


## SUNDAY, JANUARY 29. 1928. <br> Varsity Again Aspires To Track Leadership

## EM.Scarbrough \& Sons

## January Books Are Closed

"The Collegiate Shoppe"
Announces the Final

## CLEARANCE

Of Its Entire Winter Stock of Misses

## Coats and Dresses

## Smartest Models of Winter, 1927

Reduced to Practically One-Half Price

TRULY A PRICESLASHING EVENT! And concerning such smartly styled, high quality garments that you will be delighted with the opportunity to fill in and freshen up your midseason and early Spring wardrobe with them! Campus Frocks-Afternoon Dresses Evening Gowns

## Thirty-Two <br> Silk Dresses Were to $\$ \mathbf{2 5 . 0 0}$ $\$ 13.85$

| Fitteen |
| :---: |
| Cloth Coats |
| were to s39.50 |
| $\$ 13.85$ |

Twenty-Three
Silk Dresses Were to $\$ 35.00$ $\$ 17.85$

## Forty-Five

Silk Dresses
Were to $\$ 39.50$
$\$ 22.85$

Thirty-Two
Furred Coats Were to $\$ 75.00$
$\$ 39.50$

| Ten |  |
| :---: | :---: |
|  | Silk Dresses |
|  | \$39.50 |

## Start the New Semester

With new note books and new supplies in general. We have a splendid stock from which to make your choice.


The 㲘ily Eexan
First College Daily in the South


A



ing much better things.
"They may be able, for example, to write commentaries on the

most subjects might
"Quiz

From Other Pens

Churches Today

## UNIVERSITY EPISCOPAL CHUUCH

|  |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |


|  |  |
| :--- | :--- | :--- |
| EXAS TECH ENROLLMENT | versity at the National Associ |
| EXCEEDS SIXTEEN HUNDRED | tion of Deans meeting during the |

## Cash Paid For Books $1 / 2$

Price Paid for Books Used here again We offer you a complete ma ket for all your books. We no only buy books that will be continued books.

## g.tame

TEXAS BOOK STORE


## Classified Ad Section



## $\$ 500,000$ Power Plant Embodies Engineer Genius Memoirs

## Tablet Ornaments

 Show Mechanical Progress of Years the pursuit of quarry and defense of life to ruminating on
the forces of nature, he has 'striven toward the attainment of a Utopia where his work of providing the comforts of life
would be done by a mechanical man. With this aim in view, would be done by a mechanical man. Wind thes constructed marvellaboratories and universities to find out new uses and new adaptations of them.
ad Neationg of them.
bodes the combined discoveriest
and ingenuity of ages of such de-
War. Permanent buildings cost
velopment. It is the new $\$ 500,-$
000 power plant.
too much and the need for more
room was imeprative. Witness the

| The Lady Grows | ingenuity of the building commit- |
| :---: | :---: |
| The University of Texas will | tee. Almost overright the Forty | in 1933. Those who attend the shacks! Shack Struggles

celebration will marvel at the great strides taken by their Alma
Mater-strides that are becoming the scenes of student stacks were
struggles
the sen

Hopes and Income Rise
This was trying on the building
committee whose hopes had risen committee whose hopes had risen
with the rising income. A magnifi-
cent building program was drafted cent building program was drafted
to be spread out over a period
of years so that the financing could be handled.
The first nuit of the program is noariy complete. Like a monster
milestone, the chimney of the new milestone, the chimney of the new
power plant rises 236 feet to
mark the progress of the greater mark the progress of the greater
Univessity.
Imposing in its proportions, the power plant is designed to meet
the needs of the next fifty years the needs of the next fifty years
of expansion. Its equipment sets a standard achieved by few indus-
trial plants. It rises from near the center of the Greater Campus,
from it will radiate the lines which Irom to will radiate the lines which
will conduct heat and power to cvery building which houses
activities of the University. activities of the University.
Computations of civic develop ment are made on the basis of the
development and growth of public development and growth of public
utilities. In the same way that utilities. In the same way that
cities are estimated by their tele-
phone and electrical installation phone and electrical instalations
the University can be measured b the incr
sumés.

## umés.

## The first unit of the powe plant, which is to displace the one

 erected in 1910, then believe adequate for fifty yearsgrowth, will be completed growth, wil be completed
March. It is interesting to not
that its boiler capacity is to be a great as that of the plant that supplies power to the city of Austin
It is to employ every ingenious

$g$

## Sweaters...

Here in all spring shades. Ensembles also and Coat Suits In a splendid assortment

industrial meng for design and ef- ing the frieze bears the names an

$$
\begin{aligned}
& \text { Frieze Attractive } \\
& \text { The distinctive deocrative fea- }
\end{aligned}
$$



## are

 ..


## I <br>  sear for use in steam engines; Joule (1818-1889) English physicist who discovered the mech- anical equivalent of heat in 1843; Rankine Scottish engineer who develop- then candle light on sunday night and music to refresh you. <br> cactus tea room



Crockett Automobile
STYLE SHOW
Monday Evening January Thirtieth

ALL SHOES
FRENCH BOOT SHOP
a Fashion Exhibit of the NEW SPRING SHOES

## LairdSchober

and other designers of Amer-
Priced $\$ 10$ to $\$ 18.50$

NEW LINES NEW TRIMMINGS NEW MATERIALS

Appearing in varied models of

-Grey Suede
-Honey Beige Suede
-White Jade Kidskin
-lvory Kidskin
-Patent


\section*{work hard?

## work hard? electric light?

 electric light?}
## As $_{\text {sketched }}$

Patent step in pump
with lapel front
side buckle- $\$ 10$

ivory Kid
Kid $\$ 10$.
Sketched Above:
Ivory Kid, straps of Amber Sill
kid $\$ 10$. Patent with straps of Honey
Bicze Kid gold buckle $\$ 10$.

## There's a Valentine Remembrance That Only You Can Give-

## YOUR PHOTOGRAPH

An enlargement from
An eniargement from
the print for The Cactus placed in one of our attractive will make an ideal gift for Valentine.

Ahera
THE ELLIOTS
"Artist Photographers" 814 Congress Avenue

## Natural GAS...

Is coming to Austin and "it won't be put in connections for you now.

Natural gas will make the use of gas more to be desired than ever. Besides being the most convenient and the quickest heat, gas really costs no more than other fuels.
Phone us today and let us explain more in detail.

Austin Gas Company
907 Congress


