# Tackney Thearan 

Volume 17<br>Lockney, Floyd County, Texas, Friday, March 15, 1918

INTERSCOLASTIC MeEllig Pispoleo

PROCRRAM RED CROS RALLY SCHOOL BULLDNG


DATES FOR PaNWMNOLE PRESS MEETINS
SEE FOR THE LITER PART OF MAY


| GRANDPA | TAYLOR PASSED AWAY THIS MORNING | $\begin{aligned} & \text { BUYS A NOTHER } \\ & \text { FLOYD COUNTY FARM } \end{aligned}$ |
| :---: | :---: | :---: |
|  |  | F- |




## save

1-wheat
use more corn
2-meat
use more fish \& beans 3-Gats
use just enough
4-sugar

- use syrups
and serve the cause of freedom



## Save for a rainy Day and serve your county at the same time <br> BUY A LIBERTY BOND

Let us sell you one from our own holdings.
All Liberty Bonds subscribed for through this bank of 2nd Loan are here. Call and get them please.

## First National Bank

Lockne, Teas

## New Rugs

We specialize on floor coverings. Also have some new Furniture.
Come in and see our new Rugs and so many other pretty things in house furnishings.
We handle à complete line of the old reliable P. \& O. Implements.

## E. P. Thompson \& Son



Buy Thrift Stamps help win the war


ILLINOIS PURE ALUMINUM CO. tōk E. P. Thompson \& Son

| A few days ago we received a request from the Vernon Record asking quotations on advertising in the Beacon, stating that a customer of theirs sent in our rates, which are 20 cents per inch on display afyertising and 10 cents per line classified. We received a short reply from th saying: "I am sor that we cannot recommend the us your paper to ch." Prior to <br> rates have been 15 cents per inch, but owing to the advancement in all lines that go to make a newspaper we were ingly. If the Vernon Record has not followed this wise course it has not showed sound business judgement. The letter to us as written and dictsted by our old neighbor, B. O. Brown, formerly of Plainview, but now interwas for a number of years connected with the school of Journalism at Austin, groing there from Plainview. This school is technical in its scope, and if all taught there is measured by Bro. Brown's, idea of a fair and just rate of advertising with country publishers then the school of Journalism is one of theory and not practice. The news paper that has not advanced its rates to keep pace with the high cost of living is losing money, and has not builded on sound business methods. <br> The war gets nearer every day Young Cecil McHenry, whose death was reported in France the first of the week, was an old nlaymate of the News man. Many is the evening we have gone swimming together in the creeks and swimming pools of Lam- | pasas. He was a whole-souled fellow then and we are sure he went to his untimely end on foreign soil without repining.-Clarendon News. <br> We are proud of your friend McHenry. All America is proud of him You speak wisely when you say the war is being brought closer and closer to our homes. It is this thought we wish to hammer in the minds and conscience of the American people that they may do more. We need to be aroused to greater efforts. We veed to do more and be busy every moment of our time in some way. If in sympthy. The American people are scholing themsevels to the loses that are bound to come. War means death. America will share in the down in Europe should bind the Ameri can people closer together, and cause us to do all we can to aid the government in carrying the war to a successful conclusion. <br> Editor Boliver says he don't know very much about this suffrage business, but what he wants to know is "will the men get equal suff rage at strain upon your bump of optimism. -Clarendon News. <br> Our friend Sam Braswell is opposed to equal suffrage. He doesn't grasp the true principles underlying things alike, But then all men don't see Those opposed to our women voting will get use to the new order of things in a few years, and will conclude that they were very badly mistaken. If we are not mistaken the present ses- sion of the legislature will enfranchise the women of Texas, and that they |
| :---: | :---: |

You Will Want Your

## Nursery Stock

To be Good,Clean, healthy stock in varieties that will fruit. Our stock is young arid will fruit when others fail.

ASK FOR CATALOGUE
Hereford Nursery Co.
27 Years of Knowing How hereford, texas


No Depositor in a State Bank in Texas has Ever Lost a Dollar.

Lockney State Bank THE PEOPLE'S BANK

No Depositor in a State Bank in Texas has Ever Lost a Dollar.


The Woman's Tonic



# NEW THINGS 

Are Arriving Daily-

Pretty Dress Materials
New Ready to Wear Garments
Oxfords

## Hoseiry

Suits for the family
Always call ank see what you can buy here and what you can save here

Remember always if its something to eat or wear we have t for Lises.

## Swift \& Company Publicity

At a recent hearing of the Federal Trade Commission there was introduced correspondence taken from the private files of Swift \& Company, which showed that the Company had been considering for some time an educational advertising campaign.

The need for this publicity has been apparent to us for several years. The gross misrepresentation to which we have recently been subjected has convinced us that we should no longer delay in putting before the public the basic facts of our business, relying on the fair-mindedness of the American people.

The feeling against the American packer is based largely on the belief that the income and well-being of the producer and consumer are adversely affected by the packers' operations, resulting in unreasonably large profits.

Swift \& Company's net profit is reasonable, and represents an insignificant factor in the cost of living

For the fiscal year 1917 the total sales and net profit of Swift \& Company were as follows:
$\$ 875,000,000$. $\$ 34,650,000$.

This is equivalent to a $\$ 3,465$. profit on a business of $\$ 87,500$.
It Swift \& Company had made no proft at all, the cattle raiter catilie, or the consumer
pound on dressed beef

Swift \& Company, U. S. A.


 for planting and in commenting on the
advisability of using seed produced
during a dry season, makes the fol-
lowing quotation from lowing quotation from a letter of Dr
William A. Taylor
Bhief of the Bureau of Plant Industry, U.S. De
partment of Agriculture:
"Regarding the question of not us "Regarding the question of not us-
ing Texas grown peanuts for planting
in that State because of the considerable proportion of faulty and imma-
ture kernals due in part to last yeadrouth, I would say, that while the
importance of using high quality selected seed of peanuts, as well as or
other crops, is fully appreciated, our
specialists advise me specialists advise me that their ex-
perience does not indicate that nuts grown in a dry season are infer-
ior for seed, unless they are shrunk. en or "pops" to begin with. II the
pods are well filled and the kernels are plump, it does not appear likely
that the fact they were grown in a dry
scason would in season would in any way affect their
value for sed purposes. and cured methods were used, as is
sometimes the case, the quality of
nuts would be adversely afected both
$\qquad$
$\qquad$
$\qquad$
$\qquad$ the body of this matter was that the utmost
upon procautions be exercised in the seic
Lion of seed for planting and he zen to this end.

## COMING

Fisher Shipp Concert Company
Wednesday, March 20
Public School Building
The next attraction of Lockney Lyceum auditorium Wednesday evening, March 20th. This is said to be the best attraction of the season, and comprising character songs in costumes that picture six differ-
ent people, Dutch, Scotch, Indian, Japanese and American. These impersonations are given with Mando-Violin accompaniment by Mr. Loar. Only 12 seconds are erquired fo reach change of costume. Members of this number are Miss Fisher Ship, who Carolyn Pomeroy, a violinist of rare tallent Miss Myrtle Bloomquist has an unusual at tractive contralto voice. Mr. Loar is unquestionable the greatest violinist before
the public.

Admission 25 and 50 cents. Entertainment Starts Promptly 8 o'clock



AS DONE IN GERMANY
A horrible story of unspeakable
German autrocity the victims of which
is a young American nurse, has been
receved by W. V. Cowan, secretary or
the state council of defense, from Jay
Dougherty, a four-minute speaker or
Santa Cruz. The story is told by
Dougherty as follows:
"Shortly after the outbreak of the
war a young woman trained nurse
stationed in northern France was cap-
tured by the Germans. For eighteen
months this woman was kept in the
officers quarters, never allowed to
leave the three rooms in which she
was confined. She was of a proul
and sprited race and fought valiently

City Dray \& Transfer
o. t. PRICKETT, Prop.

Haul AnyThing That's Loose
Day Phone 62
Night Phone 90


Henry Bosch Co.'s Wall Papers for
nuw rowe
cuncaco


Cloudy or bright days are equally good tor
sitings. Masy appointment to-day.
C. M. WILSON

Lockney
Floydada
J. W. MURPHY

Lockney, Texas
Olympic Barber Shop
 Catarrh Cannot Be Cured
JOE BAILEY, the Percheon Stallion will make the stand at my barn 5 miels south of Lockney. TERMS: $\$ 10.00$ to insure living colt.

OWNER
N. T. A. Byars
$\qquad$
Lockney Drug Store
Headquarters For
Pure Drugs and Drug Sundries
Stationery, Cigars and Smokers' Articles, Toilet Articles, Perfumery, Etc.
We would appreciate a share of your business. We specialize in our prescription work, and give careful attention to this branch of our work at all hours.


## Furniture and a New Shipment of Rugs this Week

Our first car load of Furniture is opened up and we are erady to wait on you when you come in

We want you to come in and look our stock over whether you want to buy or not, and want you to make this your headquarters when you are in town and feel at home. We will provide a place for you to rest.

This week we have a new shipment of rugs in all sizes and and in some beautiful patterns.

We look fo rour stock of Sealy mattress in every day as they have been shipped.

If you have a Davenport or Nufold, we have the ergular size ouch pads or mattresses to fit.

We carry a complete stock of Hatrford Tires, tubes.
Don't forget about our stock of picture frame moulding as we ave a nice assotrment to select from and can make any size frame

Norton Baker Furniture Company


## Priced to Help Win the War

Early Ohio Seed Potatoes Genuine Red River Valley Stock only $\$ 4.75$ per 100 lbs F. O. B. Plainview
Bradley Yam Seed Sweet Potatoes only $\$ 7.00$ per 100 Lbs.
Any variety and quantity of seed you want, and at a pirce you can afford to pay. Highest Quality Grown in Ameirca.
C. E. White Seed Co.

PLAINVIEW, TEXAS

FVE BULLETS


Shawing of New Spring Goads

We call attention to our showing of New Spring Waists, and Skirts. We have some thing to show you that will please you in these goods.

We also handle the Celebrated Mitchell Dresses. This line is complete, and we wish you to call and see them. We have some very pretty dresses in Silk andCre pes New line of Hats and Caps for the men and Boys.
New Spring Goods arriving daily. Call and see them.
E. L. Ayres \& Company

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## Groceries

We handle the best the market affords at all times. Fresh Meats and Vegetables. We cater to the trade with al ine of the best that can be had. We want to sell you your groceires, and feel sure that once a customer you will remain so

## Theo Griffith

Millinery and Ready to Wear
I have a charming array of the latest creations in Millinery. The Ever wanted Pokes, Sailors and "Bustle-Back" are here in large variety and moderately priced. Suits, Coats and Dresses of Serge, Trico Tine-Mixtures, etc., in all wanted colors.
LADIES INSPECT MY GOODS AND GET MY PRICES.
MRS. D. J. THOMAS

## Attention Farmers!

We are handling seed of all kinds and assortment consisting of Alfalfa, Soudan, Maize, Feteretta, Kaffir. These are recleaned and most all of these hand threshed and field selected. Our line of Garden seed is complete. Plant every wood shed and chimney morner. Our stock of coal is complete.

## DUCKS BROILERS

stags
EGGS
BUTER
COX
TUREYS
HDES, Green
HDES Dry
Also will pay the highest price for Hides
FARMERS EXCHANGE
each of the 91.000 workers buys

