





# E. Guthrie & Co.

**Bring Heavy Artillery Into Action, Bombardment of High Prices Has Telling Effect**

**HIGH PRICES ON COTTON AND RECENT JUMPS IN WOOLEN AND SILK MARKET ENTIRELY DISREGARDED.**

**Prices Fall Under the Withering Fire \$50,000,00 STOCK COMPLETE IN EVERY PARTICULAR--BOMBARDMENT TO LAST TILL ENEMIES ARE PUT OUT OF THE WAY.**

**The Fighting is Furious--the Crowds Are Immense YOUR FORD TICKETS ARE FORTHCOMING WITH EVERY PURCHASE, ALSO**

## E. GUTHRIE & CO.

LOCKNEY,

TEXAS

### STRIKE CONFIRMS VALUE OF NEWSPAPER ADVERTISING

#### BIG DEPARTMENT STORES AND WALL STREET HIT BY LACK OF ADVERTISING MEDIUM

New York, Sept. 29.—“Newspaper advertising is doubtless the most valuable advertising in the world and if retail stores are deprived of this medium, they will feel the loss more and more.”

This comment, made by one of the largest merchants of the country whose establishments are found in a dozen cities, is one of the forcible truths brought out again in New York City in the last several days.

The strike of the pressmen engaged on all the leading New York newspapers is now a matter of history. The results of that strike have brought out anew the necessity of newspapers and the real cash value of their advertising space to the advertiser.

A city of more than 5,000,000 people suddenly deprived of its reading matter was a thing never dreamed of until the New York strike. Business men, although realizing that there was some immediate returns from use of advertising space in the newspapers, were unprepared for the tremendous losses that such a condition would bring to their firms. The reading public, taking the digest of the buying directory more or less as a matter of course, never realized the confusion and inconvenience of going ahead with its shopping with no suggestions or advertising to guide it.

#### City Lost for Week

As a whole, New York City was lost for a week. A combined edition of the newspapers reached some subscribers, but it was devoted chiefly to news and there was no chance for advertising. No like condition has ever been faced in the history of the country. San Francisco, following the earthquake, was given news of the world through a combined plan, but in the state of chaos that existed there then, there was no demand for advertising or any thought given to business. In New York the tie-up came in the midst of a rushing business season. Therefore the effects were a thousandfold heavier than at any other time.

Of necessity, mercantile establishments at once tried out other means of advertising. One large corporation began the use of posters and of handbills, distributed among the customers who chanced to come in the store during the walkout. These proved a complete failure, not one merchant reporting that any material check on the heavy losses being incurred was effected by this method. The posters could not be changed often enough and they only caught the attention of the buyer in a fleeting instant. The details were not absorbed nor could the articles and places advertised be described in the detail that is afforded by the medium of newspapers. The hurried glance did not make the impression of the advertisement which is read and digested during the leisure moments of the prospective buyer. In short, the offerings did not register in the mind of the buyer.

This much on other mediums was shown in comparison with the newspaper. Also it brought a lesson to

the advertiser of just where the greater results were to be obtained and brought to the reader the compelling knowledge of his or her dependence on the advertised product.

Losses in Wall Street: One of the most interesting developments of the strike was the plight of Wall Street. Those financiers usually indifferent to advertising and the necessity of it, although in some instances doing it as a matter of form, suddenly found themselves face to face with a situation that was causing them severe loss and the prospect of still further losses as the newspaperless days continued.

Several big offerings of bonds were planned for the period during which the strike broke. Hurried conferences and discussions convinced the backers of the utter futility of attempting the sale without the aid of newspapers being used to the fullest capacity. Last minute postponement of the stock offerings resulted. They realized the deals were impossible under the conditions.

In this connection the comment of Hearn W. Street, an official of Blair & Co., one of the leading Wall Street banking houses, is interesting:

“Investment bankers were not certain until the pressmen's strike began that advertising played an important part in their business,” he said. “We know now what invaluable services the newspapers render us and just how dependent we are upon them. It is next to impossible to put over a big bond issue without the aid of newspaper advertising. Our clients expect advertising and will not bother to read circulars.”

Similar comments were to be heard from other houses which are reckoned as the backers of the financial dis-

trict of the country's metropolis.

#### Plight of Merchant

The side of the merchant is found in comments from men whose establishments are known throughout the country.

“The strike has been the means of a heavy loss to all stores, large and small,” B. F. Gimble, head of Gimble Bros., one of the largest mercantile establishments in the world, said: “For our company, we depend on newspaper advertising for greater portion of our selling power. It is the newspaper advertising, combined with the standing of the store doing it, which brings the suggestion of buying to the purchaser for an article or articles that he otherwise has neglected to provide himself with. It is a tremendous power and a necessity.”

“Discontinuance of news in full about world events,” asserted Harold W. Bonwit, secretary of the Bonwit-Teller Company, another large corporation, “has a most disturbing effect on the minds of customers. It causes unrest and uncertainty which is reflected in their buying.”

Still another fact was revealed by Mr. Bonwit, in his admission that his company has noted a falling off in sales which was directly attributable to the strike.

The effect of the loss of newspaper advertising just at this time, when the business houses are preparing for a new season and are getting their campaigns under way, was also stressed by the merchants. The first drive is expected to pave the way for the success or failure of the season to a great extent an being deprived of the newspaper mediums has resulted in much uncertainty among the merchants.

It is interesting to note on the side of the reader the scramble for news which was enacted morning and afternoon during the strike. The combined edition of the newspapers were sold for as high as 10c and 15c a copy. There were not enough to go around.

#### Good Roads

Every man, woman, and child in the United States has a personal interest in good roads.

The farmer and the motorist have the most immediate and practical interest, but the interest of others is no less vital than it expresses an indirect relation.

The farmer wants good roads because he can make more money with good roads than with poor roads. If the farmer can make more money, he spends more, which means greater prosperity for the whole Nation. And if he can do with less money, good roads enable him to sell his products for less and still make as much as at present; that means lower prices for food.

Every one who lives in a rural or suburban location is interested in good roads, because they decrease the time distance which separates the rural or suburban home from the city. Every rural or suburban dweller needs to get to the city sometime; the less the time distance the less it costs.

Every one who lives in a city wants at times to get into the country. The good road is the means. If there are no good roads, there is a sharp line drawn between city and country, which makes for the good of neither.

The more good roads the more travel. The more travel, the more understanding of people by their neighbors, and the less possible is misunderstanding, strife, rivalry, or politi-

cal discord. Roads are a part of the foundation of Americanism. Let us all work to make that foundation broad and long and enduring.

#### Ford's Muscle Shoal Project Upset

The Gorgas Steam Plant, a part of the Muscle Shoal water power project for which Henry Ford has been negotiating for several years, was sold Monday to the Alabama Power Company, on whose land the steam plant was located. The government was given the option of selling the plant to the power company or moving it off, and so decided to sell for \$3,500,000. Monday was the last day under several extensions of time for the government to sell or move. Ford's engineers requested another extension which the power company would not grant. Ford has heretofore been quoted as saying that he did not want the Muscle Shoal property unless it included the steam plant. Ford's idea was to use the plant in the manufacture of fertilizer to sell to American farmers. The whole project had been valued by government appraisers at \$18,000,000. Dispatches indicate the belief of politicians that the Ford-Muscle Shoal project will figure in an important way in Mr. Ford's political chances in the coming campaign. There has been much talk about “big business” opposing the transfer of the property to Ford, notwithstanding Ford has about the largest single business there is in the country.

R. B. Smith, a farmer living near Floydada, is wearing a suit of home-grown clothing. The wool was sheared from the backs of sheep grown on his place and he had it spun into cloth and made into a suit.

By L. F. Van Zelm  
© Western Newspaper Union

### AW, WHAT'S THE USE

### Don't Ask Us, We Don't Know



# WANT COLUMN

Try a want adv. in the Beacon, it will reach the people of the town and trade territory. Only 1c a word per issue, 20c minimum.

**FOR SALE**—I have a few real good Registered Hereford bulls, worth the money.—G. W. McIlroy, four miles south of Hale Center, Tex.

**FOR SALE**—Tool chest filled with carpenter's tools, price reasonable, see—Mrs. Cora Pauley, 1-2tc

**WANTED**—Family to pick 135 acres good cotton, 8 1-2 miles southwest of Lockney. Good house furnished.—S. M. Rowdon.

**FOR SALE**—Our furniture, consisting of 1 ivory bedroom suite; 1 fumed oak bedroom suite, duofold, 2 rockers, library table, dining table, buffet, 6 dining chairs, kitchen cabinet, oil range, coal heater. Will sell all or any part of this furniture at a bargain, as we are leaving this community. — Truston Willard, 5 miles west of Lockney. 1-tfc

**FOR SALE**—My Dairy cows and equipment.—C. F. Ramsey, Jr.

**FOR RENT**—Three front rooms for light-housekeeping, or will take boarders.—Mrs. Cora Pauley, 1-2tc

**FOR SALE**—Cheap, some registered Herefords, consisting of 7 cows, 6 calves and a herd-bull. Also 6-foot McCormick mower and 12-ft McCormick rake, both in good shape. Price reasonable.—Cleve Hartman, 12 miles north of Lockney. 1-tfc

**FOR SALE**—Fernwood Piano, in good condition. Will give terms.—Hugh Earshman, at Floyd County Lumber Company. 1-2tc

**BIG SPECIAL**—Is coming to the Olympic Theatre next Tuesday. Mary Murray, in her biggest New York success, "Broadway Rose," in 8 reels. Miss Murray is one of the best known stars of the screen today. Don't miss it.

**LOST**—Ladies' purse containing \$9 or \$9.50. Lost somewhere between the Olympic Theatre and J. D. Higgins' place half-mile east of Lockney. Finder return to Beacon office and receive reward. 1tc

**LOST**—Crank to a Nash car, between the L. A. Puckett and Nabors homes. Finder please return to the Beacon office. 1tc

Fresh milk for sale.—Floyd Huff.

**FOR SALE**—Majestic Range, is practically new.—Mrs. Chas. Ramsey, Phone 130. 2-tfc

**FOR SALE**—Maize and kaffir bundles, of my crop of 30 acres, now in the field.—Truston Willard. 1-tfc

## OFFICE FOR PUBLIC WEIGHER

This week Dewey Floyd, public weigher, is having a very neat and conveniently arranged office building erected on the cotton yards in the south part of town. Dewey is expecting to be kept busy for the next few weeks, weighing and shipping cotton as it is brought into town.

## Queer Feelings

"Some time ago, I was very irregular," writes Mrs. Cora Robie, of Pikeville, Ky. "I suffered a great deal, and knew I must do something for this condition. I suffered mostly with my back and a weakness in my limbs. I would have dreadful headaches. I had hot flashes and very queer feelings, and oh, how my head hurt! I read of

# CARDUI

The Woman's Tonic

and of others, who seemed to have the same troubles I had, being benefited, so I began to use it. I found it most beneficial. I took several bottles and was made so much better I didn't have any more trouble of this kind. It regulated me."

Cardui has been found very helpful in the correction of many cases of painful female disorders, such as Mrs. Robie mentions above. If you suffer as she did, take Cardui—a surely vegetable, medicinal tonic, in use for more than 40 years. It should help you. Sold Everywhere. E 90

## TREND OF FARM PRICES

Prices of 18 important farm products are higher than a month ago and 6 are lower. Compared with a year ago, 21 are higher and 3 are lower.

Although the receipts of hogs in the last month was considerably heavier than ever before at this season, they were substantially less than in July and prices advanced to the highest point since last October. Domestic consumption continues at a record rate and packers report an increase in export sales. The spring pig crop which will begin to come on the market in the next month, is estimated to be about one per cent larger than a year ago but producers are not feeding to such heavy weights.

Combined receipts of cattle at seven leading markets in the last month were the largest for the corresponding period with one exception in ten years, and were much heavier than during July as a result of the range and pasture movement. Nevertheless, prices have held up fairly well on all grades and the better kinds which have been scarce are higher than a month ago. A few more feeder cattle have been shipped from the leading markets in the last month than in August of 1922.

Receipts of lambs and sheep have begun to run ahead of the corresponding period last year, reflecting the estimates of an increased range lamb crop. The supply is much below normal for this season of the year, however. Feeder lambs are outselling finished kinds as the supply is inadequate for the country demand. The number of thin lambs shipped out thus far does not suggest that the fed lamb market later will be overdone. The wool market has been inactive with mills inclined to wait for a larger volume of orders for goods and for the trend of prices abroad. New clip wools in the southern hemisphere will be available soon. The series of auctions at London just opened started with prices 5 per cent higher than in June.

Receipts of butter at the leading cities in the last month have been lighter than last year and much higher prices have prevailed. Domestic consumption has been excellent. The supply of fresh butter

gradually declines as a rule during the fall months, but pastures are good in most sections and the decline in the make is likely to be retarded. The supply of cheese has been out running last year but the rate of consumption likewise is larger and prices have been firm.

Receipts of fresh eggs during August were much lighter than in July and prices continued their usual late summer and fall advance. The supply was much heavier than last year, however, and cold storage holdings are the largest on record. The advance during the next three or four months may not be as great as usual.

Reduced estimates upon the wheat crop in the United States and Canada prospects of heavy farm feeding and of a reduction in the acreage planted to winter wheat this fall have changed the wheat supply situation materially in the last month. Reports from surplus countries in the southern hemisphere also have been less favorable. Prices have been about the same as last year and with only a small movement for export, the visible supply has mounted rapidly.

Demand for corn entering commercial channels has continued keen and prevailing high prices have not attracted large sales from the country. Prices have been helped by the strength in other grains.

Further deterioration in the cotton crop which is now estimated at 10,788,000 bales, and improvement in the demand for cotton goods with a slightly better tone in the export trade have sustained cotton prices in spite of the fact that the new crop is beginning to move to market in rather large volume.

The potato crop estimate shows no great excess over normal requirements such as existed last year. Prices have weakened recently as the late crop movement which usually reaches its peak by the middle of October is getting under way. The carlot movement of apples is beginning to expand. Usually it increases from around 1,000 cars per week at the beginning of September to 7,000 or 8,000 cars by the middle of October, which marks the peak. Summer varieties have declined in price in the last month.—Department of Research, A. F. B. F.

Subscribe for the Lockney Beacon

## "Madstone" a Myth?

The belief that a madstone cures hydrophobia is an old tradition with no foundation. The Pasteur treatment administered by a competent physician is the only effective treatment known. For centuries the fallacy of the madstone treatment has existed among men. But, according to physicians, no person treated with a madstone ever recovered if the poison of rabies actually found its way into the blood. Many persons, after having been attacked by a supposedly rabid animal, have recovered upon the application of a madstone to the wound. The madstone's effect, however, was wholly imaginary. The history of the madstone is as mythical as the efficacy of the stone in the treatment of rabies. It generally is conceded, however, that the "stone" was a part of the practice of medicine in India in the latter half of the Seventeenth century. Later explorations carried it to Europe and thence to America.

## Kitten Petted by Prince.

There is a black kitten purring with pride in Birmingham, says a London Daily Express item. It will probably be known in future as "the prince's kitten."

The prince of Wales paid a visit to the Dunlop works, where he walked through an avenue of workgirls, who waved handkerchiefs and blew kisses enthusiastically. Half-way along the line a girl in white sprang forward and placed a little black kitten in the prince's arms. A bright smile broke over the prince's face, and he stroked the kitten, which, somewhat scared, tried to burrow under his arms. The prince then placed it tenderly at his feet, and it turned tail and fled, amid roars of laughter.

## The Extreme in Politics.

Little Joan's father was a congressman and a Republican, and accordingly Joan breathed an atmosphere of politics and believed only Republicans went to heaven. Her big sister's chum had the stigma of being a Democrat, and though she frequently stayed with the family, Joan considered her a rank heretic and only tolerated her through a natural largesse of heart. One evening, when the chum happened to be occupying the guest chamber, Joan stumbled into it looking for her sister and surprised the lady of Democratic convictions in the midst of her devotions. "Oh!" exclaimed Joan in open-mouthed amazement, "I never knew you said your prayers! I thought you were a Democrat!"—Chicago Daily News.

**SATURDAY NIGHT**—Agnes Ayres presents "The Lane that has no Turning Point." Bring all your coupons on this date. Don't forget, Saturday, October 6th, Olympic Theatre.

## EASY MONEY

About the easiest money in the world is that obtained by smooth artists who work on the prejudices and passions of the people of the country. A new way of taking money off of the public has been devised by an outfit that is organizing an order or lodge to fight the Klan. If one opposes the Ku Klux he can join this thing at so much per and everybody is happy. The solicitor gets his, the state mogul his and so on up until the last man gets his without any effort except just being the grand Goblin, or perhaps in this instance of the anti-klan outfit he is the grand Anti-Goblin. This thought is suggested by the Randall County News which says:

"There has been established an order of some kind or other to fight the klan. We are not a member of the order to oppose the klan. Anything that is fundamentally wrong cannot exist. If the Klan is such, there can be no danger from it much longer."

We cannot agree with the news about fundamentally wrong things not existing. Fundamentally wrong things have existed and will for another many a day. History is full of instances where fundamentally wrong ideas prevailed for hundreds of years. They used to stretch them on racks to convert them. They did it for three hundred years. Now the stretch them across barrels for the good of their souls. And the trouble about the present situation is that a "higher up" is making money out of the thing and he is not going to let the matter drop. The rank and file—the easy marks—are beginning to see that they can't improve the world by river bottom whippings and so a new shibboleth is raised up. We are the militant protestants of America, ought to be a good slogan to bring in the "joiners" the organizers figure and sure enough it is working, now that the craze to tend to the neighbors is dying out.—Floydada Hesperian.

## O. E. S. MEETS FRIDAY

All members of the Lockney Chapter, O. E. S., are requested to be at the Masonic Hall, Friday night, at eight o'clock, for a practice meeting. Mrs. T. H. Stewart, W. M.



Al Jolson, Glenn Hunter, Hoot Gibson and other stars—All Wear "SURE-FITS"

WHY? Because it's the biggest improvement in caps since caps began.

A strap-and-buckle concealed above the visor enables you to snug it in after a haircut or in the wind. And ease it out again if you want to.

It's the world's most comfortable cap. Yet it costs the same as any good cap. See it! The new Fall styles are now ready.

Look for the label shown to the right

Made by FINE & LEVY  
702 Broadway, New York City



OUR ELEVATOR  
Has A Big Supply of  
GOOD COAL

# DRY GOODS

—that are the best the markets afford, are to be had in abundance at this store.

You will find here the leading and well advertised brands, of which the quality is well known. It pays the consumer to buy merchandise of known quality, and we handle such merchandise at this store. If you will visit us, you will find us busy supplying the needs of hundreds of satisfied customers.

## Fall Hardware

—Is in demand, and you will find us well prepared to supply your wants. When you think of Hardware, also think of the best place to buy it. Eclipse windmills and repairs.

STOVES and RANGES  
and a full supply of everything in the line.



Built for Solid Comfort!

Buy Them Today for Sixteen Hours of Solid Comfort Every Day.

There Is Long, Honest Wear in Each Pair.

MAKE THIS STORE YOUR STORE

## We Are Hammering Grocery Prices

Make our store your place to buy your Groceries this fall and you will save some good money. If you doubt our statement, call and see for yourself.

# BAKER MERANTILE COMPANY

"We buy what you sell"

"We sell what you buy"

# MOVED

I have moved my Real Estate office to the rear of the Dr. Thomas building, on the east side of Main Street. If you have anything to sell list it with me.

I have some good Tires, both cord and fabric, at the proper prices. Also have tubes in all sizes. See me before you buy.

## C. A. Wofford

### TAILORING

Everyone will tell you that our way of pressing clothes is unequalled, it's sanitary, it's quick it's best. It's simple but most resultful. Send us one suit and be convinced.

Ralph Ashworth

#### ENJOYS READING THE BEACON

Mrs. Alice Quillin of Phoenix, Arizona, formerly of Lockney, very much enjoys reading the columns of the Beacon, and is always anxious to receive every copy, as is evidenced by a recent letter from her, in which there was enclosed a check for a year's renewal of the paper. The letter is as follows:

R 7, Campbell Ave, Phoenix, Ariz. To the Editor of the Beacon:  
I will take the advantage of the paper to let our friends know that we are still at Phoenix, and think of our Lockney friends very often and enjoy any little item that we read in the Beacon about them.

We have had the coolest summer that has been here in years, more rain this fall, it has rained every week for two months, but it seems to be over now, as it has turned cool and we are having the most lovely days, so breezy, neither too warm or too cold. The nights require about two quilts sleeping on the porch.

Lots of rain and some frost in the north part of the state.

Claude has entered the University of Redland, Calif., and Ray is assistant teller in the Phoenix National Bank. We like Phoenix, the people are nice and sociable, as Salt River Valley is made up of people from every state.

When any of you Plains people want to take a trip and site seeing tour, you do not have to go any farther than Arizona. When Ray took his vacation last year, we took a trip south of the mountains, from Tucson to Mt. Lemon, on the Catalina range about 9000 feet elevation. The roads were fine for they had to be. It was some climbing, looking down you could see the road 3 or 4 times, where you had come over it, looked like horse shoes and double horse shoes, but my, we were paid for our climb for it was lovely up there. A land of ferns, wild flowers, tall pines and several other species of trees.

From there we started back north, visited Ray, Haden, Miami, Globe, Roosevelt Dam and north as far as Payson and Tonto Creek.

We took a lady and young man friend along with us and enjoyed the trip very much.

I must not forget to tell of the beautiful drives in the Salt River Valley, with its grapefruit and orange groves, dates and olives, grape vineyards and other fruits and the Palmetto Palms, also winter gardens.

I will close before this finds the waste basket. Find enclosed a check for the Beacon another year. I watch eagerly for it each week.

Thanking you most respectfully,  
Mrs. Alice Quillin.

A one-crop farm, like a one-man town is a hard place to produce prosperity.

Jack Dempsey is now a coal operator. Let's hope it will be as long between strikes as it is between fights.

#### MUTT AND JEFF IN HAVANA

Coming to Lockney, in Big Tent, Wednesday, October 10th

Bud Fisher's Famous Cartoon Comedy, made nationally popular by the leading newspapers of the country, Mut and Jeff in Havana, will be seen in Lockney in a big tent on Wednesday, Oct. 10th, the same large company that has been playing the leading theatres will be seen, this being the first season Mut and Jeff has ever been offered under canvas and the first time at popular prices. A fine band and orchestra is carried and the big tent will be located on the Tourist Camping Grounds.

Lawson Shepherd of Armstead, N. M., came in the first of the week on a visit with his aunt, Mrs. C. R. Wilkerson, and other relatives.

#### NOTICE OF APPLICATION FOR LETTERS—GUARDIANSHIP

The State of Texas:  
To the Sheriff or any Constable of Floyd county—Greeting:  
You are hereby commanded to cause the following notice to be published in a newspaper of general circulation which has been continuously and regularly published for a period of not less than a year preceding the date of the notice in the County of Floyd, State of Texas, and you shall cause said notice to be printed at least once each week for the period of ten days exclusive of the first day of publication before the return day hereof:

#### NOTICE OF APPLICATION FOR LETTERS—GUARDIANSHIP

The State of Texas,  
To all persons interested in the welfare of Helen Collier, Everette Collier, Lillian Collier, Mary Collier, Margaret Collier, Gertrude Collier, Virginia Collier and Robert Collier, Mrs. Mrs. Kate Collier, has filed in the County Court, an application for letters of guardianship of the Estate of the said Helen Collier, Everette Collier, Lillian Collier, Mary Collier, Margaret Collier, Gertrude Collier, Virginia Collier and Robert Collier, which will be heard at the next term of said court, commencing the 3rd Monday in October A. D. 1923, at the Court House thereof, in the town of Floydada, Texas, at which time all persons interested in the welfare of such minors may appear and contest such application should they desire to do so.

Herein fall not, but have you then and there before said court this writ, with your return thereon endorsed, showing how you have executed same.

Given under my hand and seal of said Court, at Floydada, Texas, this 15th day of Sept. A. D. 1923  
Lola Walling, Clerk County Court, Floyd County, Texas.  
By Clara Lee Johnson, Deputy.

#### NO METHOD FOR LONGEVITY

Impossible to Formulate Rule by Which Man May Prolong Stay on Earth.

Medical theories for the advancement of longevity remain only theories. The lengthening of the span of life may be worked out to a mathematical nicety on paper, but in practice it proves utterly impractical. Outside influences have an unerring and hostile attraction to the best-laid plans—and instead of attaining the age of John Shell the average man dies at 54.3 years.

The latest of the longevity theorists is Dr. Leonard Williams of London, who declares that men should live to be 140 years old. He says we are not martyrs to disease but victims of folly, and he points out that the trouble lies in a "low level of mediocrity." All of which may be interpreted as meaning that the average person does not take the same care of himself as he does of his motor car or his live stock.

There is much in what Doctor Williams says, though it hardly could be termed novel. Modern medicine is nothing if it is not a tremendous force combating preventable disease while ministering to the victims of disease. It has preached and is preaching the economic waste of the maladies that may be avoided and it is making steady strides in the treatment of curable and incurable diseases. But the longevity theorist who would put the age limit on the Noah and Methuselah basis overlooks the enemies that constantly menace health in the present complex civilization. A much higher order of human beings would have to be on earth to make his plan at all practicable.

An American pathologist recently gave as the enemies of health, "heredity, infection, poison, food deficiency, food excess, fear, grief, emotional excess and psychic apathy due to lack of life interest."—Louisville Courier-Journal.

#### A Dead Race.

Eastern museums are sending out dolls for cigar store Indians. Obviously the stock of wood and paint who once faithfully guarded the door of the tobacconist's shop is to be preserved for the admiration of future generations. Our good wishes go with him. We recall many silent moments of delightful awe spent in his presence. There was a time when his tribe was large, with representatives in every city and town of size in the United States. Then—something happened to the race. One by one these ruddy braves began to disappear, until now their kind is practically extinct.

It would be interesting to know just how long the race flourished and who originated the idea, although it is not hard to understand why a wooden Indian was adopted as a symbol of tobacco. It was the Indian who taught his paleface brethren the tobacco habit, just as the white man taught him to drink firewater.—New Orleans Times-Picayune.

#### Where to Find Diamond Backs.

Carlisle Graham Raht in connection with his story "The Diamond-Back" in Everybody's Magazine gives an interesting account of his experiences. In thirty-odd years he has covered much of the old and new West. He's been a pearl-diver; he has played the piano in dance halls, has gone in for historical research, mining and cow-punching. His wife calls him a domesticated nomad.

The genuine diamond-back he says, (in answer to a query about the rattlesnake that appears in his story), is found mostly in Arkansas and eastern Texas. The diamonds of the western rattler are not so clearly defined, nor is that reptile so large. Colloquially, the term "diamond-back" is also applied to the latter. However, the territory in which these two distinct species are found seems to lap over, as I have seen the larger diamond-back as far down as northeastern Mexico and as far west as the Davis mountains, where I lay my story.

#### Peru's Foreign Trade.

The total foreign trade of Peru for the year 1921, according to the chief of the statistical division of customs, amounted to \$3,329,672 pounds Peruvian (libras peruanas—Lp.), of which 16,690,484 Lp. represented imports and 16,609,188 Lp. exports. The figures for the year 1920 were: Imports, 18,358,224 Lp.; exports, 35,504,156 Lp.; total, 53,862,380 Lp. Estimating the value of the libra peruana at \$4.80 United States gold (par), the value of the foreign trade for the year 1921 was: Imports, \$81,012,254; exports, \$80,969,922; total, \$161,982,206. On the same basis, the figures for 1920 were: Imports, \$89,220,968; exports, \$171,578,198; total, \$260,799,166.

#### Historic Forest Must Go.

Sherwood forest, the haunt of Robin Hood, is to be destroyed to supply coal. It is estimated 10,000,000 tons a year can be mined in the historical region of Nottingham county, Edwinstow hall, the ancient mission, is to be turned into an educational center for the miners. The historic forest is owned by lords who are poor and harassed by the income tax.

#### Where Rain is Unknown.

The little city of Minter, the terminus of the Santa Fe branch west of Satanta, bears the distinction of being possibly the only city in Kansas that has never experienced any rain or snow. While it is a thriving little burg with two banks, general stores, hotels, etc., no moisture has fallen in that community since the town was laid out.—Indianapolis News

#### THE SAFEST SECURITY

Regardless of what you may desire to invest in, land is still the safest form of security, and therefore the safest investment. Bad investments in land may be made, but the person who invests in it and knows what he is buying is a good investor. Floyd county real estate today holds out the same security as it did in the beginning of the county—at a higher rate of profit. It was a good investment in the beginning; it was a good investment 50 years ago, twenty years ago and 10 years ago—and it is a good investment now. This community is going to grow, for it isn't made of the kind of people who are willing to forever stand still. Ten years from now will witness changes that most of us do not dream of now. That's why no man should hesitate to invest in local real estate, or in land out in the county.

"Ground under foot, roof over head" is man's first necessity. There is no safer form of security than a piece of ground—and especially a piece of ground with a home on it.

#### HODGES—BLACKWELL

Thursday afternoon of last week, Mr. A. J. Blackwell of Lockney and Mrs. Mary Hodges of Oklahoma, were married at the home of Elder J. J. Day of Floydada, the Elder Mr. Day performing the ceremony.

Only a few relatives and close friends of the couple were present, they being Mr. and Mrs. C. R. McCullum, Geo. T. Meriwether and family and Mr. and Mrs. J. O. Cochran, all of Lockney. Mrs. Blackwell is a sister of Mrs. McCullum.

Mr. and Mrs. Blackwell are at home in their new and very modern residence in the southeast part of Lockney.

# MODERN BANKING

**SAFETY  
EFFICIENCY  
COURTESY  
SERVICE  
CO-OPERATION**

## LOCKNEY STATE BANK

Guaranty Fund Bank

## Price Reduction

Effective Now  
Prices f. o. b. Detroit

Chassis, Less Starter	\$230
Chassis, With Starter	295
Roadster, Less Starter	\$265
Roadster, With Starter	330
Touring Car, Less Starter	\$295
Touring Car, With Starter	360
Truck, Less Starter	\$370
Truck, With Starter	435
Coupe, With Starter	\$525
4-Door Sedan, With Starter	685

TRACTOR, Price Increase  
New Price . . . \$420

All These Prices are f. o. b. Detroit

These Cars May Be Purchased on  
the Ford Weekly Payment Plan

These are the Lowest Prices in the  
History of the Company

## LOCKNEY AUTO CO.

LOCKNEY, TEXAS

## WALL PAPER

We have the very newest line of wall paper, at astonishingly low prices. Samples are arranged in our office at your convenience. Call and look them over. Now is a good time to re-paper the home. And we have the most complete assortment of Paints and Varnishes in the city.

Before building, figure with us on your material.

Windmills and Supplies

### HIGGINBOTHAM-BARTLETT COMPANY

"Everything to Build Anything"  
Phone No. 55 Lockney, Texas

## FALL GOODS

Every day we are receiving shipments of fall wearing apparel, and we invite you to come in and inspect our line.

A large and very beautiful assortment of Ladies' Slippers, of the every latest designs and patterns. The prices, this fall, are very reasonable.

We have a well-selected line of Hats and Caps for Men and Boys. They excel in comfort, and are of the latest designs. Also a nice lot of Hart Schaffner & Marx Suits, at very popular prices.

## E. L. AYRES

"Home of Hart Schaffner & Marx Clothes"

NEW SHIPMENT OF —

## HEATERS AND COOK STOVES

All Sizes—All Kinds—Interesting Prices

We also have some second-hand stoves at bargain prices.

All kinds of new and second-hand furniture, at good prices. See our Rugs and Linoleum.

Always figure with us before you buy.

## CRAGER FURNITURE CO.

### CREAM WANTED

—In large or small quantities, sweet or sour, hand skimmed or separated. We will test any time you come, and will give you all it will test. The price is good, and the weather is getting cooler, so it is not hard to handle.

BRING ALONG YOUR POULTRY, EGGS AND HIDES, FOR WE WILL PAY THE TOP CASH MARKET

HAMILTON PRODUCE  
Lockney, Texas Phone No. 41

## NORFLEET GETS SIXTH MAN

FINISHES CHASE OF 4 YEARS  
AT SALT LAKE CITY,  
UTAH

Amarillo, Oct. 2.—J. Frank Norfleet ranchman of Hale Center, has effected the arrest of Spencer, sixth and last man who figured in the swindle of Norfleet of \$45,000 at Fort Worth early in 1919, with a fake oil lease game. Chief of Police John Snider received a message from Norfleet at Salt Lake City Monday stating that Spencer was in jail at that place.

The Norfleet swindle has attracted nationwide attention and the resulting chase and capture of the "bunco" artists by Norfleet and his son while his wife cared for the ranch home in Hale county, involved many sacrifices on the part of the little family which would require volumes to reveal.

Joe Fury, one of the leaders of the gang sought by the ranchman, was captured in Jacksonville, Florida, following a chase throughout the large centers of North America. Fury was sentenced to a term in the Texas prison for his part in the swindling of Norfleet and died in that institution. Following his death, the body was positively identified as the remains of Joe Fury, by officers of that state.

Ward and Gober other members of the "bunco" party captured by Norfleet have been disposed of. Ward suicided in Washington, D. C., while in the custody of Federal authorities.

Two other men identified with the swindling of Norfleet at Fort Worth were captured at Denver in 1922 by Norfleet and his son, together with 15 other "bunco" artists who operated "shiel games" in a number of large cities by the aid of a suggestion of police protection which seriously handicapped Norfleet in his four year chase.

### STATE WILL TAKE OVER THE HIGHWAYS

State Highway Commission Gives Notice That It Will Assume Charge on January 1st, 1924

The following news is given from the office of the State Highway Department at Austin:

In accord with the provisions of H. B. 361 of the regular session of the Thirty-eighth legislature, the State Highway Commission expects, on January 1st, 1924, to take over the maintenance of all designated state highways.

The State Highway Commission considers maintenance to mean keeping a road in as good condition as it may be at the time that it is taken over. No extensive improvements, either in quality or type, will be made upon any road by the maintenance organization for the reason that the funds provided are insufficient to make such improvement a part of maintenance, and still have sufficient funds to continue assisting those progressive counties that have voted bond issues, in building their roads.

There is reason to believe that in a number of counties, the commissioners' courts are not expending their respective portions of the motor vehicle fees in maintaining the designated state highways, but are neglecting the maintenance of such highways in anticipation that the state highway commission will on January 1st, do the necessary maintenance work which the commissioners court have failed so far to do.

If, in these counties, roads are allowed to get in bad condition for lack of maintenance, the Highway Commission, as stated before, will only maintain these roads in as good condition as they may be in when taken over January 1st, 1924, and the citizens of these counties will have only their respective commissioners courts to blame for this condition. If funds were available, the Highway Commission would gladly improve and maintain all the roads on the system for the benefit of the state as a whole, but as a matter of fairness and justice to the counties who have bonded themselves for the purpose of building good roads, the commission must keep in a position to assist them. The law directs the counties to use their registration fees until January 1st, 1924, in maintaining the designated state highways. Many of the counties of the state are doing this and it would be an injustice to these counties for the Highway department to improve the roads of other counties that have failed to do their duty under the law.

It is therefore hoped that the commissioners courts of the different counties will make every effort to keep the designated highways not only in the best condition possible, but to improve them as far as their funds will permit in order that they can be turned over to the Highway department in good condition and be kept this way by our maintenance organization. We know that many counties are loyally trying to do this, and we hope that all of them realize the importance of such action.

The first bale of cotton in sixteen years was ginned in Hereford last week.

There is one consoling feature about poverty. It is one thing congress hasn't discovered a way to tax.

## COAL ECONOMY

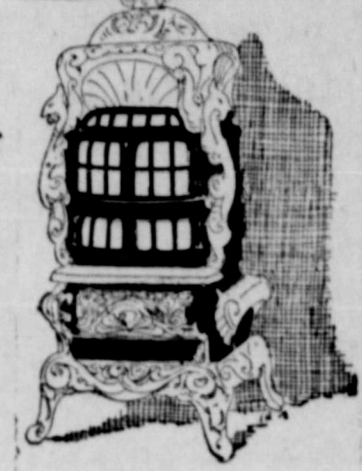
The radiant glow of Old King Coal in one of our heaters will provide an intelligent economy in your household. Come in and let us explain the new fuel-saving advantages in our heaters and ranges. And they are easy to operate. The unusual beauty of their design will lend itself to your approval.

If winter comes before you see these heaters, the wasted heat would provide one of these new models.

We have a complete stock of Shelf Hardware and Windmill Supplies.

BETTER GROCERIES AT LOWER PRICES

## A. J. WHITE & COMPANY



### PROVIDENCE

Sept. 25.—A Missionary from Africa preached here at the German Lutheran church Saturday and Sunday. There was dinner on the ground both days.

Mr. and Mrs. Sam Meriman of Kress were visiting at the Sammann home Saturday and Sunday and took in the missionary meeting here.

Mrs. Zimmerman and Miss Hazel of Aiken were the guests of Miss Florida Pullen and her mother Monday afternoon.

Nice weather now, which enables the farmers to get their wheat planted.

Clarence Hannon and family were in Plainview Saturday on business.

Edward Pullen and Richard Gilbreath took dinner Sunday with Clarence Brandis.

Dee Zimmerman of Aiken was a pleasant caller in the Kennedy home Sunday.

Cotton is opening fast in this community and picking will soon begin.

The baby of Harvey Oliver was taken to Plainview Monday to be operated on.

Mr. Sammann and daughter, Ella, were in Plainview Monday.

### Floydada School House Burned

During a hail and rain storm Sunday night, the old school building at Floydada was struck by lightning, set on fire, and was destroyed with piano and all furnishings.

The home of Mr. Reagan was set on fire by lightning just a few minutes before and the fire department was at that fire, when the school began to burn, hence the flames soon got beyond control.

Adequate prices and good markets is what the farmer needs—not legislation, sympathy nor loans.

### MICKIE SAYS—

YEAH, I KNOW, TH' BOSS LOOKS HUMBLE, BUT JEST BETWEEN YOU 'N ME HE'S PURTY PROUD OF THIS PAPER AN' TH' FOLKS 'RE READIN' AN' TH' TOWN 'RE BRAGGIN' IN'. YESSES



### LOCKNEY, TEXAS

## ONE BIG NIGHT WEDNESDAY, OCTOBER 10TH

Under Mammoth water-proof tent, located on Tourist Camping Grounds

Bud Fisher's world's greatest cartoon Comedy

## MUTT AND JEFF IN HAVANA

Large Company of Singers, Dancers and Comedians.

Band and Orchestra—Popular Prices

NOTE—This is the same large company that has been playing the leading theatres of the country for the past seasons, this being the first year that Mutt and Jeff have ever been offered under canvas, and the first time at popular prices.

### FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager O. W. GANO, Secretary  
Abstracts of Title to all Lands and Town Lots in Floyd County  
Deeds and other instruments of writing prepared. Twenty years experience with Floyd County Land Titles.  
Room 7, First National Bank Building Floydada, Texas

### SPUR MAN DIES FROM DRINKING PATENT MEDICINE

Two Others Are Seriously Ill—People Drive Bootleggers Out of Spur Territory

Spur, Sept. 30.—A drink presumed to be a patent medicine claimed the life of Oscar Harrington, 21 years old, at Spur, and has left Dick Boykin, 19 years old living near Spur, and Lewis Hale, 31 years old, a barber at Crosbyton, unconscious. Attending physicians have hopes of the recovery of these two.

Officers of Spur and Crosbyton are at work on the case, but definite information as to the source or nature of the drink has not been secured, as the two living participants are not able to talk.

The people of the Spur trade territory have driven all bootleggers out of the county. Indignation meetings are being held on street corners.

The tragedy in which Harrington lost his life occurred at the fair grounds in Crosbyton, several young

men at Spur having gone to attend the fair which was in progress there.

### Miami Man is Fatally Shot

Miami, Oct. 1.—John Patton, laborer died from gun shot wounds at Canadian hospital late Monday afternoon, according to information received here late today.

Patton received two wounds in the upper portion of his body in an altercation on the main street of this city about 6:30 Saturday evening, and was rushed to the Canadian hospital for medical attention.

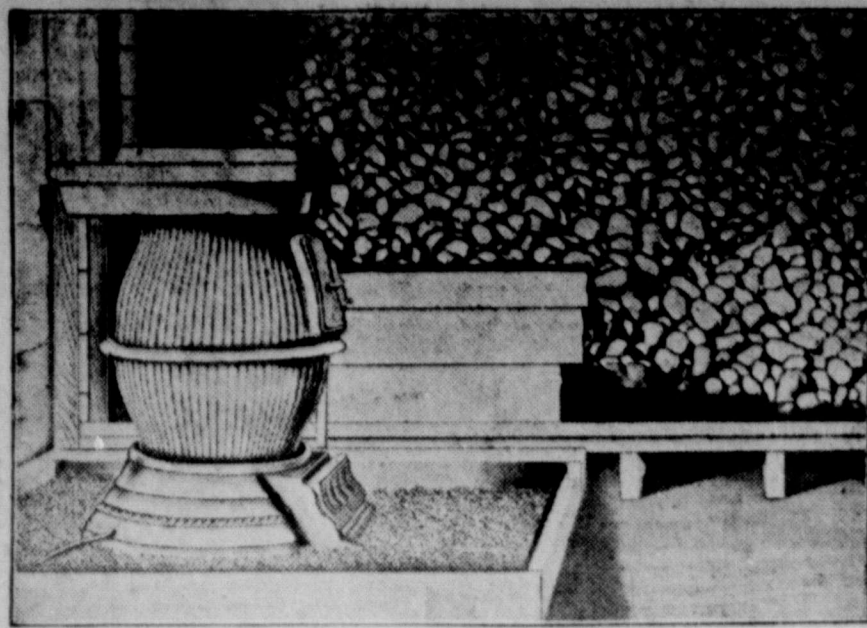
John Webster, telephone man and picture show operator of Miami has been placed under arrest by Sheriff Coffey charged in connection with the killing.

No cause is assigned for the shooting, the two principals are said to have been good friends and long residents of Miami.

Six persons were killed in Iowa and eight in Kentucky by tornadoes Thursday night. Floods and wind also did much damage in Nebraska and Kansas.



**PROTECT POTATOES IN WINTER**



False floor stringers correctly built in box car for protection of potatoes from cold. Circulation is not blocked, as would be the case if stringers were run across the car instead of lengthwise.



The secret of success is advertise your name and business so much that when folks think of one, they will think of the other just like Romeo and Juliet-ham and eggs!

**USE THE BEACON**

Save the surface and you save all the rest.

Save it with **Kyanize** MOTOR CAR ENAMELS

**Thrifty, Fastidious Motorists Know**

KYANIZE Motor Car Enamels flow with ease, level out to ridgless smoothness and dry with a rich lustre that is absolutely waterproof. Begin with a clean surface, apply as instructions provide. Keep dust away, and your car takes on added youth and beauty. Satisfaction! We guarantee it, or "money back for the empty can."

**FREE TO MOTORISTS**  
Our booklet "How to Paint Your Automobile," with complete instructions, will be given free of charge to any motorist who will call for it at the store named below. Get your copy today—It's FREE.

**Floyd County Lumber Company**

**"Positivel Niftic"**

Those new Cuff Buttons at **F. M. Kester's** DIAMONDS WATCHES Eyes Tested Glasses Fitted AT LOCKNEY DRUG STORE

Tuition of five dollars per month will be charged for first grade pupils in the Lockney Public School, who were under seven years of age on September first, according to an announcement of S. W. Perry, president of the School Board. Those pupils, however, may attend the kindergarten, of which Miss Cochran has charge, at a tuition rate of \$4.50 per month.

This decision was reached at a meeting of the school board held Tuesday night.

**SCHOOL BOARD EMPLOYEES ANOTHER FACULTY MEMBER**

At a meeting of the school board, of the Lockney Independent School District A., held Tuesday night of this week, Miss Sue Braswell of this city was elected to a place on the school faculty.

A congested condition of the school necessitated an additional teacher, and Miss Braswell is now teaching a part of the fourth and sixth grades, using the room in the rear of the school auditorium.

Miss Braswell is also coach for the Lockney High School girls basketball team.

**MISS NABORS ENTERTAINS**

Miss Hinda Nabors entertained her class at the College Studio last Saturday afternoon, from 3:30 to 5:30.

Instructive musical games of different nature were enjoyed by the children, such as folk games, "Magic Music," and "Blind Music." Each guest was given a musician score card to keep tally and at the close of the contests, Alice White was awarded a musician's picture for making the most points.

Refreshments of cream and candy were served after an enjoyable afternoon.

**SENIOR SAYINGS**

With the close of the foot-ball season ticket selling contest, the Juniors and Seniors entertained the High School teachers and themselves in the upper hall last Friday night. "42" proved to be the main feature of the evening. Refreshments consisting of ice cream and cake were served and at a late hour the guests departed, declaring the social committees excellent entertainers.

Note—We were overanxious to make a good impression on Mr. Baker, as we realized that geometry finals were coming and we made every effort to see that his marginal utility of desire for more ice cream was satisfied.

In discussing the Gospel of Plain Living in Economics, we found that those who relied on plain living, were high thinkers. But as one of the students didn't quite understand, Luther attempted to explain, "Don't you see, it's simply this, plain lives are high thinkers."

Bob (in geometry) didn't understand a certain problem or the explanation given by Mr. Baker. Dorothy, attempting to explain, "Oh, Mr. Baker don't you see, she doesn't know the difference between a bisector and a perpendicular."

Luther, in explaining food substitutes in Economics, gave the following illustration, "Well, for instance, a little girl was born into a family and they named her Oleomargarine as they didn't have any butter (but her)."

**SENIOR PRIVILEGES**  
Privilege No. 1—Seniors may go from one lesson to the next without fear of interruption on the part of the teachers.—Reporter.

Send the folks your home town paper—\$1.50 a year.

**FOR SALE**—Big Bone Poland China sow, with eight thorough bred pigs. Will sell for \$40.00.—F. C. Cole, 1 1-2 miles east of Lockney. 2-2tc

**FOR SALE CHEAP**—My home in Lockney. Also good 160-acre farm in Dickens county, well located, and 160-acre farm in Wheeler county, fine for corn, and a good 6-room house and dandy orchard; about 2 acres in Bentonville, Arkansas. Or will trade any or all for a good farm—See or write owner, J. H. Henson, Box 357, Lockney, Texas.

**NOTICE**—Will the person who recently borrowed my fur-collar overcoat please return same at once.—Floyd, Ashworth. 11-p

**Captivity Seems to Change Natural Desires.**

Wild Beasts Lie Down to Slumber, but Prisoners Appear to Prefer to Repose Standing.

How much of the pleasure of sleeping comes from the pleasure of lying down is a fair subject for debate. Almost every person who is not a hypocrite will admit that lying down is one of his most precious privileges. A medieval method of torture was to clap your victim in a cage so constructed that he could not lie down, says the New York Sun and Globe.

A study of the sleeping habits of animals tends to show that in a wild state they lie down to sleep like Christians, but in captivity or domestication some prefer to sleep on their feet. That's not so difficult for a creature with four legs, "one at each corner," but for bipeds it requires quite a knack. Yet policemen, sentries and night watchmen have been known to sleep in a standing position. And there was a New Yorker of some distinction, a successful inventor, who, before his death in Mexico recently, had not lain down for several years.

Like a horse in a stable—he used to sleep standing up—generally propping himself against a mantelpiece. He was a victim of an extreme form of enlargement of the heart, and a recumbent position would bring on painful and alarming symptoms immediately.

He used to relate that throughout the uneasy night he would rest his weight on either leg alternately, never on both together. And observation of sleeping horses shows that they rest one leg at a time, supporting the weight on the other three.

Not all stabled horses refrain from lying down to rest, but 40 per cent do; and of those tied up, 90 per cent remain on their patient feet, whereas a horse running free in pasture lies down to sleep and also to rest and to play and to enjoy his unwonted intimacy with the night, the rain, the crickets and the buttercups.

Savages, rusties and vacationists lie down on the earth to rest a great deal. Creative people, like authors, say that ten minutes stretched out on a couch or lawn revives their mental powers in moments of exhaustion. Chicago's army of straphangers would like to try the experiment, but neither couches nor lawns are provided in our office buildings. Somebody ought to see about this.

Nature fans relate that elephants in the jungle lie down to sleep, while circus men relate that captive elephants sleep on their four legs. The same two observations are true of the rhinoceros.

A bird doesn't sleep on its legs—it sleeps on one leg. The other leg it curls up out of the way. That it should throw all the burden on one leg when it has two perfectly good ones is one of those illogical performances so rife among birds. When the bird is asleep its clutch on the perch is automatic and as tight as a vise.

**Machinery Reproves Handwork.**

The Manila hemp industry in the Philippines is being speeded up. A machine has been invented to do the work of stripping the fiber, formerly carried out by hand.

Manila hemp is not really a true hemp, but the fiber of a plantain, a kind of banana, grown on the hillsides of the Islands of Luzon and Mindanao.

The fiber used is found in the overlapping leaf-sheaths, which support stems 20 feet high. When about five years old the plant throws out a flower shoot, and the whole stalk is then cut down. The fibrous leaf-sheath is split into strips, and hitherto these strips have been scraped by hand.

Now, however, a hemp-stripping machine is in use which does seven times the work of the old hand process in a given time. With it one man can strip 140 pounds of fiber a day, a task that by hand occupies a whole week.

**This Swan Was a Fighter.**

A battle with a swan and a bather occurred on the Thames river, the London Times reports. While bathing just below Windsor bridge a man was attacked by a swan about half way across the river. He managed to reach the bank, but the bird refused to allow him to return for his clothes. Some onlookers endeavored to divert the attention of the bird with bread, which they threw into the water, but the bird, while eating the bread, kept one eye on the bather. After waiting for nearly half an hour the bather dived in and swam as far as possible under water. Directly he appeared on the surface, however, the swan made for him with outstretched wings, and an exciting race ensued, which luckily was won by the man.

**Modern Method of Shipping Milk.**

It is now possible to ship milk several hundred miles without having it spoil. The old-fashioned milk can has given way to huge glass-lined tanks similar to the familiar vacuum bottle. These tanks are mounted on trucks and are insulated from the heat by the use of cork packing. Less than two gallons of milk sticks to the sides of these 5,000-gallon tanks. Milk has been handled in these tanks over distances of more than 100 miles with a rise of less than two degrees in temperature on hot summer nights when the outside atmospheric temperature stood at 88 degrees.

This week Mr. and Mrs. J. F. Pittman are moving from Amarillo to Lockney and will occupy their residence on North Main street. Mr. Pittman formerly lived in Lockney.

Busby in contracting and carpenter work. Mr. and Mrs. Pittman formerly lived in Lockney.

**OLD U. TELLEM SAYS:**

Stewart Drug Store is the place to purchase your drugs and drug sundries. They have the most complete assortment of toilet articles in the city. They are headquarters for school supplies and athletic goods. Prompt and courteous service and satisfaction guaranteed.

This is the last week for coupons on the PACKARD COUPE. Be sure to get yours.



**STEWART DRUG COMPANY**  
**LOCKNEY, TEXAS.**

**COAL!**  
We now have a good supply of both Lump and Nut Coal on hand--get yours **NOW**

**FEED!**  
For the Hen  
The Cow  
And the Sow  
**LESLIE FLOYD GRAIN COMPANY**

**Three Big Values in 30x3 1/2 regular size clincher tires**

**Usco Fabric Royal Cord and the NEW USCO CORD**

**-now ready**

**This U.S. quality group at lowest prices ever offered**

Buy U.S. Tires From — **ED REEVES**