## LUBBOCK'S CRYING NEED IS A BIGGER HOTEL

## Thuthturk fturnint Aualaurlhe

## ALLIED CONFERENCE OPENS SESSION

 G.O.P.Head Pledges Co-operation In Campaign Fund Says Will keep Many Forest Fires Under Control FULL TAB ONALL But Situation Yet Very Serious
 anime cmon


KELLOGG STRIIES KEYNOTE OF AMERICAN PARTICPATION WHEN HE SPOKE AT OPENNGG SESSION


Pa

## ... SPORT NEWS ...

MTCHELLL LEADING IN MUNICIPAL GOLF PLAY WITH SCORE OF 85 IN QUALIFYING ROUNDS; OTHERS CROWDING CLOSE BEHIND

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\begin{aligned}
& \text { AMERCANLEAGUE } \\
& \text { IS CUT DOWN }
\end{aligned}
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S
U. S. TENNIS TEAM THREATENING TO WITHDRAW FROM CONTESTS IN PROTEST OF POOR ACCOMMODATIONS OFFERED

Long Shots By Heavy Artillery
 wit posy nime in



ORMER SEC. FALU AND
WIFE VISIT CALIFR


 Horcorer rim ant Biz Rosi ar in haty reports reaching here.

BUILD A HOME!

Station-to-Station
Calls Cost Less

$\qquad$ speak to any one at that number.
ou have made what is described That is, on a Station-to-Station call do not specify a particular person to be reached, but give only
the number of the telephone or the name or adhat telephone is listed.


Southwestern Bell Telephone Company

## HEY! SKINNAY!

 nine holes in 60 are having the time of their lives.
## You Ought to Join!

You will find a complete stock of Golf clubs and balls in our store and you will find them priced so that you can afford to play. Come to our store and see this stock.

> SHERROD BROS. HARDWARE COMPANY
> Quality merchandise at reasonable prices

PAGE SIX


## OWN LIFE $\operatorname{IN}$ HIS CLUB MEETING ROOM HERE <br> PLAN TO ATTEND STATE MEET



 P H, Slaton,
Yery litle is
own jife. ta

yin wisw wimb Nitwin September


## "We Lighten The Way"

The investment of hundreds of thousands of dollars which this company has made on the Suth Plains in the last year or so has made available to a great number of people the enjoyment that comes with the increased use of electricity.

## People of Ralls,

 Idalou, LorenzoThese people secure the same high class current service as is given in the City of Lubbock, Homes in the communities thus served are modernly equipped with electrical servants.

## Texas Utilities Company

SIMPSON'S ELECTRIC SHOP
Nearly. Everything Electrical General Wiring Contractors

WE LOAN MONEY
-To build or improve Homes we assume Vendor's and-Mechanic' Lien Notes.

JONES INVESTMENT CO.
208 Leader Bldg.
Phone 886

Guarantee Abstract \& Titlle Co.
COMPLETE ABSTRACT AND TITLE TO ALL
HOCKIEY AND COCHRAN COUNTIES
Merrill Hotel Bldg. C. L. Atams, Mgr., Ph 420
5\% Loans Possible NOW!

Interest Rate 0n Farm Loans Reduced!

The following itern appeared in yeterday afternoon's Lubbock Daily News:<br>\section*{FEDERAL FARM LOAN REDUCES INTEREST}



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#ym
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While we have not received official notice of such a rate reduction, we are sure we will receive one in the next day or so. Farmers who need to make a loan should investigate this money saving, amortization loan plan.

## - SEE-

## E. C. YOUNG

Secretary ::- ::: :-: Treasurer
Lubbock National Farm Loan Association.


# Annbunce - ment 

## Complete Election-Service for the South Plains

The Lubbock Morning Avalanche will BULLETIN returns from all precincts for Lubbock dis $\$$ county offices; will butletin total votes from counties in BOTH DISTRICT and STATE offices-in othet words will make available to the people of the South Plains all the information handled by the TEXAS SFATE ELECTION BUREAU in addition to reports received from our Special correspondents thru-out this District.
This service is nôt excelled by any other Newspaper in the State, regardless of size. If you are not a reader regularly, then we believe you owe it to yourself to become one.

## Lubbock Morning Avalanche

The Newspaper that Wakes the South Plains Up Every Morning With ID OD the News




THE JOY OF LIVING The joy of living comes from the ability to atisfy simple needs in a wholesome way.
A well-managed home contributes more to
he happiness of a community than two cars he happiness of a community than two cars in the garage.
Those who conduct their financial affairs in a systematic, orderly way through the use its very essence.

We solicit your business.
CITIZENS NATIONAL, BANK
"THE BANK FOR YOU"





LINDSEY
THEATRE
TO-DAY
vant sivinum pumo
"Some
Baby"
wasym Feature Picture WILLIAM RUSSELL

When Odds Are Even" PATHE NEWS

Youth Slavers

> DEEERTID BY PARENTS

| Southwest Texas Wil Produce Bumper Crops |  |
| :---: | :---: |
|  |  |

Marvin T. Warlick

## COUNTY COMMISSIONER




Idle Hands
DLE HANDS have never made a fortume for anyone
and never will. Hands that are kept busy, work
Then you keep the harids of this Coin Croct buty
y depositing a cofn daily, you'll know that you are
You'll be learning a habit that will soon becorae a
pleasure-and you'll anticipate each succees as you
add to your savings daily
Coin Controlled Clock

Security State Bank \& Trust Co. "Wants to Help those who Try"

July Clearance of Dresses Two Dirs onix


