

READ THIS MESSAGE FROM

MARTIN & HOLLAND, The New Grocers

We are opening up in the Dry Goods Department of the Old Mercantile store. When we tell you our stock will be of the very best, we mean just that. Give us a part of your Christmas business. Some goods already here and more will come each day until the stock is complete.

Watch For Our Opening Notice

Do you know what Peacemaker flour is? We handle it and want you to try a sack of it

Keep Your Eye On The New Store

INTERESTED FARMERS

People Well Pleased With Address—Scientific Farming the Only Kind.

"The people of Lubbock turned out in mass to hear the address of L. Gough one day last week while in that city. The Commercial Club of that place had secured his services for a talk on scientific farming.

"The meeting was held in the opera house which was filled to overflowing by the farmers and citizens of the county, some of the farmers coming as far as 20 miles to hear what a man could say about the 'new fangled way' of farming.

"The public school was dismissed and some 400 children and ten teachers also heard the address. Mr. Gough says he never saw so much interest taken in farming as was shown there.

"The Lubbock people believe in their country and they want all the good things coming. Hereafter they will study scientific farming and will produce better methods."—Hereford Brand.

Yes, the people of Lubbock county know that they have the soil to produce most any kind of crops and the farmers are anxious to know more about the business. Judge Gough made a fine practicable lecture, one that was plain, and to the point and any one could easily understand all that he was talking about. No doubt the lecture will be a much good result and we will be glad to give the judge another address.

Let George Hill write you an accident and sick policy. Best yet.

The Avalanche wants to go on record as being for Lubbock. We are not mixed up in any other kind of business. Our business is to print a newspaper and it is by that we make our daily bread and we believe the Avalanche has done a great work for Lubbock and the Lubbock country and the more you patronize us the greater good we will be able to do for the town and country in the future. Aside from the great work we do for the development of the country, the Avalanche Publishing Company probably has the largest pay roll of any concern in town, turning loose on an average of \$800 per month for labor the greater part of which returns to the advertisers indirectly. When you advertise in the Avalanche you get results and you get your money back too. It is a safe proposition, and the man that draws himself back in his shell and refuses to advertise in our paper just because he doesn't like some member of the firm, he is doing himself more harm than any one else. The Avalanche will continue to be published without the patronage of a few narrow gauge individuals and we hope to continue to grow in size and importance, just as though every firm in town was a regular advertiser.

W. W. Dillard and daughters Misses Willie and Susie, arrived in our city Wednesday evening. They are father and sisters of our fellow townsmen, J. J. and R. J. Dillard, and will make this their home. We extend to these people a hearty welcome to become one among us.

Read the display ad of the Furniture Store. It is full of Christmas good things.

Journalism

Many men, of many minds turn to the alluring realms of journalism. The plunge and snort and tare and do all sorts of funny antics. Some of them even get facetious. Some of course are serious while some are foolish. Journalism is no more than a call to the requirements of the times. What suits one displeases another. This gives room for all classes of malking to enter and walk along its wide corridors. Journalism has a deep meaning. So deep does it become that some who enter, get beyond their depth and flounder around helplessly, much to the amusement of many and to the discomfort of a few. It is peculiar in that it is a field with which all classes are very familiar and know more than those who have waded in.

It is a good calling, but a poor profession. Like every other undertaking it has its pleasures and its sorrows. Those who are in will stay in and those who are out are lucky beyond their powers to appreciate. "Rocked in the Cradle of the Deep" is the song for ye men of the quill. Make the best of it. It will lead you into various and sundry paths and at the end will cast you out considerably the worse for wear but as a rule, glory be, a smile of heavenly splendor will mantle your brow.

R. R. Travis of Emma, was a business visitor here Wednesday.

The Rushing Land Company had a party of prospectors here this week from the north.

School closes tomorrow and the children will have two week's holiday's, resuming work again January 3rd.

The Waxahachie Nursery made a heavy delivery of shade, ornamental and fruit trees here this week.

Mrs. Dr. Lewis was a passenger on Monday's train to Wichita Falls. She will spend the holidays there.

M. E. Faulkner and family left Monday morning for Plainview, where they will make their future home.

H. K. Porter and wife left Thursday morning for Llano county where they will spend the holidays.

Walter Slaton, nephew of our townsmen, O. L. Slaton, and Miss Etta McCarty both of Tahoka, were married this week. We wish for this young couple much happiness and prosperity.

C. N. Kent made a business trip to Plainview this week.

H. L. Jefferies of Mason City, was here Thursday.

Wiley Puckett made a trip to Big Springs this week.

E. E. Luther of Plainview, was here this week.

S. S. Scoggin of Emma, spent Wednesday in Lubbock.

Horace Gooch of Amarillo, was a visitor here this week.

E. E. Roes of Plainview, was here this week on business.

Geo. Singleton of Plainview, spent Wednesday in our city.

A. M. Brown of Big Springs, spent a few days of this week here.

M. G. Cooper of Stamford, transacted business in our city this week.

H. M. Thornton of Dallas, was a business visitor here Wednesday.

Dave Langford of Hale Center was a business visitor here Wednesday.

Don't wait until the last moment to have W. M. Crawford do your engraving. It takes time. 23 11

We are glad to see S. L. Lowe up again after a week or so of sickness.

Claud Bankston of Abernathy, was a business visitor in our city Tuesday night.

J. B. Stambo who lives near Tahoka, was a visitor in our city this week.

F. Siemers north side square practical watch maker and jeweler. nuf said. 23 21

Mrs. Bonnie Hudgins of Hale Center, visited Miss Marsalette Moore a few days this week.

If you dont want to be a back number you d better pay your poll tax.

J. C. Welch, pastor of the Christian church has been on the sick list this week.

F. Siemers north side square practical watch maker and jeweler nuf said. 23 21

Joe Miles of Denver, Colo., was a business visitor in Lubbock this week.

If you want engraving done see W. M. Crawford, at Red Cross Pharmacy. 23 11

Thomas Adkinson of Middlebrook, was a visitor here Thursday.

Dr. R. A. Miller and wife, of Lamesa, were visitors in our city, one day this week.

A. D. Vardeman and wife of Tahoka, passed through Lubbock Thursday morning enroute to Floydada.

TUBBS HOTEL
Rates \$1.25 Per Day
Transients Solicited
Good Beds. Table service Perfect
South Singer Street
Lubbock, Texas

Trees Have Arrived

Call at the Native Tree Yard on north side of square and let us show you trees adapted to the Plains, and shades ornamentals and bulbs. Trees grown by Plainview Nursery, L. N. Dalmont, Proprietor. Trees for city trade, planted if preferred.

J. E. CAUTHEN

Lubbock Representative
Office with J. H. Eubanks & Son Phone 306 Lubbock, Texas

ALL KINDS ALL SIZES

TOWLE'S SIGNS

Bring Results

THEY PLEASE PHONE 361

Classified Ads.

Special Notices
"Miller & Guinn"
Contractors & Builders

See us before you build, we are in a position to save you money on your house. investigate our plan of business, and inspect our work. We guarantee quality. 18 11

NOTICE—Those who know themselves to be indebted to the Star Drug Company will please call and settle their accounts at once. The old firm has sold out and we must close up our old business. J. C. Dean, Lubbock, Texas. 1911

Notice
After December the first I must have cash for all feed stuff, as I have to pay cash. Geo. Albright. 21 11

ATTENTION, buy a genuine Brear or Murschaum Pipe at the Opera Confectionary, for your Husband, Father, Son or sweetheart. 23 21

For Sale
Cedar Post for Sale

To dealers only. If you want first class cedar Posts and Blocks, write Isom Watkins, Lake Victor, Texas. 14 11

FOR SALE—Two chair barber shop and fixtures. Two hydraulic chairs comparatively new. In use two months. Two chairs case mirror, etc. E. G. Fuch's, Abernathy, Texas. 23 31p

FOR SALE—Piano as good as new "Strohber make" will sell cheap for cash, Miss Nelson, at The Fashion. 23 11

FOR SALE OR TRADE—A Pope-Hartford Automobile in first class condition will sell cheap for cash or will trade for Lubbock town lots. Rushing Land Co 22 21

FOR SALE—Graphophone and 135 records with chest at one fourth cost. H C Weaver, at Opera House. 23 11p

One Dollar
Bays a thorough bred Rhode Island Red Cockerel. For fine spring birds apply to Mrs. Guinn. Phone 51, 3 rings. 22 21

AUTOMOBILE FOR SALE.—four passenger, shaft drive, top and lamps. Will trade for vacant lots or improved city property, or will sell cheap for cash or sell on time, for good note. J. J. Dillard. Lubbock Texas. 20 11

FOR SALE—At a bargain, the West Texas Lumber office. Call 204. 22 11

Lubbock Planting Mill for sale at a bargain. For particulars inquire of John Black at the Mill or post office box 177. Lubbock, Texas. Residence phone 344. Mill phone 161. 22 11

For Rent
FOR RENT—One new store building in Abernathy. Apply at First National Bank, Lubbock, Texas. 15 11

FOR RENT—Store building. Apply at Avalanche office. 22 11

FOR RENT—Good five room house, by J. M. Bradley. Phone 353. 23 11

FOR RENT—Unfurnished rooms. Up or down stairs. Phone 119. 23 11p

Lost
LOST—One Vendors Lien Note, dated December the 15th 1908, due in one year for \$180, signed by R. E. Penney to N. E. Dupree. Finder return to N. E. Dupree, Lubbock, Texas. 21 11

LOST—Black cloak, between Claude Dean's place and Lubbock. Finder return to Red Cross Pharmacy. 23 11p

LOST—One brown horse branded J. L. B on left thigh scald on right shoulder. Liberal reward for his recovery or information leading to his recovery. Jim Robinson, Jr. 13 11

LOST—One brown work horse, pony built, weights 1100 pounds, flat shod all round. \$10 reward for horse. Notify Geo. W. Carter, Lubbock. 22 21p

Wanted
BOARDEERS WANTED—Room and board \$5 per week at Jackson's Rooming House. 22 21
WANTED—A woman to do house work. Apply to Geo. R. Bean. Phones 31 and 128. 23 11

Teachers Institute
The teachers institute for this county will be held in Lubbock beginning Saturday and continuing to Thursday evening.
As it is the duty of all teachers to be present quite a little interest is manifested. The school will begin its holiday vacation on Friday which will last two weeks.
Miss Pearl Maher left Thursday morning for Oklahoma City.

MILLETIN BOARD NO. 1

SOME GREAT BARGAINS IN LUMBER AT OUR YARD. SEE US BEFORE BUYING.

LATH SHINGLES MILL WORK BUILDING MATERIAL OF ALL KINDS

CECEDAR POSTS AND BLOCKING

CECEDAR POSTS AND BLOCKING

We Have a Complete Stock of Glass

FIX UP YOUR BROKEN WINDOWS. NOW is THE TIME.

JUST IN! Carload Famous Bull Dog Weather Proof Roofing

MURPHY LUMBER CO.

Phone 169 LUBBOCK, U. S. A.