195 to \$1525

All prices f.o.b. Flint, Mich., government tax to be added. The G. M. A. C. financing plan, the most desirable, is available.

SLAUGHTER MOTOR COMPANY

1002 Avenue J

Phone 796

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Henry Ford Took Car Record Down

When Flivver King Took "T" Model Off Market, a Hole Was Knocked In Total of Manufacturers.

By ISRAEL KLEIN
Science Editor, NEA Service

Henry Ford certainly cut a big hole in the record of the automobile industry for 1927.

All fingers point to him, although no mention is made of the fact in the preliminary "Facts and Figures" for 1927 just issued by Alfred Reeves, general manager of the National Automobile Chamber of Commerce.

Comparison of these figures with those of 1926 shows what effect Henry Ford's manufacturing record had on the entire industry. That Ford had much to do with this drop in production is certain, for individual manufacturers like Chevrolet, for instance, reported quite an increase in production during 1927.

Balancing this increase against Ford's suspension, however, we have a total automobile production in the United States, including passenger cars and trucks, of 3,530,000 nearly a million below that of 1926.

But More Cars Used
With this drop in automobile production last year came a corresponding fall in their wholesale sale, in the sale of parts and accessories, and in the railroad share of automotive freight carried. Yet motor registration continued to climb, motor vehicle taxes went up, gasoline consumption jumped tremendously, motor bus traffic grew, exports increased and the tire business by itself reported greater production.

Total motor vehicle registration in the United States, according to the estimate of the N. A. C. C., is only 100,000 short of 30,000,000. That includes motor cars and trucks. At the end of 1926 this total was more than 1,250,000 lower.

Registration on farms increased slightly, buses increased from 80,000 to 90,000 and gasoline consumption went up by more than a billion gallons. Increased travel last year brought this figure up to a total of 9,997,000,000.

Closed Cars Go Up
"Facts and Figures" also point to a steadily climbing rate in closed cars produced annually. During 1926 this rate was 727 per cent of the total production. Now it is 35 per cent.

An interesting sidelight among the figures presented by the N. A. C. C. is the matter of retail financing. During 1926 64 per cent of the new cars were sold on time. Last year this came down to 58 per cent.

At the same time the average amount left for installment payment on new cars was reduced from \$695 to \$574. This, most likely, was due to a general reduction in the price of automobiles last year.

This year promises a far greater production than the peak year of 1926, according to predictions of leaders in the automotive industry. With Ford back on the job, with Chevrolet producing at a higher rate than ever before and other models promising just as great an increase in production, the "Facts and Figures" for 1928 will show remarkable gains both in production and registration.

Levelland

(Continued from Page 1)

opened by T. W. Rogers, who is still a respected citizen and successful business man of Levelland. Other little places of business opened, and houses were built to house the settlers who continued to come thick and fast.

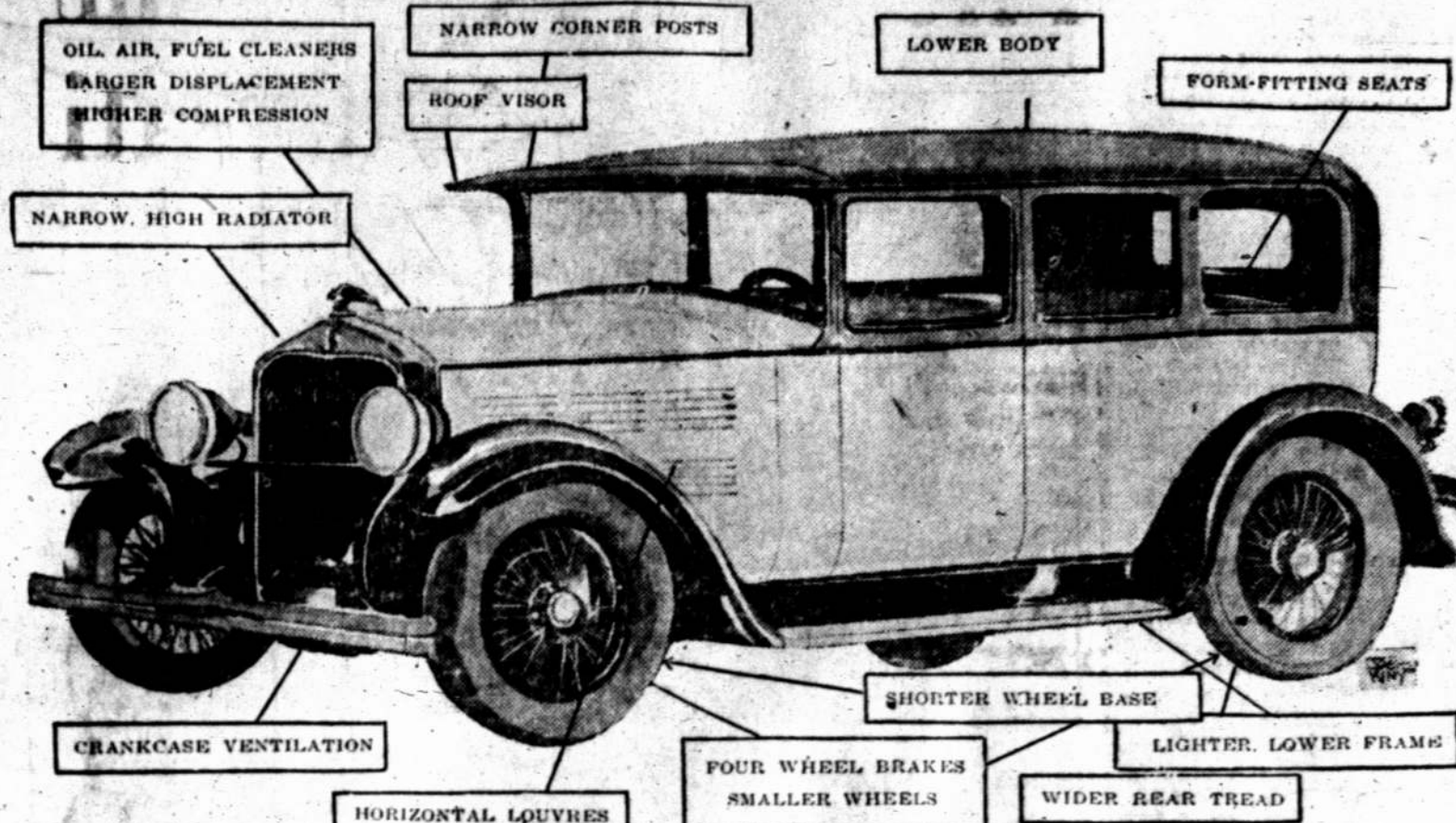
It was soon decided that a post office would be a handy and convenient thing to have, and application was made to the postal authorities for the establishment of a postoffice under the name of Buckley City, Texas, but this application, on account of conflict of name, was rejected, and the name of Levelland was substituted there. An office was established, and Mrs. J. A. Stroud was appointed first postmistress of Levelland.

A Little Later It Built
A little later it was decided that Levelland needed a modern school building to take care of the ever-increasing scholastic population. The matter was taken in hand by the leading citizens, and as a result of their efforts a modern two-story brick school building was erected. Opposition was encountered from those pessimistically inclined. The assertion was made that such building was the one contemplated would not be used to capacity for twenty years, but this opposition was overcome and the building erected. Just two years later another modern high school building was erected to relieve the intolerable crowded condition in the school. At the present time these two buildings are being crowded to the limit to take care of a student body of about seven hundred students, and ground has been purchased for more school buildings, which will have to be added in the near future. The faculty at present consists of twenty-three teachers.

At the present time there are thirty brick business buildings in Levelland, accommodating various lines of business. Drygoods, hardware, implements, groceries, furniture, bank, variety store, drugs, restaurants, automobile agencies, in fact almost every line of business to supply the wants of a large and ever-increasing trade territory are to be found in Levelland and yet, there are openings for other lines, and a crying need for some.

A modern fireproof courthouse of white stone construction is now being built at a cost of \$150,000 to house the county's growing business. This building will be a real attraction on the South Plains, and

The Composite Car Of 1928



This is an artist's conception of the car of 1928, combining all improvements shown in the various types of new cars this year.

BY ISRAEL KLEIN
Science Editor, NEA Service

If one automobile were built combining all the improvements that will be seen on the new cars to appear this year, it would have the following features:

The engine would have slightly larger bore and stroke, resulting in greater displacement, more power and longer life.

It would have a higher compression ratio, with the introduction of high compression cylinder heads and the use of special anti-knock fuels.

Aluminum alloy pistons of the steel or invar-strut type would replace the old cast-iron type.

Its inlet and exhaust valves would be designed differently, more careful attention being paid to the exhaust side. These valves would be of a silicon-chromium steel, while the inlet valves would remain of nickel steel construction.

More Even Fuel Feed
The crankcase would be ventilated, permitted longer use for the same oil.

The manifold would be so designed as to distribute the mixture more uniformly to all cylinders. To attain this, a heat control element for preheating the incoming mixture would be provided through use of some of the exhaust gas.

Walls of cylinders would be of nickel or of nickel and chromium alloy to insure longer and better wear.

A seven-bearing crankshaft, in the six and eight-cylinder models, would have counterweights to decrease the load on the main bearings. Even the four would have his feature.

Valve springs would be of the dual-type, either one alongside the other or one within the other, to avoid spring breakage.

The engine would be supported on rubber bushings to take vibrations.

Shorter and Wider Chassis
The chassis would have a slightly wheel-base, a traffic has demanded.

Its rear tread would be widened.

me of which every citizen will be justly proud.

There are four cotton gins in Levelland, and others will have to be built in the near future to take care of the cotton grown in this section. Plans are now under way for the erection of a large cotton warehouse and compress, which will materialize in the near future.

Levelland has a first class water system. Serving the city with the best of pure water, modern fire truck equipment, a system of sanitary sewers, electric lights and power served by the Texas Utilities company, and a modern telephone system operated by the Texas Telephone company. Within a year, it has been assured of natural gas, which will give us practically all the conveniences of the city. Our school facilities are first class, and in addition to the public school system, we are fortunate in being only twenty-nine miles from the great Texas Technological college at Lubbock, the greatest and most important educational institution in the plains.

Growth Is Wonderful

To make a long story short, Levelland has experienced a growth and development seldom equaled by other towns, and excelled by none. Furthermore, its growth, while phenomenal, is not the growth of the boom town, superinduced by the discovery of oil, and some other great drawing attraction, but it has been a steady, natural one, based solely upon the merits of the land round about it as an agricultural country, and is the result of efforts of those who had faith in the country.

While its stride forward has been marvelous, wonderful, astounding during the short time since it came into existence, yet the discerning eye can see far more wonderful possibilities for it in the future. When the older seventy-seven per cent of the rich land of the county is put to the plow, and is developed into prosperous farms from its virgin state, Levelland will really come into its own, and will be appointed to by every resident of the plains with pride.

ed from 56 1-2 inches to 58 1-2 inches, since we now have better and wider roads and need more comfort inside.

The steering gear angle would be adjustable to the particular driver. So would the clutch and brake pedals.

Shimmy and wheel wobble would be obviated by the reduction of steering gears and their reversibility.

More cross members would strengthen the chassis frame while the entire frame would be made of lighter metal.

Chassis frames would be dropped to allow for lower over-all height of the car.

Chassis lubricating points would be fewer and readily accessible.

Four-wheel brakes would be imperative.

The wheels would be slightly smaller in diameter.

Lower, Racier Body

The body would be designed along much racier and lower lines. The radiator would be high and narrow.

Hood sides would have horizontal louvers.

Front corner posts in closed models would be narrow, for clear vision.

Instruments on the dash would be grouped artistically, and these would include thermometer, gasoline gauge, oil gauge, ammeter and other essential controls.

Lights would be controlled by a lever at the wheel, replacing the spark control.

More leg room would be provided in front by turning the front of the body in along the sides of the last cylinder.

Form fitting seats would provide more comfort.

Driver's seat would be adjustable.

Doors would be opened by "remote controls."

Fenders would be heavier and of the crown type.

Engineers Still Dissatisfied

Such is the composite automobile of 1928. The features enumerated may be found in quantities of one or more, on practically every new car this year. They reveal a

tendency toward more durable, as well as more powerful, automobiles or more attractive lines, with greater comfort, offering less trouble and maintained at lower cost.

Yet engineers aren't satisfied. They are experimenting with single sleeve valve engines and a new form of rotary valve. They look forward to the use of a supercharger, since engines are attaining higher speeds. They even hope for a front wheel drive to permit the body designers greater leeway in effecting a roomier, more comfortable and racier type of body.

Four speeds in the transmission are another hope of engineers, for they promise easier driving, better control of the car and greater economy with this type of drive. But this is costly, and the tendency is toward cheaper automobiles.

Whether the all-feature 1928 automobile is a four, six or eight, its engine would have a high revolutionary speed, compared with the types of years ago. But engineers are balking at going much higher than 3000 revolutions a minute at peak, because of the sacrifice they would have to make in size of bearing surfaces and in the ultimate life of the car.

on gardening will be at the peak of their popularity as amateur nurserymen prepare for their fling at spade and hoe.

The call of adventure has not diminished and young and old alike read such books, the volumes showing a greater appeal for men than for women.

Miss Ford is kept in her office at the court house with routine library business, such as cataloging, book mending and filing and is not allowed the contact with the reader that is the privilege of young women in the reading room.

Boys read better literature, as a whole than girls do, she believes, and their reading is of a greater scope. Girls read "boys' books" but boys never read a "girls' book" considering them to be too effeminate and uninteresting in nature. Travel books are universal in appeal, trade and technical volumes having limited following. School children form a large patronage of the library during the school months coming there for supplementary reading and reference work.

Lesson No. 6
Question: Why is emulsified cod-liver oil so highly recommended as food for nursing mothers?

Answer: Because it benefits the nutritional condition not only of the mother but of baby as well.

Mothers should keep vitamin-nourished with SCOTT'S EMULSION

For numberless puzzled motorists Dodge Brothers new Victory Six will simplify the problem of selection, for nowhere in the world is there a car like it. Greater expenditure will not duplicate it.

To possess this car's unique advantages you must possess this car.

A Radical Departure in Body Design

In The Victory, for the first time in history, the body is eliminated. Body and chassis are built as a single integral unit.

Thus, the wide, deep chassis frame of The Victory, now flush with the lines of the body, avoids the customary overhang of a wide body upon a narrow frame; and the chassis itself, rather than the body, supports all weight—body, floor, seats and passengers.

Amazing Results

The results of this construction are astonishing.

330 body parts are eliminated.

175 pounds of superfluous weight are cast off.

The all-important CENTER OF GRAVITY is materially lowered.

Without the slightest sacrifice of head-room or road-clearance, the over-all height of the car is also lowered—one of the secrets of The Victory's great beauty.

The amazing resources of the car's brilliant

Another New Safety Feature

Yet Dodge Brothers have taken a further revolutionary step to insure the safest motor transportation it is possible to create.

For the first time in automobile history, they have applied the so-called battle-ship construction to closed car design.

In other words, the body has a double steel shell, locked together, with an air space intervening—is actually TWO bodies, one within the other—yet lighter by 175 pounds—and the safest body known.

Tune in for Dodge Brothers Radio Program every Thursday night 7 to 7:30 Central Time NBC Red Network.

ROYALTY MOTOR CO.

1018 13th Street

Phone 444

The VICTORY SIX

DODGE BROTHERS, INC.

THE SENIOR SIX AND AMERICA'S FASTEST FOUR ALSO ON DISPLAY

Auto Production Falls Under 1926 Record Last Year

3,530,000 Cars Made With Value \$2,556,750,000 At Wholesale; 80 Per Cent Are Closed Cars

NEW YORK, Jan. 14 (AP).—American motor car and truck manufacturers built 3,530,000 vehicles, worth \$2,556,750,000 wholesale, during 1927, the National Automobile Chamber of Commerce reported today. Of the total 3,066,000 were cars, 80 per cent of them enclosed, and 464,000 were trucks.

Production Is Off
Production fell off slightly from 1926, when 3,644,407 cars and 454,054 trucks were built, the decline being attributed largely to the six-month shut-down of one of the largest plants. Despite the decline the production results in increasing to slightly more than seven the number of cars per mile traveling American highways and gives the United States 89 per cent of the total world registration, 28,900,000 vehicles.

The average retail price of cars was \$853 and of trucks \$1,053. Fifty-eight per cent of the cars and 56 per cent of the trucks were purchased on the installment plan. Total taxes paid on motor vehicles during the year was \$725,555,812.

Some 3,675,000 persons were employed in automotive manufacture and allied lines during the year. The industry bought 84 per cent of the country's rubber, imports 50 per cent of plate glass production, 12 per cent of the copper production

and 14 per cent of the iron and steel output. In addition, motor vehicles consumed 9,697,000,000 gallons of gasoline and 390,000,000 gallons of motor oil. Tire manufacture alone required 680,000,000 pounds of rubber and 219,000,000 pounds of cotton.

Exports From U. S.
Exports from the United States and Canada totaled 543,000 vehicles, which, with parts and tires, brought the export trade value to \$507,500,000.

Some 11,500 motor buses were built, making the number in use 90,000. Of these 14,400 were used by consolidated schools, 8,600 by street railways and 1,175 by steam railroads.

WHERE MOST GET HURT
Of the 425 motor vehicle fatalities in New York City during 1926, 274 or more than one-half, happened on crossings of avenues where surface cars operate.

Perhaps the strangest name in London is XX Place.

Just the thing for COUGHS AND COLDS. DAVIS' MENTHOLATED BEANS. DUCLOS. CANNY CO. N. Y.

AUTOMOBILE LOANS
Cash Loans made on Automobiles. Present Notes Refinanced. Payments Made Smaller. NOLAN E. WHITLOW & CO. 313 Temple Ellis Bldg.

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—brings to your door every day, sweet, pure Bell Grade "A" Pasturized Milk.

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Complete Diagnostic Laboratory including X-Ray and Modern Physio Therapy

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Dental Surgery, Pyorrhea and

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The Federal Land Bank of Houston
Has plenty of money to loan on Farms and Ranches at 5 per cent interest

Long Time and Easy Payments
We will take up that old, high rate loan or make you a new one at this low rate of interest and give you terms that you can easily meet.

Prompt Service
We have an appraiser located here in Lubbock and can handle your loan without delay.

If you want the best loan ever offered at the lowest cost, call at this office, or write

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PHONE 10 LUBBOCK, TEXAS

THE ONLY CAR OF ITS KIND IN THE WORLD

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The VICTORY SIX

DODGE BROTHERS, INC.

THE SENIOR SIX AND AMERICA'S FASTEST FOUR ALSO ON DISPLAY

"THE BIGGEST, THE BEST IN THE WEST" WHY THROW IT AWAY?

If you have a frock that looks well on you and of which you are fond, why throw it away because it is slightly wrinkled and soiled?

Every modern innovation that a cleaning plant can have, is here to help you cut down on your dress bills. They're returned to you with the original luster and newness at just a small fraction of what a new frock would cost.

WHY DO THIS, MEN?

If you buy a light colored hat and pay anywhere from \$5 to \$10 or more for it, and it gets soiled, why throw it in a corner, when for a small amount its original attractiveness can be renewed. Every facility found in the most modern hat cleaning and blocking establishment helps you to save money on your hat bills.



LUBBOCK LAUNDRY CO.

Phone 305

MURDER CASE
THE BENSON MURDER CASE © Charles Scribner's Sons

A black and white portrait of a woman with short, dark, curly hair. She is wearing a dark, off-the-shoulder dress and a long, multi-strand pearl necklace. She is smiling slightly and looking towards the camera. The background is dark with a light-colored grid pattern.

that the police labor under the notion that evidence which would convince a man of ordinary intelligence, would also convince a court of law. A silly notion, don't you know. Lawyers don't really want to know, to say the least, the technicalities. And the average police man's brain is not too forthright to cope with the pedantic demands of jurisprudence."

"It's not as bad as that," Markham retorted, with an attempt at good nature, although the strain of two long weeks had evidently begun to upset his habitual equanimity. "If there weren't rules of evidence, grave injustice would too often be done innocent persons. And even a criminal is entitled to protection in his trial."

Vance yawned mildly.

"Markham, you should have been a pedagogue, it's positively amazing how you've mastered all the standard oratorical replies to criticism. And yet, I'm unconvinced. You're a lawyer, and in the case of the kidnaped man whom the courts declared presumably dead. Even when he reappeared, hale and hearty, among his former neighbors, his status of being presumably dead was not legally altered. The visible and demonstrable fact that he was actually alive was regarded by the court as an immaterial and impertinent side-issue. Then there's the 'schin' situation, so prevailing in this fine country—a man being insane in one state and sane in another. . . . Your laymen, swaddled in the darkness of ordinary common sense, would say that a person who is a lunatic on one bank of a river could still be a lunatic if he was on the opposite bank. And he'd also hold—erroneously, no doubt—that if a man was living, he would presumably be alive."

"Why this academic dissertation about Markham, this time a bit irritably."

"It seems to touch rather vitally on the source of your present predicament," Vance explained equably. "The police, not being lawyers, are aptly going you into hot water, what? Why not start an agitation to send all detectives to law school?"

Markham grunted. "I'd hardly endeavor myself to the people of this country if I answered the police against me. I would be recommending law courses for the police department."

"Permit me, then to suggest the alternative of Shakespeare's butcher: 'Let's all be lawyers'."

"Unfortunately, it's a situation, not a utopian theory, that has to be met."

"And just how," asked Vance laudly, "do you propose to reconcile the sensible conclusion of the police with the equally touching but incorrectness of legal procedure?"

"To begin with," Markham in-

terrupted him. "I've decided henceforth to do some actual investigating of all important night-club criminal cases. I called a conference of the heads of my departments yesterday, and from now on there's going to be some real activity radiating direct from my office. If I intend to produce the kind of evidence I need for convictions."

Vance slowly took a cigaret from his case and tapped it on the arm of his chair.

"Ah! So you are going to substitute the contention of the innocent for the authority of the police?"

Markham was nettled; turning in his chair he frowned at Vance.

"I won't pretend not to understand your remark," he said acidulously. "You're back again on your favorite theme of the inadequacy of circumstantial evidence as compared with your psychological theories and aesthetic hypothesis."

"Quite so," agreed Vance carelessly. "I know, Markham, your sense and your charmin' faith in circumstantial evidence is positively disarming. I tremble for the innocent victims you are about to rather into your legal net. You'll eventually make the mere attendant, not just any cabaret a frightful hazard."

Markham smoked a while in silence.

"Why this sweeping deprecation of circumstantial evidence? I admit that at times it may be misleading; but it often forms powerful presumptive proof of guilt. Indeed, Vance, one of our greatest legal authorities has demonstrated that it is the most powerful actual evidence of existence. Direct evidence in the very nature of crime, is almost always unavailable. If the courts had to depend on it, the great majority of criminals would still be at large."

"I was under the impression that this precious material had always enjoyed its untrammeled freedom."

Markham ignored the interruption.

"Take this example: A dozen adults see an animal running across the snow, and testify that it was a chicken; whereas a child sees the same animal; and declares it was a duck. They thereupon examine the animal's footprints and find them to be the web-footed tracks made by a duck. It is not conclusive, then, that the animal was a duck and not a chicken, despite the preponderance of direct evidence?"

"I grant you your duck," accepted Vance indifferently.

"And having gratefully accepted the gift," pursued Markham, "I propound a corollary: A dozen adults see a human figure crossing the snow, and take oath it was a duck; whereas a child asserts that the figure was a man. Now, will you not also grant that the

circumstantial evidence of a man's footprints in the snow would supply incontrovertible proof that it was, in fact, a man, and not a woman?"

"Not at all my dear Justinian," replied Vance, stretching his legs languidly in front of him; "unless, of course, the child is a girl. A human being possesses no higher order of brains than a duck."

"What have brains to do with it?" Markham asked impatiently.

"Not those of a duck, certainly. But brains might very well—and should, often do—affect the footprints of a human being."

"Well, according to your highly and peculiarly developed processes of reasoning, would the circumstantial evidence of those masculine footprints indicate a man or a woman?"

"Not necessarily either," Vance answered; "or, rather, a possibility of each. Such evidence, when applied to a human being—to a creature, that is, with a reasoning mind—would lead, by a reasonable method, to the conclusion that the figure crossing the snow was either a man in his own shoes, or a woman in man's shoes, or perhaps, even, a long-legged child."

"I'm delighted to hear you say that," Markham interrupted, "at least, you repudiate the possibility of a duck dressing itself up in the gardener's boots."

Vance was silent for a moment; then he said:

"The trouble with you modern Solons, d' y' see, is that you attempt to reduce human nature to a formula; whereas the truth is that man, like life, is infinitely complex. He's shrewd and tricky and skilled for century in all the most diabolical chicaneries. He is a creature of low cunning, who, even in the normal course of his vain and idiotic struggle for existence, instinctively and deliberately tells the ordinary man a good many lies."

A duck, not having had the heaven-kissing advantages of human civilization, is a straightforward and eminently honest bird."

"How," asked Markham, "since you disallow the ordinary means of arriving at a conclusion, would you decided the sex or species of this person who left the masculine footprints in the snow?"

Vance blew a spiral of smoke toward the ceiling.

"First, I'd repudiate all the evidence of the twelve astigmatic adults and the one bright-eyed child. Next, I'd ignore the footprints in the snow. Then, with amind unclouded by the dubious and uncultured with material clues, I'd determine the exact nature of the crime which this fleeing person had committed. After having analyzed its various factors, I could infallibly tell you not only whether the culprit was a man or a woman, but I could describe his habits, character, and personality."

And I could do all this whether the fleeing figure left male or female or kangaroo tracks, or used stilts or rode off on a velocipede."

Markham smiled broadly. "You'd be worse than the police in the matter of supplying me legal evidence, I fear."

"I at least, wouldn't procure evidence against some unsuspecting person whose boots had been appropriated by the real culprit, retorted Vance.

He became suddenly serious.

"See here, old man; there are some shrewd intelligences at present alert about the city. Theologians call the powers of darkness. The surface appearances of many of these crimes that are worrying you are palpably deceptive. Personally, I don't put much stock in the theory that a malefactor gains of cut-throats have organized a American camorra, and made this silly night club their headquarters. The idea is too melodramatic. I don't snaffle too much of the gaudy journalistic imagination; it's to Eugene Sue-ish. Crime isn't a mass instigating except during war-time and then it's merely a noblesse sport. . . . Markham, old dear, don't let this romantic criminological ideas lead you astray. And don't

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and

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General Medicine

DR. H. L. GARLAND
General Medicine

C. E. HUNT
Business Manager

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

11:30AM	FLOYDADA
12:45PM	MATADOR
1:30PM	PADUCAH
4:30PM	QUANAH

Connections at Quanah for Oklahoma and other points.

She had quitted the "Follies" at the close of the season, and during her subsequent spectacular career as a singer and dancer, she had become so popular that she had been popularly and familiarly called the Canary. This happened that when her dead body was found, brutally strangled, on the roof of the Bowery Hotel, the police immediately called her the Canary. This name became known, and was a ways thereafter referred to, as the Canary murder.

My own participation in the investigation was not as the Canary murder, but rather my role of Bowery investigator—constituted one of the most memorable experiences of my life. At the John F.-X. Marx was district attorney of New York, having taken office the preceding January. I need hardly remind you that my unpopularity, and my unpopularity he dis-

On the day following his admission, Markham and Vance and I were sitting in a secluded corner of the lounge-room of the Stuyvesant hotel, waiting for the guests to gather there, for we were all members of the club, and Markham frequently used it as a kind of unofficial lounge for his members.

"It had seemed to have half the people in this city under the impression that the district attorney's office is a kind of high-class money market," said Markham that night, "without being necessitated to turn detective because I'm not given sufficient evidence, or the opportunity to make a case, with which to secure convictions."

Vance looked up with a slow smile, and regarded him quizzical.

"The difficulty would seem to be returned," with an indolent

"If seems to touch rather vitally on the source of your own predicament," Vance explained excitedly. "The police, not being lawyers, have apparently got you into hot water, what? Why not start with them? To send all delinquents to law school?"

Markham grunted. "I'd hardly commend myself to the people of this country. I am afraid they'd be more likely to regard me by recommendation against law courses for the police department."

"Permit me, then, to suggest that you read a little of Shakespeare's *Utopia*. Let's kill all the lawyers."

"Unfortunately, it's a situation that is not a utopian theory, that has to be faced."

"And 'just how,' asked Vance lazily, do you propose to reconcile the sensible conclusions of the people with what you touchingly call the confusion of the masses?"

"To begin with, Markham in-

"Take this example: A dozen adults see an animal running across the snow, and testify that it was a duck. A child, however, tracks the same animal, and declares it was a duck. They thereupon examine the animal's footprints and find that they are made by a duck. It is not conclusive, then, that the animal was a duck and not a chicken, despite the preponderance of direct evidence.

"I grant you your duck," acceded Venice indifferently.

"And having gratefully accepted the duck," Markham said, "I propose a corollary: A dozen adults see a human figure crossing the snow, and take oath it was a woman; whereas a child asserts it was a man. The snow will tell you not also that that was a man."

"How," asked Markham, "since you jettison all the ordinary means of arriving at a conclusion, how do you know the character or species of this person who left the masculinities in the snow?"

"Vance blew a spiral of smoke toward the ceiling and said:

"First, I'd repudiate all the evidence of the twelve astigmatism adults and the one bright-eyed child. I'd know the difference between the snow. Then with unimpaired and unprejudiced by dubious testimony I'd determine the exact nature of the person who committed the crime. I'd analyze its various factors. I could infallibly tell you not only whether the person was a man or a woman, but I could describe his habits, character, and personality."

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12:00PM	6:30PM	1 EVELE
LUBBCK TO SPUR		
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Connections at Quanah for Oklahoma		

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WOOD	9:05AM	7:35PM
WYDEN	9:25AM	7:25PM
ELLAND	9:05AM	7:00PM
AND WICHITA FALLS		
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WYDEN	9:25AM	8:05PM
KENZO	9:00AM	7:45PM
WYDEN	8:50AM	7:15PM
WYDEN	8:50AM	6:45PM
WYDEN	8:00AM	5:00PM
WYDEN	1:00PM	5:00PM
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WYDEN	1:00AM	1:00PM
and other points.		

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Oakland Expands Its Organization

W. R. Tracy, Vice President In Charge of Sales Plan Names Six Sales Heads For Regions.

The Oakland Motor Car company, which advanced from the position of ninth in point of sales volume during 1926 to fifth place in 1927, has expanded its already extensive sales organization to handle an expected further sales increase during 1928. It is announced by W. R. Tracy, vice president in charge of sales.

The most important development so far has been the appointment of six regional sales managers in key cities to direct the 22 district offices stationed throughout the United States. The present eastern and western sales managers, W. B. Sawyer and E. M. Lubbock, each has supervision over three of the regional managers.

All of the district sales offices are being expanded and moved to larger quarters and the number of representatives traveling among the dealers from the district offices has been increased. Many more dealers are being added to the present total of more than 4,300 which now is nearly five times the size of the dealer organization in 1925.

The six new regional managers and their headquarters cities are as follows: New York, F. R. French, formerly special eastern sales representative; San Francisco, L. M. Dreves, former Pacific coast supervisor; Chicago, Harry Mahaffey, Cleveland, L. J. Marsh, Atlanta, W. A. Sullivan; Kansas City, Edna Smith. The four last named have been promoted from the position of district manager in their respective cities.

These promotions have necessitated the following assignments of district managers of a great mass of dealers: Cleveland, E. J. Barlow, former district manager at Indianapolis; Atlanta, T. A. Kimmel, former assistant district manager at Buffalo; Kansas City, E. J. Barlow, former Buick district manager; Indianapolis, E. J. Mann, former assistant district manager at Cleveland; Butte, C. L. Pugh, former field representative in the Seattle district.

In order to relieve the 22 district managers of a great mass of dealers, Mr. Tracy has placed four sub-executives at each district office. Each district manager now has under him a supervisor of dealer accounting, a supervisor of dealer distribution, a supervisor of service, parts and accessories and a supervisor of sales development, advertising and fleet sales. Except upon matters of company policy, these men contact directly with the corresponding departments at the home office.

The six regional managers will visit the factory every 30 days and upon returning will summon the three or four district managers in their respective regions and pass on to them information instructions received. This plan, Mr. Tracy points out, relieves the district managers of the frequent necessity of making long trips to the factory and enables them to spend more time directing sales activities in their districts.

1927 Banner Year In Buick History

Two Millionth Car Is Made And Sold by Buick During Year Just Past; Expansion Program Planned

FLINT, Mich., Jan. 14.—Viewed in retrospect the year 1927 stands out as one of the most satisfactory in Buick history, in the opinion of Buick Motor company officials. Besides building the 2,000,000th Buick and thereby shattering all records for the manufacture of fine motor cars, Buick brought out a line of new models which has received major endorsement unparalleled in Buick history. The year also saw expansion steps which leave Buick better equipped than ever from the factory standpoint.

The 2,000,000th Buick was built early in November, largely sale of the 1928 models advancing the date of its production considerably. These new models introduced to the public in late July attracted 1,526,152 persons to Buick sales rooms during the first three days of its display in the larger cities where attendance was checked. The sale of the new models was so sustained that Buick finished the year with a new production record of approximately 250,000 cars.

The 2,000,000th Buick, a five-passenger coupe, is being exhibited by Buick in connection with the national automobile shows. It was on display at the New York Buick Branch, Broadway and Fifty-fifth street, during the New York show, and Chicago also will see it.

The contrast between this luxurious creation in maroon, Duco-shining nickel and rich upholstery, and the Buicks of 1904—Buick's first production year—is vast. The 2,000,000th Buick is scarcely recognizable as one of the same genus as these early motor cars, so great has been the advance in engineering, body building, and all else connected with automobiles.

Figures kept by the Buick organization indicate that 1,500,000 of the 2,000,000 Buicks still are in active service today. Many date back 15 or more years. An 18-year-old Buick touring car crossed the continent from San Saba, Texas, to Flint last summer, and returned, making the trip without trouble of any kind.

Expansion Program. A huge program of expansion, necessitated by demand for Buicks and the desire to extend supervision over the product's quality, was

Has Auto "Price War" Begun?



When John N. Willys, Toledo automobile manufacturer, posed for this picture with his new model Whippet coupe, the automobile industry began to wonder if the long-rumored "price war" on low-priced autos had not actually begun. The coupe shown here will sell for \$545, just five dollars below the price of the new Ford coupe.

EXECUTIONER ILL

Strain of Task At Electric Chair Too Much

NEW YORK, Jan. 14.—Robert Elliott, executioner at Sing Sing prison, took to his bed Friday with a nervous breakdown. Dr. Morton Herx, his physician, said he had been "pretty badly shaken" by the task of sending Ruth Snyder and Henry Judd Gray to their deaths Thursday. The idea of executing a woman, he said, had preyed on the executioner's mind.

LEGALIZE DISTRICTS

Attorney General Points Way for Brazos Group

AUSTIN, Jan. 14.—The attorney general's department pointed the way Thursday for the legal formation of the proposed Brazos River Conservation and Reclamation District, embracing 55 counties situated in the Brazos watershed, extending diagonally across the state from the New Mexico line to the Gulf of Mexico. An amended petition to the state board of water engineers, for authority to create the district will be necessary, assistant Attorney General C. W. Trueheart told the board and State Representative Leonard Tulison of Sealy, executive committee chairman for the district association, created some time ago to execute a several million dollar development program on the Brazos.

Avantage-Journal Want Ads Paid

Completed during the year which saw the 2,000,000th Buick built. The first step in this program was construction of the united line, where converters of various sorts, each coming from the plant which made it. The capacity of the line is about 1200 cars a day. It requires just 75 minutes to transform a bare frame into a finished Buick.

LYRIC REX

Monday and Tuesday

Monday and Tuesday

PAULINE STARKE

OWEN MOORE

LIONEL BARRYMORE

And

DOUGLAS FAIRBANKS

—In—

"Women

Love

Diamonds"

"BEAUTIFUL, brilliant, hard as diamonds—such are the girls of today"—A leading educator.

Whether you agree or not, you'll be interested in this brilliant film of a gold-digger who wins redemption in the one honest love of her life.

A Daring Expose Of A

Luxury-mad Age!

—Also—

"Comedy & News"

Matinee 10 & 25c

Night 10 & 30c



W. RAY JOHNSTON presents
HARRY J. BROWN PRODUCTION
REED HOWES
IN
The Kentucky Handicap

ALICE CALHOUN-ROBERT M. KIM
and JOSEF SWICKARD
DIRECTED BY HARRY J. BROWN

—Also—

Jack Perrin

—In—

"Bare Fists"

It's A 2-Reel Western

—Also—

"Comedy"

Admission 10 and 25c

Miss Anne Ford Gives Statement

Formal Announcement Tells Of Qualifications; Seeks Office of Treasurer Of Lubbock County.

Miss Anne Ford of Lubbock, candidate for county treasurer, authorizes the Avalanche-Journal to issue her formal announcement of candidacy, subject to the action of the Democratic voters, in their primary election, July 28, 1933.

"I am making my announcement for County Treasurer of Lubbock county, subject to the action of the Democratic party at its annual primary election this year. I do so realizing the hardships incident to campaigning for such office from now until July 28, the importance of the office I am seeking and the great responsibility that such office would be to me, if elected, or any other successful candidate.

"I feel that my business training, since I have reached the voting age and my study and work, fits and qualifies me to fill the office of treasurer.

"I am very ambitious to hold the office of such office, and while I am very fond of my profession of public school teaching, which profession I have been following about nine years, I feel that the office of treasurer would be a great advancement. I have had training in the Texas high schools, also in Canyon normal, Gleneden college and the Lubbock Business college, and in addition have done a great deal of work as employee for business establishments at Lubbock and at Fort City, and know how to meet the public and be accommodating to them and aid them to transact their business.

"Although I am not married, I have reached the age of full accountability, have for several years and do yet, aid in the caring for two minor sisters and three minor brothers, as well as my parents, and if I could secure this office by election, it would be a great benefit to me, aiding me to remain at home with them and see that the children are educated in the schools of Lubbock.

"I have worked and lived in Lubbock county during the past eight years and feel that I am well known and entitled to make the race for treasurer.

"It elected, I promise to faithfully and impartially perform all of the duties of the office, and will always be ready and willing to accommodate persons having business with my department.

Signed: (Miss) ANNE FORD.

NEW YORK.—The youngest newspaper publisher on Long Island is only 12 years old. He is Henry H. Dryden, Jr., editor of the Valley Stream Gossip and Back Yard News. Henry says that his weekly paper earns its own way.

AUSTIN, Jan. 14.—John Bostic, charged in Orange county with alleged fraudulent disposition of mortgaged property, is being held in Blythe, Calif., Governor Moody's office, which had issued a requisition on California for Bostic's extradition, was notified today.

MAN HELD IN CALIFORNIA FOR TEXAS AUTHORITIES

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There is only One way to save money on Motor Oil

NEVER let your crankcase receive a drop of oil that you do not absolutely know to be able to protect every moving motor part and to keep your motor running smoothly at any speed. Thereby you get real value in long motor service. Thereby you avoid costly repairs.

You cannot make this economy if you buy cheap or unbranded oil. Rather, you face quick depreciation, scored cylinders, unnecessary carbon, burned bearings, loose pistons.

Economize by insisting on Conoco Motor Oil—a known product, unvarying in quality. Refined to save cars. Each dealer has a Conoco Motor Oil chart showing the correct grade for your car and model.

CONTINENTAL OIL COMPANY

Producers, Refiners and Marketers

of high grade petroleum products in Arkansas, Colorado, Idaho, Kansas, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington and Wyoming

CONOCO MOTOR OIL

The same assurance of excellence in a 100% Pure Pennsylvania Oil comes with the use of Conoco Amale

Extra Life for Your Car

One Week **Lindsey** One Week

Starting Monday

The World's Greatest Motionpicture

Just A Glimpse Into Men's Souls

WILLIAM FOX presents

The World's Greatest Motion Picture

WHAT PRICE GLORY

VICTOR MCLAGLEN-EDMUND LOWE
DOLORES DEL RIO and a superb cast
From the stage triumph by
LAURENCE STALLINGS and MAXWELL ANDERSON
RAOUL WALSH Production



An epochal picture in which two strong men and a beautiful woman work out their destinies on the Field of Glory.

The Truth at last about America's great Adventure. Specially low prices arranged by the producers

Matinee

Children 10c, Adults Main Floor 35c, Balcony 25c

Evening

Children 25c, Adults Main Floor 50c, Balcony 35c

Boxes and Loges 10c Extra

Ladies and children are urged to attend Matinees and avoid Standing At Nights.

Palace One Day Only Thursday Jan. 26



JOHN GOLDEN
PRODUCER OF "LIGHTNING", "THE FIVE YEAR", "WISDOM"

Also produced

THE RECORD-SMASHING
DRAMA OF LOVE AND THRILL

7th HEAVEN

BY AUSTIN STRONG

FOR TWO YEARS NEW YORK'S OUTSTANDING DRAMATIC SENSATION AT THE BOOTH THEATRE

2 Years On Broadway

6 Months In Chicago

6 Months In Boston

Now Playing in London

Not A Picture

Motor Vehicles To Every Mile Of Improved Highway Registered In U. S. Last Year, Statement of A. A. A. Says

Road Builders Crowded Out by Cars, Association Says In Urging Better System of Improved Roads.

WASHINGTON, Jan. 14.—There were 40 motor vehicles registered in the United States in 1927 to every mile of improved highway of every type.

The comparative figure for 1926 was 34 motor vehicles to every mile of improved highway of every type. The comparative figure for 1918 was 17 motor vehicles to every mile of improved highway showing in the 10-year period an increase of 130 per cent in the number of motor units to every mile of improved highway.

Space of 44 Yards. With the maximum on the improved highways in 1927, each car could have had a space of only 44 yards in which to operate as compared with 52 yards in 1926, and 102 yards in 1918.

In making public these figures today, the American Automobile association, acting on behalf of its 100 motor clubs throughout the country, called attention to the serious extent to which the automobile car builders and the car owners are crowding the road builders out of the nation.

The A. A. A. figures disclosing the gradual contraction of the available space for car operation on the improved highways of the country is based on the 1927 registration of 23,125,000 motor vehicles and a total of 575,000 miles of improved roads.

Critical Situation. "The tremendous increase in the ratio of automobiles to the mileage of improved highways," said Thomas P. Henry, president of the A. A. A., "constitutes a situation on which national attention must be kept constantly focused if we want to keep car saturation at arm's length and if highway traffic is to move with a reasonable degree of dispatch and safety."

The A. A. A. executive declared that the time has come to bring more of the nation's secondary highways forward for the application of improvement programs to them as a means of increasing floor space and to relieve congestion on main highways. He said in part:

"In spite of the expanding road programs of the states and of the great impulse that the federal aid policy has given road building, this comparison of improved mileage and cars shows that the available surface is contracting in ratio to the units using it."

Contrast Is Drawn. "If our improved mileage had been used at any one point of time the last 12 months by all motor vehicles registered each mile would have been called on to carry 40 gasoline-propelled vehicles, running the same rate of speed, in a space of only 44 yards. In 1926 each car would have had operating space of 52 yards, and in 1918 each car had 102 yards. Thus, we find that each year the ratio of improved mileage has constantly contracted in proportion to the number of cars."

"To imagine all our motor vehicles traveling over all our improved highways at the same minute of the same hour of the same day is of course a trifle fantastic. But this does not affect the inherent relativity nor yet the significance of what the figures disclose."

"As a matter of fact, the improved highways, constituting 575,000 out of a total of more than 2,000,000 miles of road, are carrying the load today and it is largely in relation to the improved surface that we must regard saturation, and safety, as well as expeditious and economical highway transport."

Crowding Builders. "Our car producers and car buyers are crowding our road builders. The ratio of car increase from year to year is much higher than the ratio of improved roads, all of which will increase congestion and the inevitable diminution of the operating space of our roadways."

The answer is of course, more highways and more super-highways. The bringing of more secondary roads and connecting roads into improvement schemes. All this is going to mean heavier expenditures, a view of which we must have at the earliest possible moment. A fair-cut definition of how much of the bill the car owners shall in fairness bear. There is no doubt whatever that at the present, the motorists are paying a disproportionate share of the burden. They are willing to pay more money for the miles but they want to call it in the ascending ratio of the cost of every mile that the ratio of recent years has imposed upon them."

GEAR RATIO IS USED TO HELP IN HAND BRAKING

For the hand or "parking" 55 brake on the Dodge Brothers Victory six, the brake is applied to the propeller shaft; the lockheed hydraulic footbrakes being applied to all four wheels. By arranging the hand brake to operate on the propeller shaft, the engineers take advantage of the gear shift ratio between the drive pulley and the driven ring gear. The ratio acts the same as an increased lever arm to multiply the brake force, while the differential on the axle also acts as an equalizer for the brakes. This type of parking brake saves weight, has fewer parts to wear and rattle and is extremely powerful in action.

FACTORY SIX PROVES IT WAS SWIFT ACCELERATION

A recently conducted by the engineering department of Dodge Brothers demonstrated that the Victory six will accelerate from 45 miles an hour in 15 seconds.

How She Handles The Highway

BY ISRAEL KLEIN
Science Editor, NEA Service

Ruts being in season, it would help somewhat to know how to get out of them when necessary.

That's easier to tell than to do. Ruts in deep snow are slippery. Ruts in mud are deceptive and treacherous. Ruts in frozen ground are hard on the tires and springs. Each type requires a different treatment to make driving easy and pleasant.

When a car without chains gets into a rut of deep snow and can't pull out, there's danger of putting too great a strain on the engine by racing it in low gear, by wearing down the axle bushings and by burning down the tires.

It is best to shovel away the snow, put some rags or ashes in the path of the rear wheels and then start out.

The car should be directed as straight ahead as possible, without letting it get back into the rut. That means that it would have to be steered only slightly off the path of rut. Turning the front wheels at too great an angle would cause the car to skid when the rear wheels grip and pull out of the rut. The sudden jump, under the force of the engine, would be too much for the whole machine.

Getting into a rut of mud is a worse predicament. Here the mud can't be shoveled away, nor will rags or ashes help. Even a plank at times, become slippery from the soft mud and even becomes embedded entirely in the mud.

The best solution is to try to back out of the rut, slowly and steadily. This requires quite a bit of clever manipulation at the wheel and throttle. The engine can't be raced for the wheels will only spin around and dig deeper into the mud. The car must be directed so that the rear wheels will grip and pull out along the easiest possible lines.

Merely going at this blindly makes matters worse. Every possibility must be studied and advantage taken of it.

Rather than a board laid lengthwise, to direct the wheels of the car along it, it is advisable to get a few short rough pieces of strong timber and lay them across the path of the wheels.

Once the tire can get a grip on the nearest piece of timber, there is good chance of the wheel climbing up and out on these pieces. The timber will not dig into the mud if long and heavy enough.

In place of timber, bricks or stones may be used. In order to get a good start out of the mud, a bed of stones might be laid under the rear axle, as foundation for the jack, and the car jacked up enough so that heavy timber or stones might be put beneath the wheel.

In either case, just placing the timber or stones under or directly behind the wheel isn't enough. A long and thick bed should be continued far out in order to give the car a good start out of the rut.

The only danger about ruts in frozen earth is their liability of cutting the casings and breaking a spring leaf. It's easy getting out of these ruts, but particular pains should be taken in doing so.

This should be done slowly and steadily, for too hard to pull out of a rut would throw the car too forward and perhaps into a side ditch or a telegraph post.

It is advisable to ride a rut until its shallowest part is reached, and then pull out.

DESIGNERS SCHEME TO REDUCE WEIGHT

Reducing the weight-per-horsepower is one of the problems that automotive engineers are constantly attacking. Fuel economy, increased speed, fast pickup, rapid acceleration, and more tire mileage are some of the benefits gained from lowering the weight per horsepower. In the Victory six, Dodge Brothers' latest creation, the weight has been brought down to only 49 pounds per peak horsepower developed by the motor.

PUMP ON ENGINE MOVES HUGE AMOUNT OF WATER

Few motorists have any idea of the large amount of water circulated by the little pumps on their motors. For example, in the Dodge Brothers Victory six, the three gallons of water in the cooling system are pumped at the rate of 35 gallons per minute when the car travels between 40 and 45 miles an hour. At eight miles an hour the pump circulates the water at the rate of 6 gallons a minute.

CROSSINGS KILL MANY

More than 20,000 people were killed and nearly 60,000 injured between 1917 and 1926 through accidents at railroad crossings. The deaths alone, during this period, increased 26 per cent.

LIGHTS WASTE TIME

The present regulation of signal lights controlling street crossings wastes fifty per cent of crossing time, concludes the National Automobile Chamber of Commerce.

INCREASE PRODUCTION

General automobile production for 1927 increased with a bang over 1926. Passenger cars increased over 33 per cent, while one-eighth more trucks were in use than in 1926.

Wherever Texas Utilities Company Serves There's Progress--Development And Opportunities

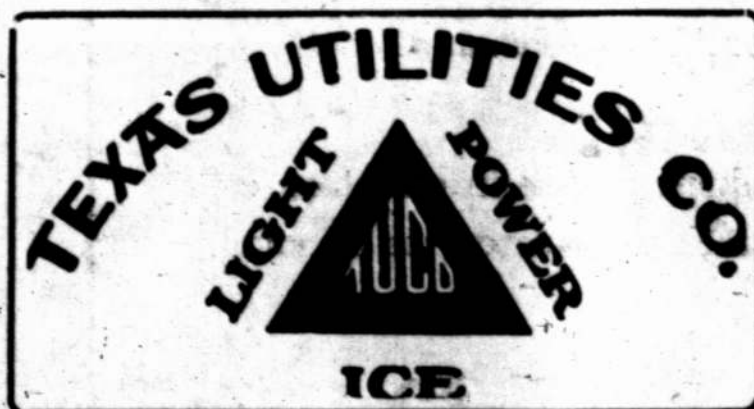
In every community and town of the dozens and dozens on the South Plains which this company serves there's progress, growth, development and great opportunities.

It was our belief in them that caused us to make the investments to provide a dependable source of the most modern heat, light and power! Faith in this section has built here one of the Southwest's finest plants for producing electric current. The type of service rendered our thousands and thousands of customers — and its comparatively low cost, has placed the public utility of the South Plains at the forefront of our section's development.

In every town and community where we operate you will find opportunities for entering business, practicing professions, farm ownership, etc.

The constant and increasing growth of each town makes investments in them surprisingly profitable, double safe.

People who are interested in this section are invited to write our company at Lubbock and information will be furnished free, relative to each town on the South Plains.



Chevrolet Hopes To Eclipse Own Record For 1927

With Figure of More Than Million Put Behind, New Record Even Higher Is Goal for 1928.

DETROIT, Mich., Jan. 14.—Having achieved world leadership in automobile manufacturing in 1927, with a yearly output nearly 2,000 units in excess of the program of a million cars, the Chevrolet Motor company has embarked in 1928 upon the most ambitious production and sales plans in its entire sixteen years of existence, according to W. S. Knudsen, president and general manager.

Production for the year, ended totaled 1,001,834 units for a gain of more than 36 per cent over the 732,147 cars and trucks built in 1926 and 93 per cent over the 1925 production of 519,060 units.

The 1,000,000th car built in 1927 rolled off the assembly line at the Flint, Michigan plant December 30, with C. F. Barth, vice-president in charge of manufacturing at the wheel. The history-making model was a sedan. It was prepared for immediate shipment so that, with more than 32,000 other new models built in December, it might be available to new car purchasers.

Peak Production. Throughout 1927 factories were on peak production schedules, while month after month tentative schedules had to be increased to meet the demand for the 1927 models. The year as a result was the most spectacular and most successful in Chevrolet history.

Remarkable as were the 1927 achievements, however, the outlook for 1928 looms even brighter, according to Mr. Knudsen, who stated that while no definite production figure has been set for 1928, this year's volume is certain to top by a comfortable margin the record high mark for 1927.

His prediction is based on country-wide prosperity which by every token should bring the automobile industry to its greatest boom ever known, Mr. Knudsen stated.

Maximum Capacity Basis. "Our organization is prepared to handle its full share of the anticipated growth in business," he said. "All Chevrolet production capacity is based on a maximum capacity basis, and we are prepared to expand our production facilities to meet the demand, and make immediate delivery on all models."

"During the latter part of 1927 we made extensive preparations for our 1928 program. Our sales organization has been enlarged and intensified through the creation of the new regional and zone sales offices, and by additions to the field personnel."

"Our service to the owner is on a new high level through the opening of new parts depots and warehouses to expedite delivery of new or replacement parts."

New Foundry. "Production facilities also have been augmented by the recent purchase of a \$4,500,000 foundry at Saginaw, Michigan, and a new assembly plant which will get into production shortly at Atlanta, Ga. to supply the Southwest, and which will increase by 250 cars a day the volume of the other seven assembly plants now in operation in the United States."

"With these improved facilities, and with our bigger car for 1928, which at substantial price reductions won such a warm public reception upon its initial showing on January 1, we feel assured of establishing new records this year and of maintaining the steadfast public confidence in the Chevrolet Motor company which alone made possible our very gratifying showing in 1927."

Sunday Sermon

(Continued from Page 4)

the shade of the tree, and ceased to notice the flowers his child brought to him. While the father slept, his little girl wandered off toward a precipice near by. After some time the father awoke from slumber and began looking for his child who could not be seen. Then he remembered the precipice and with fear and anxiety he quickly made his way to the edge of the chasm, and looking down, he saw the mangled body of his precious darling lying on the cruel rocks below. He rushed down to the bottom of the precipice, gathering up

Osteopathy & Genito-urinary Diseases
DR. F. W. ZACHARY
407 Myrick Bldg.

JUST PHONE

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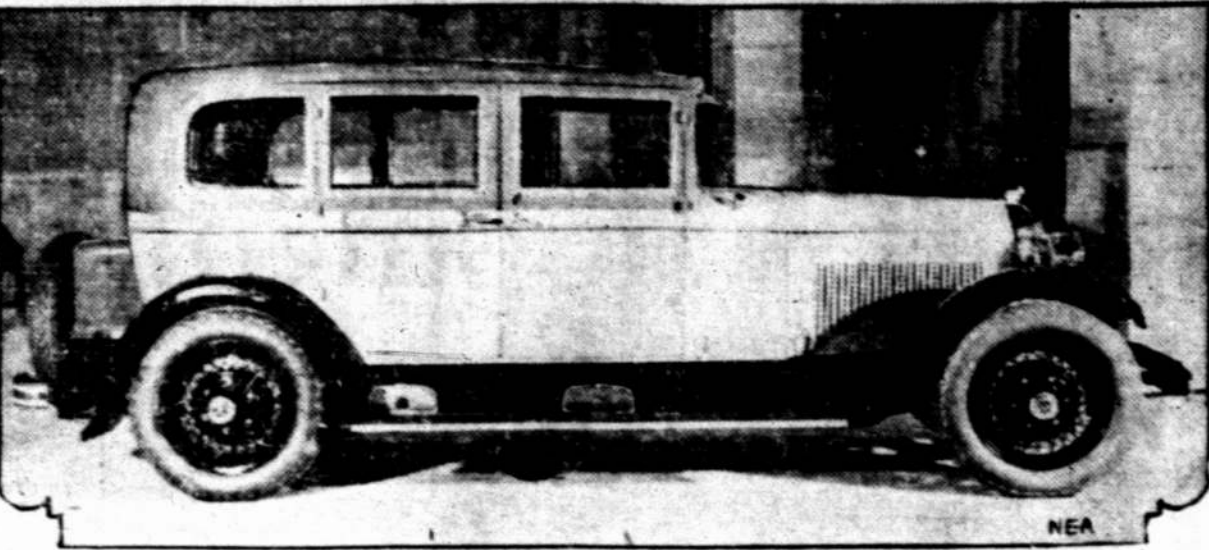
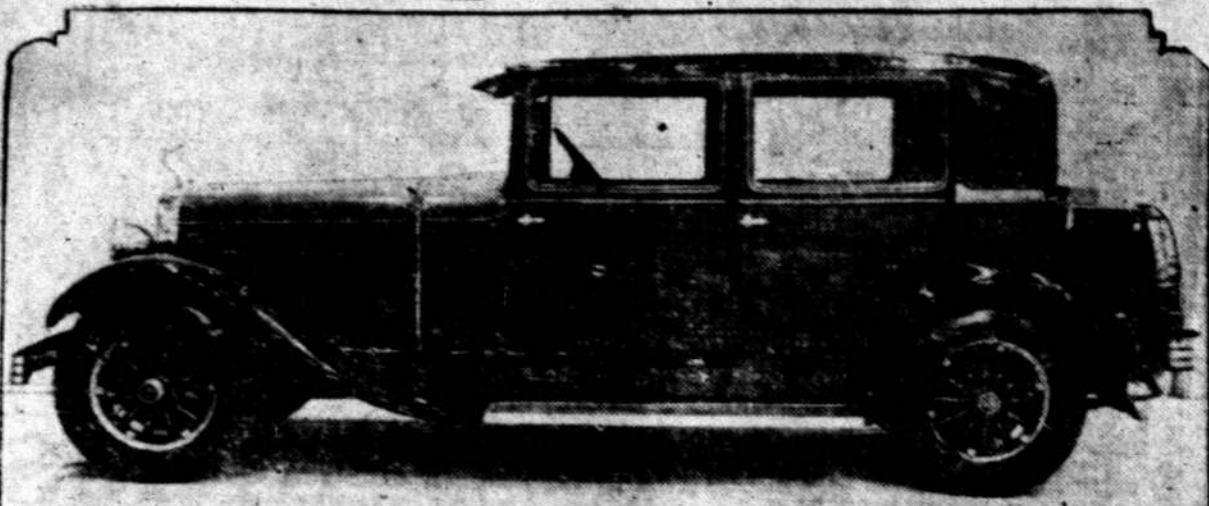
for the best battery and generator work.

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PIANO TECHNICIAN



Place Orders with me or with
Rix Furniture Co. Phone 675

Two Nifties from the New York Auto Show



Two of 1928's automotive autocrats, photoed at the New York automobile show, are here pictured in all their graceful lustre. They typify the greater day which auto makers say is dawning for motoring. The upper of these closed models is a Hudson, the lower, a Nash.

the bloody corpse and cried: "I have killed my child!"

How many parents are asleep today while their children are exposed to influences that may damn the souls of their own dear children?

Never before have there been so many perils to which children are exposed as in this present time. It has always been difficult to rear children in the way they should go. The perversion of our nature by sin has made it almost impossible to rear our children in this way. In fact, we can not, without God's help, succeed in doing it. But the perils of this age have made the difficulties greater, because so many modern agencies have come into existence to increase these difficulties.

It is true, we have many advantages that have come to our help in the last 50 years, but alone with them have come many perils, which with all our splendid advantages, have not made our difficulties any less, but have increased them.

The growing spirit of commercialism, along with our modern methods, and ways of making or

accumulating money, have turned the hearts of many fathers from their children, to thoughts of getting rich, and heaping to themselves as much of the filthy lucre as possible. But greater than this is the extravagance of this generation. Luxuries have rapidly come to the imaginary necessities.

Modern transportation has brought the products of every continent to supply our wants, and there is no end to our desires. Our appetite demands gratification. Our vanity has betrayed us into unnecessary expenses, a great many are unable to meet, and become embarrassed with debt. With all our getting we are not satisfied. There is no limit to things we may crave, and our greed is insatiable.

Money, or its equivalent, is the only thing that secures the vanities and luxuries of this age; so, the effort to make more money to buy more food, more clothing, more automobiles, and to have more pleasures, etc., takes so much of the time and energy of parents, the immortal interests of their children are crowded out of their life and thought.

Under such a pressure of selfish

indulgence, it is hard to find time for spiritual cultivation, and religious training of the children. In many cases, mothers think they must go into competition with men, to become bread winners, and deprive their little children of their presence and the peculiar influence of a mother in the home.

With all these difficulties, and more, it is easy to see that parents have a difficult task, in this time, to train their children up, in the way they should go.

But as great as the difficulties and perils, already mentioned, there are yet, more to be considered. The moving picture show, with its scenes of illicit love and crime presented before the eyes of children, create in their innocent minds images of impurity that can not but corrupt their hearts, and poison their imagination. How can any one, not to say children, look on such realistic scenes, and not suffer impressions that suggest evil?

"Vice is a monster of such frightful mien. That to be hated, needs but to be seen."

But seen too oft, familiar with its

face. We first pity, then endure, then embrace."

These familiar lines express a truth that we dare not ignore, if we shall be true to those who are committed to our training. It is no justification of the movie business that an occasional picture, is put upon the screen, that is free from immoral suggestion, and unkind and unjust "filings" at religion. Such pictures, if they were the rule instead of exception, would be a valuable asset in our educational equipment. But as they are and perhaps they will continue to be, will become one of the most ruinous and demoralizing agencies in the present century.

The quickest and most powerful impressions come to the heart, through the eye. The Apostle John, when summing up the evils of this world included them in these words, "For all that is in the world, the lust of the flesh, the lust of the eyes, and the pride of life." These make up the trinity of evils which the apostle calls the "world," and he tells us plainly, "If any man love the world, the love of the Father is not in him." John 2:15-16.

Take one example of the power of evil when it strikes the soul through the eye.

David, King of Israel who, when chosen king, was a man after God's own heart. He was one day on the roof garden of his palace and looking through a window, saw the beautiful Bathsheba bathing. The scene sent a dart into his heart, and there, was conceived in the heart, an evil purpose, that ripened into an horrible crime, that left a foul blot upon the character and name of one of the best and greatest of men.

(To Be Continued Next Sunday)

There are a few trees which behave exactly like weeds and answer to the botanical definition. One of these is the silver poplar which often comes up in rubbish heaps.

Say-It-With-Pay Is Dodge Policy

Superintendent of Labor In Factory, Tells How 20,000 Men Work In Industrial Peace and Harmony.

Maintaining a force of workers numbering 20,000 or more on an average is a task at Dodge Brothers' factories in Detroit that falls mainly on C. T. Winegar, whose title is "superintendent of labor." For 11 years Mr. Winegar and his assistants have selected Dodge Brothers' workmen. During this time Detroit, center of the automobile industry, has grown to the nation's fourth city in population, exceeded in size only by New York, Chicago and Philadelphia.

From his years of practical experience in picking the right men for the right jobs, Mr. Winegar has formed decided opinions on the common problems of management and men. His doctrine might be summed up as being a doctrine of Say-It-With-Pay.

"No paternalism has ever entered into the relations of Dodge Brothers and its men," said he. "We believe that a man's pay should be commensurate with what he produces and that his earnings should come direct by way of the pay envelope rather than by some other, well intended method, which he would not choose to accept. Serfdom has no place in business or industrial life in America. Nearly 60 different nationalities are on our payrolls, yet all of these nationalities work together in harmony."

Winegar is a University of Michigan law graduate. Like many executives in Dodge Brothers he once punched a time clock as a factory hand in an automobile factory. It is said that he can tell ten or twelve thousand automobile workers by their first names.

"In addition to honest pay for

honest work," he declared, "an important factor in maintaining industrial peace lies in giving men an opportunity to advance to superior positions. A high percentage of Dodge Brothers executives of today were the toilers of yesterday. The started at the bottom of the ladder. As a result they have brought to their desks a thorough understanding of the employee's mental attitude, his social problems, and his ambitions to get ahead. After becoming executives themselves it has naturally followed that they, in turn, have advanced others who showed ability to do superior work. This has produced closer contact and better understanding and sympathy than could have been brought about in any other way.

"It is a definite principle in my

department of the organization that labor is capital and that labor is a certain of a return as the owners of the business. Their interests are mutual. The old common law doctrine that it takes two to make a contract and two to be served is respected and developed."

HUNTERS TAG DEERS
SACRAMENTO—California has enacted a law which requires successful deer hunters to tag the carcass of their kill. This was done to provide more accurate information as to the annual deer kill and the causes of game depletion or increase. The law is similar to one in effect in Minnesota.

The Dutch settlers paid twenty-four dollars for Manhattan Island.

FARM AND CITY LOANS

A new and better rate enables us to continue our prompt, courteous and efficient service. We therefore solicit your business in our new location.

608 Myrick Building

TEMPLE TRUST COMPANY

T. B. DUGGAN, Vice-President
TELEPHONE 30

THE SPRING MODE ARRIVES!

The stage for Spring is not fully set, but these new arrivals hint at what is to come. And what welcome news it is for those women who are weary of winter fashions. And every woman is excitedly eager to know what's what in her world of fashion. To view these new modes is to make happy plans at once for possession for prices as attractive as the garments themselves.

NEW FROCKS ARE INTERESTING

Frocks that are delightfully new and delightfully inexpensive as well are ready for those women who desire to wear them while they ARE new. They are the kind of frocks that round the clock with pleasing grace, beautifully fashioned of soft, lovely fabrics. They follow the niceties of fashion too in silhouette, notes of color and trimming detail.

\$5.95 \$7.95 \$14.95

Spring Coats

The opening and most important chapter in the story of Spring Coats, belongs decidedly to materials. Gay, unconventional fabrics in many new and interesting colors, delightfully simple or smartly trimmed. See them, for they're unusually low priced as well—

\$4.95, \$11.95, \$17.95

ACORN STORES, INC.

1012 MAIN

OF TEXAS

1012 MAIN

Our tremendous buying power and close connection with designers and manufacturers enables us to offer the smartest garments at prices that are unusually reasonable.



We do not hold sales, preferring to save our customers money every day in the year on new merchandises, rather than hold sales to dispose of odds and ends.