

DIRT BROKE ON OIL MILL TUESDAY

LOCKNEY DELEGATION PREPARING TO ATTEND THE W. T. C. OF C. CONVENTION

CONTRACT FOR WATER EXTENSIONS WEDNESDAY

DIRT IS BROKEN ON MODERN OIL MILL

GOOD PROGRAM RENDERED AND ARTIE MOVELED THE DIRT THAT STARTED CONSTRUCTION WORK

At two o'clock Tuesday afternoon between 1500 and 2000 people of Lockney, surrounding country and neighboring cities witnessed the first shovel of dirt to be turned on the Lockney Cotton Oil Company's large building.

A. B. Brown, who was the first man to suggest to Anderson-Clayton Co., that Lockney would be a good place for an oil mill, was master of ceremonies. The Ukelele club as first on the program and rendered several snappy selections. The invocation was pronounced by Rev. J. Rea, pastor of the Methodist church, after which Mayor T. Z. Reed made the welcome address in behalf of the City of Lockney, in which he told of the great development that had witnessed in this country in thirty-five years which he had seen as a resident of this section, having witnessed the growth from a camp in a dugout to the Lockney of the present day.

H. M. Mason, general superintendent of the mill, made a short talk which he stated that he was glad now to be a citizen of Lockney and to help in the development of the country, and invited the citizens of the school to visit the plant when work was completed, and see the works of a first class cotton oil mill.

W. D. Bierce made a talk of the worth of the mill to the town and country, and prophesied that it is only the beginning of big industries for the town.

Short talks were made by Maury Atkins, secretary of the Plainview Chamber of Commerce, and Ed Bishop, secretary of the Floydada Chamber of Commerce.

Then a short talk was made by that old man, whom Lockney loves and cherishes possibly more than any other citizen we claim, Uncle Frank H. Ford, and in his optimistic way of telling things, he told his earsers of the day arriving that he had longed for. That being when Lockney would begin receiving large and worthy industries of this character. Uncle Frank has spent many years on the Plains, and is one of the fathers of Lockney. If Lockney had several such men as Uncle Frank would today be the metropolis of the Plains.

Judge Wm. McGehee, county judge of Floyd County, on behalf of Floyd county, welcomed the Anderson-Clayton Co., to this city, and stated that all Floyd county was proud to have such an institution located here.

The Ukelele Club furnished the music throughout the entire program and Mr. C. H. Wilson, photographer of Floydada made several pictures of the gathering.

Lockney Hr School Has New Stages Scenes

SENIOR CLASSES OF '27 AND '28 BUY NEW STAGE SCENES FOR L. H. S.

Those attending the High School Follies, staged by the four high school classes Monday night, not only received a treat in the way of good plays, but were elated to find that the Senior and Junior Classes of this year had bought a complete new set of curtains and stage fittings for the high school auditorium. All the scenes are very beautiful, and are free from the unsightly advertisements that usually appear on stage furnishings. The entire set of stage furnishings were bought by the two classes, the Senior Class of '27 taking the furnishing of the stage with new curtains as their chief class aim, but as they wanted only the best, and could not reach their goal this year, the Junior class of this year, and who will be the Seniors of next year, agreed to finish the job, and will help pay for the stage furnishings.

These two classes are to be commended for this good work, and all their plays and programs should be generously supported by the people of this community.

Former Lockney Boy Wins Junior College Debates

Willie Bobbitt, son of Mr. and Mrs. Bert Bobbitt of Lone Star, and his team mate, Frank Barnes of Plainview, both students of Wayland College, won first honors in the Junior College debates of Texas, at the finals held at the North Texas Agricultural College at Arlington, Texas, Friday night of last week. There were twenty-eight entrants, which number was cut to five teams in the finals. Bobbitt and Barnes meeting Wichita Falls in the final debate for the state championship.

The judges for the debates were from Texas Christian University at Fort Worth.

Bobbitt was formerly a Lockney High School student having won several debates in this county, being an excellent debater and also student. Floyd county is very proud of the showing he has made in the State debates.

HARMONY DISTRICT TO VOTE BUILDING BONDS

The citizens of the Harmony Common School District No. 10 have asked for an election to be held May 21 for the purpose of voting \$10,000 worth of bonds, with which to erect a modern brick school building.

There are now nineteen modern brick school houses in the county out of the thirty school districts. If the Harmony bonds carry and the building is erected, it will leave only ten wooden school buildings in the county.

Alex McRee, of the Smith Incubator Company, was here last week inspecting the mammoth incubator of the Lockney Hatchery, and found the machine to be in perfect condition for the best hatching results.

This is Lockney's largest and most expensive industry to date. The main building will be 401 feet and 7 inches in length, 40 to 60 feet wide, and two stories high. The cost will be approximately \$300,000 when the machinery is installed and the mill ready for operation.

The schools and business houses closed during the ceremonies and attended in a body.

SIX NOMINEES FOR "MISS LOCKNEY"

SIX NOMINEES FOR SPONSOR TO BE VOTED ON MONDAY NIGHT

For the purpose of giving the citizenship of Lockney an opportunity to express their desires as to who shall represent Lockney as sponsor at the West Texas Chamber of Commerce convention to be held at Wichita Falls on May 16 and 17, the following Lockney ladies and Misses have been nominated by the Chamber of Commerce committee and will be voted on at the Isis Theatre, Monday night at a benefit show given for the Ukelele club. The ladies and Misses are as follows.

- MRS. H. H. BALL
- MISS CARABEL BIFFLE
- MISS AUDREY WATSON
- MRS. FAY GUTHRIE
- MISS RUBY THREET
- MISS MARGARET JARNIGIN

Each person who enters the show on a paid ticket next Monday night will have a vote to cast for one of the above, as each ticket entitles the holder to a vote. If anyone desires to buy votes for their favorite they can secure the vote by buying extra tickets.

The proceeds of the show will go to help defray the expenses of the Ukelele Club and the sponsor to the Wichita Convention. Everyone is urged to attend the show Monday night and give the Ukelele club the support they are due from the people of the city.

H. H. NICHOLAS HURT IN CAR ACCIDENT SUNDAY

H. H. Nicholas, teacher in the Prairie Chapel school, was very painfully but not seriously hurt Sunday afternoon about 5 o'clock when a Ford Coupe in which he was riding turned over.

Mr. Nicholas in company with Si Davis, was coming to Lockney, and their car was following another, both cars making about thirty miles per hour, when the front car suddenly slowed down, and in order to keep from striking the car in front of him, Mr. Davis who was driving, ran into the ditch, turning the car over and pinning Mr. Nicholas under it. A long gash was cut across Mr. Nicholas' head, taking fourteen stitches to close it, and he was also crushed and bruised about the body from being pinned beneath the car.

BUYS INTEREST IN OZARK FILLING STATION

Dwight Jackson of Ralls has purchased the interest of Frank Dunn in the Ozark Filling Station, and will be associated with his brother J. D. Jackson, in the business. Mr. Dunn contemplates leaving for California in the near future.

TOURIST CAFE IS NOW UNDER NEW MANAGEMENT

The Tourist Cafe, formerly known as Charlie's Cafe, in the rear of the Security State Bank building, has been taken over by Beale and Bailey who are now operating same. Mr. Bailey is a high class cook, and can supply the trade with the very best of meals and Sunday dinners. They will appreciate the patronage of the public.

Dr. N. E. Greer and family spent Sunday in Petersburg visiting friends.

Clyde Cummins and family spent the week end in Pampa, Texas visiting the families of Green and McJunkin.

Lockney's Oil Mill Under Construction

FINEST OIL MILL IN WEST TEXAS IS TO BE COMPLETED BY AUGUST 15

The buildings for the Lockney Cotton Oil Company, owned by the Anderson-Clayton Company, of Houston, and of which Mr. H. M. Mason will be the local manager, will be under construction within the next few days, as the dirt was broken on the new industry by the Harrison Construction Company, of Waco, Tuesday at 2 o'clock, with Mr. Harrison in charge of the work.

The Lockney cotton oil mill will not be the largest in the United States, but it will be as good as the best that has been built up to this date in the entire country. The building will be 401 feet and 7 inches in length two stories in height, and from 40 to 60 feet wide, being 60 feet wide for about half its length and 40 feet the remainder. The building is to be constructed of re-inforced concrete, with concrete floors, steel sashes and doors, and will be as near fire proof as a building can be built. The contract calls for the completion of the building by August 15 of this year, and Mr. Harrison expects to have the main building ready to turn over to the company by that date.

The machinery to be used in this mill is the very latest in improved oil milling machinery, and is ahead of any oil mill that has been built in the past, in that it carries all the improvements necessary for the proper manufacturing of cotton seed products and is of the latest labor saving devices.

Mr. Mason stated that the mill will manufacture as many products as is possible for such an industry to turn out from cotton seed. Besides making the various cakes, meal, oil, etc., that is common to every oil mill, this mill proposes to make special feeds for dairy cows, beef cattle hogs, etc., using a quantity of the Plains grain sorghums, which will be mixed with the cotton seed meal, hulls, and cake into ration proportioned so that it will be best suited to feed cattle and hogs that it may bring the best results to the feeders. Expert feed men will be employed by the mill, who will study the feeds, mix them, watch the results, and bring about the very best feed for the different requirements of the different classes of cattle and hogs—for instance a dairy cow will need a feed that will make her produce the most milk, highest test butterfat etc., while the beef cattle will need a feed that will put the most weight on them and develop them to the highest market value. The hog feed will of necessity be of the class that will give growth and weight. All these things will be given special attention by experts that will give their time and study to developing the best feeds, and the mill will manufacture the feeds as proportioned by them.

Mr. Mason, at the meeting of the Chamber of Commerce Monday afternoon, told of the many things that were made from the cotton seed as it went through the mill and after it left the mill, even mentioning the fact that the skin that comes around the weenies and bologna sausage is made from the lint that is taken from the cotton seed at the mill, and many other things that the average person would never think of.

It is needless to say that Lockney is welcoming this institution and these men with open arms, and will help them in anyway to make this mill the greatest institution of its kind in the country. The town has already given them the assurance of their co-operation and appreciation in one.

WATER EXTENSIONS CONTRACTS ARE LET

EXTENSIONS WILL COST \$27,221 WORK TO BEGIN WITHIN A FEW DAYS

The City Council in a call session let the contract for the extensions of the water mains, installation of new engine and pumps and the building of a reservoir Wednesday afternoon.

Geo. E. Pendergast & Co., of Wichita Falls was awarded the contract for the digging of the ditches, furnishing and laying of all pipe, fire plugs and the building of the concrete reservoir.

Briggs, Weaver & Co., of Dallas was awarded the contract for the deep well turbine pump.

Fairbanks-Morse Co., of Dallas was awarded the contract for a 60 H. P. oil engine and booster pump.

John Griffith of Lockney will dig the new well.

The total amount of the contracts will be \$27,221. The bond issue of \$25,000 was voted on March 8 to take care of the extensions, and the bonds have been sold to Brown-Crummer Investment Co., of Dallas, for \$25,500. The bonds are now in the hands of the Attorney General for approval. The contracts will be signed, and work will begin in a few days after his approval, which is looked for at once.

The engineering firm of Roberts & Hawley of Fort Worth and Lubbock had the engineering in hand, and Mr. Roberts has personally looked after the work.

BONNIE ROSE BOX

Bonnie Rose, daughter of Mr. and Mrs. Sam Box, was born Oct. 22 1918 and departed this life April 24 1927. She lived eight years, six months, and two days. She had been in poor health for several months, but her death was rather unexpected. She is survived by her father, mother and five sisters, and other relatives.

MRS. H. F. AULICK OF PLAINVIEW DIED LAST SUNDAY

Mrs. H. F. Aulick, wife of Rev. H. F. Aulick of Plainview died Sunday afternoon, April 24, and was buried Tuesday in the Plainview Cemetery.

Brother Aulick is well known in this county having been pastor of the Baptist Church at Irick for a short time last year. Rev. and Mrs. C. J. McCarty and Mrs. D. P. Carter attended the funeral.

Miss Roy Riley, who has been quite ill for several days on account of an operation for tonsils, has returned to Canyon, and has again taken up her studies in the West Texas State Teachers College.

Virgil Threest of Pampa, Texas spent last week end in Lockney visiting friends and relatives.

Their selecting of this place for such a mill as they propose to build. The cost will be an immense amount of money, possibly more than was expected by the most optimistic citizens, and the type of mill is one that can be pointed to with pride by every citizen of the community.

Lockney wants the best that is to be had and the citizenship stands as a unit to support and assist such worthy and useful institutions as this.

Negro Minstrel To Be Given Friday Night

BUSINESS HOUSES TO CLOSE AT 7:30 P. M. SO THAT ALL MAY ATTEND

The following is a program of the negro minstrel to be given by the women at the High School Auditorium Friday evening April 29. All business houses will close promptly at 7:30 o'clock promptly, and the performance will start promptly at 8 o'clock.

"Mrs. Black's Ink Tea"

- One act play.
- Mrs. Black Eula Thornton
- Saratoga Ethel Newman
- Pansy Stella Baker
- Mrs. White Laureln Christian
- Mrs. Redd Hattie Koster
- Mrs. Blpe Mattie Griffith
- Mrs. Gray Selina Griffith
- Mrs. Green Alice Greer
- Mrs. Rochester Lincoln Ollie Dine
- Vocal solo—"Little Gray House in the West"—Geo. W. Gates.

Mirandy's Minstrels. Old time minstrel songs. Six piece orchestra furnishes music throughout performance.

Proceeds to be used for school purposes.

OIL MILL ENGINEER ARRIVED IN TOWN MONDAY

Mr. D. L. McMurtry, of the firm of Robert L. Cummings, engineers, of Houston, Texas, arrived in town last Monday, to look after the erection of the new oil mill building, which will be built by the Harrison Construction Company of Waco.

Construction On Gas Line Begun

PIPE AND TRENCH DIGGING MACHINERY RECEIVED AT LUBBOCK

LUBBOCK, Texas, April 26.—A giant Austin Trencher was set to work early Friday morning about three miles south of Lubbock digging out a ditch where the first link of the \$6,000,000 gas line will be laid by the West Texas Public Service Corporation which will run from the Panhandle oil fields to Lubbock, Shanton, Plainview, Lockney, Floydada, Hale Center, Abernathy, Tulia, Kress Canyon, Happy and other points.

The work marked the first step in the installation of the line which will bring natural gas from the oil field to each of the above towns. The corporation has posted a \$5,000 cash guarantee that at least one mile of the pipe will be completed before May 1 and the Panhandle Construction Company here who have the sub-contract in this section, are confident that the requirement will be met.

Two carloads of pipe arrived Thursday and are being hauled to the ditch.

The beginning of actual construction of the line has brought rejoicing to Lubbock people and people in other towns to be served. The corporation has promised that gas will be available to the consumers before the fall weather sets in.

Max Cunningham, chief engineer of the Benham engineering company of Chicago is here to supervise the work. A superintendent and foreman with Williams Brothers incorporated of Tulsa general pipe line contractors on the project are here and will assist in directing the laying of the line. The Panhandle Construction Company with head offices here have the sub-contract.

The Lockney Beacon

Entered April 14th, 1902, as second class mail matter at the Post Office at Lockney, Tex., by act of Congress March 3rd, 1879.

H. B. ADAMS, Editor and Owner

TERMS OF SUBSCRIPTION One Year \$1.50 Six Months .75 Three Months .40 Subscription Cash in Advance

MEMBER OF TEXAS PRESS WEEKLIES, Inc.

ADVERTISING RATES Display, per column inch 35c Classified Advs. per word 2c No Classified Adv. less than 25c

MISS LAUREAM CHRISTIAN AND HER MUSIC CLASS

One of the greatest honors that has been conferred upon the town of Lockney was that of the showing made at the South Plains Music Festival held at Lubbock recently, and the Penhandle Music Festival held at Amarillo, when the music pupils of Miss Christian of Lockney won more prizes than any other class entering the contest.

At Lubbock, out of 16 entries, Miss Christian's class pupils carried off eleven medals, three firsts and eight seconds places, giving the Lockney class the highest percentage of any town on the entire South Plains. Following up her fine showing at the South Plains Festival, Miss Christian with fifteen entries at the Panhandle Music Festival at Amarillo, and competing with more than fifty counties of the Panhandle Plains country, in the piano contests won fifty per cent of the first places, one second, and two third places. Out of ten piano groups that were contested Miss Christian's pupils won 5 first places, winning a first place in each group where a pupil was entered, except three, in which groups second and third places were won. In totaling up the winnings it was found that Miss Christian's pupils had won seven first places, one second place and two third places at the festival. The two extra first places outside the piano group went to Little Miss Frankie Dodson, who won first in her class in voice, and Miss Alice

"Look Who Has The Right-of-Way"



Stewart in violin.

People of Lockney, at least some of them, do not seem to realize the worth of such a music teacher as Miss Christian is proving to be, and neither do they realize that they have within their little city a teacher who under trying conditions, defeated the entire Panhandle-Plains country in the music festivals, and brought Lockney a name as one of the most advanced towns in a musical way of all West Texas.

There is two reasons for the success that Miss Christian has had with her pupils—first, she has equipped herself with a good music education, and is capable of teaching the most advanced pupils; second, there is not a teacher in all West Texas that takes more interest in her pupils than does Miss Christian, and if the pupil has any musical talent, she is sure to make a winner out of her or she. She has worked hard and has given much of her time and knowledge to her class to bring them to a point where they could meet all West Texas and be victorious in all contests, and we know from observation, that there are very few if any other teachers in West Texas that have done this.

More than looking after her paid pupils, she has donated much of her

time to the musical interests of the school and community, and all times she has given much of her work gratis to help in concerts, special numbers in both the schools and the churches, and has helped to organize and train a Ukelele Club that has brought much notoriety to the town. She has also arranged clubs of various sorts among the young ladies that have represented Lockney triumphantly at many events of this section of the Panhandle-Plains.

On account of the winnings that have been given Lockney through the efforts of Miss Christian and her classes, she has become noticeable to the musical interests of nearly every town in this section, and overtures will be made to her from other towns where their teachers have not done as good work as has Miss Christian. The people who are now patronizing Miss Christian realize her worth to their children. They know that she is painstaking and thorough in the training of her pupils, and that the ones she is making winners of are the ones that realize the value of her instructions and are obedient and try to follow her teachings.

The people of Lockney who are interested in piano music desire to keep Miss Christian with us. Those who

are most interested know that we cannot hope to replace her with a teacher that will give the satisfaction and do the good work that she had proved she is capable of doing. Her classes are not as large as they should be, and those who want their children to take music from a teacher who can start them off right and keep them advancing, should see Miss Christian and enroll their children at this time. If Miss Christian remains in Lockney, she will probably teach a summer class, which will put her pupils in good shape for the festivals and recitals that will come during the fall, winter and spring. The sooner the children are entered the more instructions they will receive, and the better will they be able to make Lockney proud of them during the coming year.

Let us work for a better town in every way possible, and the musical education of our children is one of the best ways to keep Lockney on the map.

THE HOME "KNOCKER" OUR WORST ENEMY

Of all the useless, unworthy and ungrateful people of the world it is the "home knocker". We find every community in every section of the world more or less pestered with these insects. A person might not believe any and everything he or she hears, and nothing but fools will believe such, but everything a person in a community hears of something that may be brought to the community which is worth while, they should refrain from broadcasting their beliefs that there is not a chance to get such things. No town or community ever gets anything worth while unless they go after it, and nearly every town that does get anything worth while they do it over the protests of the knockers within their own gates.

Lockney has been invested with a full supply of these knockers, and Lockney is not lonesome for there are towns all around us that are in the same condition. We do believe the knockers in our home town should be ashamed of the knocks they are broadcasting, and should take a tumble to themselves and do a little boasting in order to show repentance for their actions in the past.

Pessimists are the ruin of all small communities, for they never believe anything until it has actually happened. If the American people were all pessimists we would be more backward than Africa. True American believe in the future. They make the future; they think and put their thought into action. They accomplish the things the pessimists say will never happen. Seven men conceived the idea that a railroad was going to be built across the Plains. One of these seven had dreamed that Lockney might be in the right location for that line of railroad, and he told the other six what he believed. The seven talked the matter over. They did not knock or make sport of this man's belief, but they all went to work to make that very thing happen—to see that if the line of railroad was built that it came through Lockney as this was their home. They loved Lockney and wanted her to prosper. They were willing to spend their time and money in achieving their ends, in order to help Lockney. And every one knows how successful they have been in the matter for today that line of railway is building its grades and within a few months will be running trains through Lockney. Skepticism and knocking would have never accomplished this feat. No, co-operation, hard work and belief in the town and country, coupled with enough energy to go after what was wanted turned the trick. And yet all the way they were hampered by pessimists, skeptics and knockers who knowingly and unknowingly threw every obstacle possible in their path.

Today the oil mill is under construction in Lockney, and we have heard a thousand times the oil mill would never be built, and now we have heard since the beginning of construction that seed would never be crushed by the mill. Knockers are always liars. They never have any regard for truth. They will lie to make someone believe they know what they are talking about. If they would go off somewhere in a quiet place and knock their fool heads off everyone would be happier. But they always stand around in public places to do their knocking, and "Mr. They Say So" hears every word they say, adds to what they said and spreads the news to the other knockers and gossips. Many times they cause worth while things to get away by their lying and knocking.

Many times when there are strangers within our gates they are turned away by hearing some knocker spreading his propaganda against his neighbors and his friends in the town

or community. Strangers are all alike. They want to live in a good community, and if they hear that the town or community is no good they move on. Men who are not satisfied with their surroundings are not willing to make conditions better, should move on. If you cannot support your town, community and friends, you will be better off some where else, and God knows the community will be better off without you as a citizen.

A new day is dawning upon Lockney, and what she needs now is men—men that will do things. Many in the past you have been pessimistic, and you have not had any encouragement to help in the upbuilding of the community, and was of the "Timid Soul" variety. Not caring to take part unless called upon specially called upon to do so. Your help has been needed all along, more so than ever at present. Lockney is going to be just as big and as enterprising as the citizenship makes it. You may think you will be of no value, or the kind that says, "Let George do it," but if you will come in and mix with the bunch that are selling Lockney you will soon get in the line-up and be of real value to the town and community. If you won't help us build Lockney, for God's sake break the handle out of your hammer and have your knocking teeth pulled out and keep your mouth shut. If you can't say a good word for Lockney and Floyd county don't make an ass out of yourself with a lot of pessimistic chatter. Optimism will lengthen the life and make happiness—a grouch is never long lived and is always unhappy. Do your bit and you will not find time to go around knocking.

Did you know that industry birth in the New England gradually moved in a Southern direction as the increased. During late years, industry is being sought in locations near the source of the raw materials. Texas produces nearly five million bales of cotton annually but in the state we absorb less than 2% of that amount. We lead the nation in the production of wool and mohair and yet not one woolen mill have we in the state. We lead in the production of cattle and hides, but production of cattle hides to other states for to ship our hides to other states and have them returned to us in the shape of shoes. There is only one remedy for this. We must learn to live at home—Manufacture our own products from raw material into finished product and give preference to Texas made products on the basis of service, quality and price for what it is worth. Texas Makes—Makes Texas.—Swipes

The best way to prevent bad flavors in fresh butter is to produce the milk under sanitary conditions, never give the cows feed that has a bad flavor to the milk, and churn the cream when it is sweet or just mildly sour. Also do not expose the cream to undesirable odors such as are sometimes found in cellars and pantries where the supplies are stored. A strong or bitter flavor is sometimes found in milk and butter from cows are far advanced in their lactating period, or that have not been fresh for a year or more.

Mr. and Mrs. Ed Temple of Wichita Falls, are here visiting Mrs. Temple's sister, Mrs. J. H. Hohlfous.

Don't Envy a Savings Account—

Start One Yourself

Don't be jealous of the fellow next to you who has a comfortable little Bank Account. Instead, start one yourself—you'll be surprised at the way your money will grow if you make deposits regularly.

Jealousy is a good thing if it wakes you up. Other wise it is like a canker—painful and annoying. Resolve NOW to be as thrifty as the other fellow—you can do it as well as he!

THE FIRST NATIONAL BANK

A SAFE DEPOSITORY FOR YOUR MONEY "There is no Substitute for Safety"



RELIABLE FOODSTUFFS

RELIABLE Groceries are the only kind we sell. Our foods are fresh and tasty, of the best quality and at reasonably priced.

A full line of fresh groceries, fruit and vegetables

PHONE NO. 10 FOR SERVICE

RILEY & BREWSTER

YOU MAY BE NEXT

Wind Storms and Cyclones have caused great disaster in many sections of Texas during the past few weeks. No community is immune from them. They leave only devastation and destruction in their paths.

Our companies cannot bring back the lives that are lost, but we can replace your property.

The cost of the guarantee is very reasonable. If you are not fully protected let us write you a policy with a two-fold purpose—Fire and Tornado

Angel & Childers

AGENTS

PHONE 185

OFFICE FIRST NATIONAL BANK BLDG.

your buyer chine See machi POTATO TOMATO CHAMPION CABBAGE SWEET ONION SWEET 100,000 SEEDS White W less than SEEDS C. E. W

Much prog out to the fu the question practically all been good, as aim that the would be ben that they dive means more better living at tional facilities better and hap crop ideas hav all sections of mean drudgery, and small retur is given. No o success, and fu farmers can All agricultu and miss prop good year, one many failures There is neve is failure in d stops make good there are chickens always a living at home on the side to essities of his f as a farm is ju in any line of l

"NE ECONO NEWSP in Manh courtesy

DISTRIBU THE Ame local ins voice, in America thousand press as 14,000 local pape In this capacity economic service compmunity, Connected m form a national mark locality may be soug The many units of independent. This is ba specialize. California oranges which they ca with automobiles, the in that city's great pl must find millions of communities. Typewrite offices, while cotton fr who make the typewri So it is with immate interchange by which wherever it may be from interest in many provin kin through the colum How prodigious is all tating this process, colla in such advertising in a third was paid, or pay which are distributed, ment. Any one who buy in kinds of goods purcha course of a year is the surprise how much of a "winner" he has become. In possibility, will qualifi his experience, and ad family to his (intend) atterly business like a page in an article, which advertising, and any en by associated with a mark will be the same set may be found. Moreover, experience the price is fairly to be advertised article, the unadvertised one. In stance it has been begun to widen omes of quantity price ad reduced price,

MACHINERY EXCHANGE

...an opening a machinery exchange, and will take your old machinery or farm implements and find a buyer for them, or will sell you second hand machinery or implements.

See me when you want to buy or sell any kind of machinery.

LOCKNEY SHEET METAL WORKS

J. L. Dagley, Prop.

POTATOE SLIPS—Nancy Hall, Porto Rico, Bradley Yam. 100, 40c; 300, \$1.10; 500, \$1.50; 1000, \$2.90.

TOMATOE PLANTS—McGee, Earlina, Stone, Baltimore, Dwarf Champion. 100, 35c; 300, \$1.00; 500, \$1.40; 1000, \$2.60.

CABBAGE PLANTS—Early varieties. 100, 30c; 300, 75c; 500, \$1.10; 1000, 1.00.

ONION PLANTS—\$1.00, 1000.

SWEET AND HOT PEPPER PLANTS—20c dozen, 50 for 50c.

100,000 Baby Chicks each week. \$13.00 for Rocks, Reds, Buff Oringtons, Anconas, Black Minorcas, Silverlaced Wyandottes and White Wyandottes. White Leghorns, \$11.00 per 100 chicks. Not less than 100 chicks sent on mail orders. Can mix chicks.

SEEDS—Better seeds cannot be had—Better chicks not hatched.

C. E. WHITE SEED CO. ALL PREPAID—PLAINVIEW, TEXAS

FEEDING THE STATE

Much propaganda has been sent out to the farmers of this state on the question of diversification, and practically all of this material has been good, and has set out with the aim that the farmers of the country would be benefited to the extent that they diversified. Diversification means more independence for the better living at home. Better educational facilities in our country, and a better and happier civilization. One crop ideas have proven a failure in all sections of the country, for they mean drudgery, ignorance, hard work and small returns for the labor that is given. No one crop farmer is a success, and furthermore, one crop farmers can never be successful.

All agricultural crops are a hit and miss proposition, one year a good year, one year a bad year, as many failures as successes. There is never a year where there is failure in diversification—some crops make good each year. Farms where there are cows, hogs and chickens always insure the farmer a living at home, and enough funds on the side to take care of the necessities of his family. Getting rich as a farmer is just like getting rich in any line of business, the riches

come gradually, and it depends on the thrift of the man at the helm as to whether he makes a success or a failure. If a man plants all his land to one crop he is gambling against odds with the elements, the climatic conditions and the markets. If he diversifies he is playing a safe game, for he can live on what he raises, he can market his products when he desires, and he has a daily income all the time to take care of his needs and to pay for the things he needs as he gets them. No man can make a real success out of either wheat or cotton as a one crop proposition, for it is too often that they fail to make a crop. Again if there is a good crop the financiers of the north control the market and force the wheat and cotton man to take the price they offer for these products; then there are very few wheat and cotton farmers that are not forced to sell when the market is glutted, prices are low and labor high, and therefore, the profit, if any is so small that very little more than costs of the crop is realized, and oftentimes they sell at a loss. The diversified farmer is not caught in this shape. He is free to sell when he wants to. He can demand a price for his crops because his crops are in demand every day in the year

and the market is more satble, as there is no certain season of the year for dumping a big surplus on the market. The Plains country is the best country under the shining sun for diversification. First, there is no country that has richer or deeper soil than the lands of this great Magic Plateau; second, there is no place in all the world that can care for the crops more cheaper and easier than the Plains farmers, for there is nothing to retard the cultivation of all crops on the Plains; third, the farmers of this immediate territory receive ample rainfall each year to take care of most any crop they desire to plant, and if they want any variety of crops that demand more water than the average rainfall affords, they have an unlimited supply of water only 60 to 80 feet below the surface that will take care of their farming operations with a minimum cost. However, at this time we do not advise irrigation of a vast acreage of land in this section, as the irrigation machinery is too costly. We believe that within a few years this great section of the country will be supplied with electric power at a price every farmer in the county can well afford to use it. These farmers, however, at this time that are successfully using irrigation in this section on large tracts of land and those that are able to pay the first cost of machinery, can no doubt make irrigation on large tracts a successful investment. We are opposed to farmers going into debt for irrigation machinery, and don't believe that a farmer should buy such machinery unless he has the cash to pay at the time he installs the plant. For that reason dry farming is a perfect success, and the man that cannot make enough money out of dry farming to have a surplus cash deposit to pay for irrigation, would not be a successful irrigation farmer. Irrigation in this section means only the larger production of crops, or the complete insurance of all crops planted, for most crops in this country make a good yield on the regular rainfall, and to irrigate only means more crops on the same amount of land.

Texas sends out \$30,000,000 annually for butter and cheese products. Probably twice that amount is sent out for other milk products, and yet, there is no other country in the entire world that can compete with the Plains country in the dairy business, if we will only develop it. In the thickly settled districts of the North and East, the dairy farmers have nearly every obstacle imaginable to cope with, and yet they are considered the richest and most progressive set of farmers that can be found in the entire United States. In the Plains country we have a natural cow country. The seasons are open twelve months in the year. A

feeds needed for the dairy cow and for the production of milk are raised right here on the Plains, and can be had at a large saving to the Plains dairy farmer over the northern dairy farmer, who has to ship every pound of feed he uses. Has to build fine warm barns in which to shelter his herds, and has to provide for at least five months of the year, that are the heavy winter months in the North. The farmers of the northern dairy section would really have a picnic in the dairy business of this section of the country, for here their expenses would be cut to a minimum. The dairy business on the Plains is rapidly developing, and there should be a drive waged over the entire section to establish: First, more good milk cows; second, creameries, condenseries and butter and cheese factories. Just think what the dairy farmers of Texas are missing in the State of Texas let alone the demand for dairy products in the Southern and Western states. Did you know that there is no cheese factory in the entire State of Texas? There is not a single one, except it be on some private farm where the farmer makes it in a small way, yet Texas is spending something like \$22,000,000 each year for cheese that is shipped in from the north, where if the people would only become more progressive there would be a cheese factory at every town on the Plains. There are cream stations and cheese factories every few miles in the state of Wisconsin, and the farmers are making money out of them. There is no danger of over doing the dairy business in this section, for last year a survey of the dairy business in the western hemisphere showed that was a decrease in the amount of dairy products of 2 per cent, and yet there was an increase in demand not situated so favorably for dairy as five per cent. All country are farming as the Plains, and as the dairy business grows in this section, it will decrease in the sections that are unfavorable. Every farmer in the Lockney country should have at least three or four good dairy cows on his farm, cows that will produce three or four gallons of milk daily. The cow is one of the mainstays of the diversified farm, and one that always keeps money pouring into the pantry cup of the housekeeper.

Another farm crop that is a sure winner on the Plains country is the chicken crop. Nowhere can you find a country that surpasses this section in the proper climate for the hen that is a producer, nor a better country in which to raise turkeys. The past year we have heard scores of men say that their wives made more off their Thanksgiving and Christmas turkeys than they did off their cotton crop, and most of these men gave most of their attention to the cotton crop, and spent large sums of money to raise and harvest the crops, gave of their best soils and best efforts to the crops of cotton, then after a hard years work, made little or no money out of the crops, while their little wife set a few turkeys and allowed them to make their own living about the place. She harvested her crop during the holiday season, and poured several hundred dollars in good hard cash into the family bread and clothing basket. There are men and women today in the Lockney country that have incomes from \$50 to \$150 per month that is coming from the eggs that they are selling to the produce houses and grocery men of Lockney, and these people are becoming independent farmers, farmers that pay for the things in cold cash and keep the grocery men in debt to them instead of going to the banks and borrowing money to get by on.

I met a man not so many days ago, who had up until possibly a couple of years ago been a one crop farmer, and he never had accomplished very much, and had played "nip and tuck" with the banks in order to get sufficient money each year to buy his seed and groceries to make a crop on. This mans words to me were, "I have been going the diversification route for the past two years and I don't owe anyone a cent, pay cash for what I get, sell my products when I want to, and am living better and have more money." This is just one man, and there are many more of the Floyd county farmers in the same shape. Another man who was to modest to let us publish his name told the editor a few days ago that he had sold more than a thousand dollars worth of hogs this year, ones that he had taken care of on his small farm, and that his hog money was all velvet, as he had a good flock of chickens and three milk cows that had provided for the family needs. He also stated that he was in a good condition financially because he had awakened to the fact that diversification pays. There are other farmers in this county that have large cellars full of canned goods that they have raised and canned on their farms and they can set you down to their table filled with everything that the

appetite might crave at any time, and these families come to town to sell merchandise instead of coming to buy merchandise.

The secret to success in the Lockney country is for every farmer to diversify—to raise the things that he

enough to take care of their stock, and plant their surplus land in such crops as cotton and wheat. When the farmers do this the Lockney country will be the wealthiest and most prosperous country upon the Western Hemisphere.

Protect Your Family, Credit And Your Bank Account"

By Carrying Hail Insurance On Your Grain

With a prospect of the biggest wheat crop in the history of Floyd County do you consider it good business to not carry HAIL INSURANCE on your grain. As you well know hail could in thirty minutes destroy your entire grain crop. "You are hoping this will not happen" So do we "if your crop destroyed covered with hail insurance you are fully protected and the cost is nominal.

We will write you in the SPRINGFIELD, one of the oldest and strongest companies in the field. They have written insurance in West Texas for many years and have always been liberal in their settlements.

Our adjuster will be conveniently located so that you will be assured of the very best of service in the adjustment of any loss sustained.

OUR TELEPHONE IS 170 and if you will just step right to the phone and call us we will be right out to see you.

When you come to Floydada our office is in the SURGINER BUILDING on the north side of the square and we will be glad to have you come and see us.

GOEN & GOEN

REAL ESTATE, LOANS AND INSURANCE
Floydada, Texas

A BANK SERVICE

FOR BUSINESS AND BUSINESS MEN

Ours is a progressive financial institution, amply equipped to serve satisfactorily every business enterprise. Our staff, our ideas and our equipment is thoroughly modern, able to advise and facilitate any banking problems you have.

The advantages of banking here are three-fold—first, sound, conservative policies that insure the safety of your funds; secondly, we have a thorough knowledge of modern business practices and can offer constructive advice; and last, but not least important, is the courtesy and unfailing willingness to serve, on the part of every employe, from the president to the office boy.

We'll supply answers to every business question.

SECURITY STATE BANK

Small enough to know you, large enough to serve you
The Bank for Everybody

QUALITY—OUR GUIDE

Our first thought is for quality—nothing but this will ever find a place in our stocks. Next we will try to sell for as little as we can the best.

Just phone us your wants and we will do the rest. Everything in fresh vegetables and fruits that the market affords. Prompt and efficient service at all times.

LOCKNEY GROCERY

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager

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

"NEWS and PROGRESS" No. 7

ECONOMIC SIGNIFICANCE AND SERVICE OF THE AMERICAN NEWSPAPER AND NEWSPAPER ADVERTISING—From latest volume in *Manhattan Library of Popular Economics*, republished in serial form through courtesy of Bank of the Manhattan Company, New York.

DISTRIBUTING THE NATION'S GOODS

THE American newspaper is, by its very nature, a local institution, its own community's mirror, voice, market place and leader. But, just as America is a national community, composed of thousands of local centers, so the American press as a whole is a unit, formed by nearly 14,000 local papers which reflect the national life.

In this capacity newspapers together perform a nation-wide economic service comparable to that performed by each for its own community. Connected up for the transmission and exchange of news they form a national market place in which knowledge of the goods of any locality may be found.

The many units of this huge nation are not self-contained, but interdependent. This is because of the degree in which different sections specialize. California and Florida produce many times the quantity of oranges which they can consume. Filled as are the streets of Detroit with automobiles, these are but a small fraction of the number made in that city's great plants. The several shoe manufacturing centers must find millions of feet for their shoes in thousands of other communities. Typewriters from northern plants are used in southern offices, while cotton from southern fields helps to clothe the operatives who make the typewriters.

So it is with innumerable other products. It is a process of ceaseless interchange by which each community gets whatever it may require, wherever it may be produced. Accordingly, every reader has a natural interest in many products of other regions as they are made known to him through the columns of his local newspaper.

How prodigious is the volume of newspaper advertising in facilitating this process is illustrated by the fact that of the \$750,000,000 spent in such advertising in 1925, nearly one third was paid by producers of goods which are distributed throughout the nation.

Anyone who begins to list the various kinds of goods purchased by him in the course of a year is likely to discover with surprise how much of an "ultimate consumer" he has become. As the days time he probably will realize that many of his purchases are of goods already furnished to him through advertising. One particular assumption that a reader takes in an article which he deems worth advertising, and one against which the quality associated with a reputation or trademark may be found.

Moreover, experience has shown that the price is likely to be lower on a widely advertised article than on one that is advertised only once. In fact, after a time it has been found that the price of goods began to widen and that economic means of quantity production, distribution and reduced prices, all of them in-



© Bank of the Manhattan Co., N. Y.
As an aid in distributing the newspaper content, the advertiser's production and distribution are shown.

As an aid in distributing the newspaper content, the advertiser's production and distribution are shown. The advertiser's production and distribution are shown. The advertiser's production and distribution are shown.

Just as our newspapers have united our thoughts, aims and ambitions, so have they made possible the distribution and the sale of our national merchandise. In much the same manner that an important piece of news, of interest to all, is, in a single day, broadcast to every corner of the land, so can the message of a product be distributed by the advertiser. And now it is an accepted fact that this message also is "news."
(Next article, "How Advertising Creates News.")



ARE YOU FAIR!

to our home town

MERCHANTS

WHEN money is slack; when crops fail; when credit is needed it is the home town merchant whom we seek for friendly service. He tides us over with credit; he charges no interest; he provides us with reliable, guaranteed merchandise fairly priced.

In short, he "holds the bag for us." That is why he deserves all our patronage in times of plenty as well as in days of stress.

And isn't it a pity that there are many who use him only as a leaning post—to tide them over the slack days and use their cash to fill the coffers of the big town mail order houses who wouldn't trust them over night—with, or without, interest.

We all need that merchant—we need his confidence, his friendship. Our town needs his enterprise—the service he renders in handling only guaranteed, first-grade goods that he is here to stand back of day in and day out.

Let's give him our cash when we have it. Let's pay his bills as promptly as we can. Let's earn and merit, the confidence he has placed in us and in our community. Let's support him—we need him and he needs us, our trade, and our unselfish good will.

"be fair"

NEXT JULY!

LOCKNEY MERCHANTS ARE GIVING AWAY A NEW

Ford

TOURING CAR WITH STARTER AND BALLOON TIRES

ALWAYS CALL FOR YOUR TICKETS

Trade in Lockney

MON

Monday
RICHARD

"N"
It's a

Wednesday

"G"

COMEDY—

Friday—

RICHARD

"TARA"

GRE

Saturday

"30"

M

BAPT

Our Slea

God's Glory

Our aim

minent in

Our Hops

cient Work

listed, To

DO YOU

GULARLY

ence will

of Christ

you attend

person who

tend is tell

not which

mean need

once in

as necessa

spiritual

the body

ual weakl

of it? Wh

grow in

ve? You

us. Come

day night

The Youn

class had

day and

six next

ple who

urged to

day school

H

GR

48 lb.

Ocean

24 lb.

4 lbs. A

2 lbs. C

Wheat

Gray S

Ripe B

Green

Arkans

East T

N. M. S

THEATRE
Commencing
MONDAY MAY 2nd

Monday Tuesday—
RICARDO BORTAZ AND
LAWSON WILSON
"NEW YORK"
It's a Mount Special
NEWS

Wednesday and **Thursday**—
GAY RAY
"GIRL LOVED"
COMEDY—
"BOY"

Friday—
RICHARD AND BETTY
"PARADE FOR TWO"
COMEDY
NEWS

Saturday—
"30 DOWN ZERO"
COMEDY
NEWS

ing to you and make you a blessing to others. We need you, you need us, let's do our best to help each other!—C. J. McCarty.

PREACHING AT IRICK
Rev. C. J. McCarty preaches at Irick at 3:00 p. m. on the first and third Sundays of each month. Your attendance will be appreciated.

METHODIST CHURCH
Preaching—11 a. m. and 8 p. m. Sunday morning will be communion service. We hope that all our members will be in this great service. Sunday school—9:45 a. m. Our Sunday School is growing in number and interest. We are well organized and there is a place for every one. Our motto "Every member of the Church in some department of the Sunday School." Will you be one of those to help us realize this our aim. Come next Sunday!

Prayer Meeting
Prayer meeting every Wednesday evening at 8 o'clock. In this service we are studying the "Call of Christ in Stewardship." This is a wonderful study and every Christian should be vitally interested in this vital subject.

Missionary Society
Each Monday at 3 p. m. Next Monday is business and social meeting. There will be a cooked food sale by the ladies of the church next Saturday at the First National Bank.

Board of Lay Activities
We are, at present concentrating on the organization of a board of lay activities, with R. E. Patterson as chairman. We are encouraged with the interest shown in this important field.

The Leagues
Senior and Intermediates meet at 7 p. m. each Sunday. The Juniors at 4 p. m.

The Senior League has elected officers for the coming year with Mr. Howard Crawford as president. They will install officers next Sunday evening.

Intermediate League.
Topic—Keeping pace with our emblem.

Leader—Anice Stewart.
Scripture—Mark 10: 28-31. Song. Keeking pace with our emblem—Rexine Sams.

Reaching up to our best selves—Wilma Cooper.
To a Water Lily—Alice Stewart.
Reaching out to the world—Tina Penner.

Song. Benediction.
Junior Program
Subject—"The Foolish Excuse Family."

Leader—Clarence Rea.
Pep service. Song. Scripture verses. Prayer. Story of the "Wedding Feast"—Florene Brown.
Enter—"Mr. I. Can't, Mrs. I. Am Afraid, and Johnny Too Tired," with their stories each followed by another Junior who tells a story.

Juniors remember to bring something with you next Sunday.

METHODIST LADIES TO HOLD QUICK FOOD SALE SATURDAY
The Methodist Ladies will hold a quick food sale at the First National Bank next Saturday, April 30. Every one is urged to come and do not fail to bring the pocket change.

CHURCH ANNOUNCEMENT
Trinity Ev. Lutheran church at Providence 11 miles northwest of Lockney.
Sunday, May 1:
10 a. m.—Sunday School.
11 a. m.—English services conducted by Rev. A. B. Weiss of Slaton, Texas.—J. FLIERL, Pastor.

Program for Floyd County Federation of Women's Clubs.
The following is the program of the Floyd County Federation of Women's Clubs to be held Saturday, April 30, 1927.

Welcome address—Mrs. R. E. Fry
Response—Mrs. W. H. Bethel.
Floydada High School Sextette.
Furnishing the Home.—Opal Wood demonstration agent of Hale County.
"The Mumps."—Ruby Lee Baker.
Color in the Home.—Mrs. J. M. Wilson.

Pictures in the Home.—Mrs. Ed Bond and Mrs. Charlie Wilson.
Floydada Male Quartette.

Lunch
Piano solo.—June Guthrie.
Poetry in the Bible.—Mrs. Lon Smith.

"Who's Afraid."—Martha Meriwether.
Health and Diet.—Mrs. G. M. Tate
The Protective Diet—Sue Blanton
Business session. Adjournment.

Pleasant Valley Home Demonstration Club.

The regular meeting of the club was held at the home of Mrs. Fields Friday afternoon, April 22nd. A very interesting meeting was enjoyed by those present. The subject was furnishing the home and some very good talks were given on suitable designs and color of paper for various rooms, talks on the subject were made by Mesdames Fry, Mitchell, and Henderson.

Walls, Woodwork and floors were also discussed. Our next meeting will be with Mrs. Craft instead of Mrs. Fry on May 13. Every member is urged to be present as Miss Bass has some instructions for the entire club. Those who are making "House dresses are to have them started and bring to the next meeting. The subject for the next meeting will be "Meal Planning."

Leader—Mrs. Hubbard
Requirements of a good menu—Mrs. Rivers.

Economy in planning the daily menu.—Mrs. Shurbet.
Suggested balanced menus for each meal.—Mrs. Payne.—Reporter.

Hon. Marvin Jones Speaks At Federated Clubs Meeting.

At the Federation of Women's Clubs of the 7th District, Congressman Marvin Jones made a splendid address. He urged the women to familiarize themselves with their government in order that they might efficiently participate in the affairs of the nation and the state. He also urged the women to go on record for peace and that peace would be maintained only when the profits were taken out of war. Mr. Jones' address resulted in the drafting of the following resolution.

RESOLVED:—That, we, as a Federation, favor the enactment of a law to be effective during the waging of any war, by the terms of which, when the young men are drafted for service, the munition plants, arms factories, and other institutions producing necessary war supplies shall also be drafted, to the end that fairness as well as peace may be fomented by taking the profits out of war.

Providence Home Demonstration Club.

The Providence club met at their club room on April 12, at 2:30 o'clock.
Miss Bass met with us. There were 12 members present.

Mrs. Jones was the hostess and we had a very interesting lesson on the magic paint brush. Miss Bass gave a very interesting demonstration on how to remove old paint and how to repaint.

We enrolled 4 new members and was glad to have them with us. We decided to have a Community Fair and get Miss Opal Wood of Plainview to act as the judge that she may score the articles which we intend to exhibit at the County Fair. The fair dates will be the last Fri-

day and Saturday in September.

We also decided to send a delegate from our club to the A & M College short course this year and Mrs. Jones our present secretary was chosen to represent the club there.

Mrs. T. E. Cowart, our president volunteered to go also which we all appreciate very much.

Our hostess then passed around a delicious cocconut cake.

Our next meeting will be held on April 26, the subject of which will be meal planning.

Hostess—Mrs. Phillips.
Leader—Mrs. Jones.
Roll Call—The menu I serve most for Breakfast.

Program:
Requirements of a good menu—Mrs. T. E. Cowart.
Economy in planning a good menu—Mrs. G. E. McCollough.

Suggested balanced menu for each meal—Mrs. Williamson.
We are expecting Miss Bass to be with us at that meeting so everyone is urged to be present.—Reporter.

Will King of the Lone Star community is reported quite ill at this time.

R. E. Hadley is quite sick at his home in Lockney, but was reported some better this morning.

Scott McGehee left last Sunday morning for Temple, Texas where he will undergo an operation for appendicitis.

Mrs. Grady Crager and son returned Tuesday from Altus, Oklahoma where they have been at the bedside of a sick relative.

Mr. and Mrs. Arch Crager attended the Hardware Convention at Amarillo last week.

The KITCHEN CABINET
(© Western Newspaper Union)

The grandest of heroic deeds are those which are performed within four walls and in domestic privacy.

DAINTY GOOD THINGS
For those who enjoy a rich dessert, the following will be appreciated:

Cream Torte.—Beat six egg yolks, add one cupful of sugar, 3 tea- spoonfuls of bread crumbs which have been well mixed with a tea- spoonful of baking powder. Add one-half pound of dates cut fine, a half pound of walnuts and fold in the stiffly beaten whites of the eggs. Add salt and such flavoring as one likes. Bake in layers and put together with whipped cream sweetened and flavored.

Pineapple Fluff.—Beat the whites of three eggs until stiff, add three table-spoonfuls of pineapple—the grated kind. Beat together and put into slightly buttered cups. Set the cups in hot water and bake until a light brown. Turn out of the cups and serve with whipped cream. Garnish with a little preserved pineapple.

Maple Parfait.—Beat four egg yolks lightly and pour over them one cupful of hot maple sirup, cook until smooth and thick, stirring constantly; add a pinch of salt. Cool and add a pint of whipped cream and the stiffly-beaten whites of the eggs. Let stand in a mold packed in ice and salt for three hours.

Peanut Butter Cookies.—Take six table-spoonfuls of fat, one-fourth of a cupful of peanut butter, one cupful of molasses, one-fourth of a cupful of sour milk, one-half tea-spoonful of soda, one tea-spoonful of baking powder and flour enough to make a mixture to roll. Cut and bake in a moderate oven.

Tuna Fish Salad.—This is such a fine-flavored fish that it may be used by those not fond of such food. Mix a can of tuna with three table-spoonfuls of chopped green olives and enough mayonnaise to season. Serve on crisp white lettuce.

Lincoln Stew.—Place a quart of milk in a double boiler, season with paprika, celery salt, and salt. Grate a small onion, allowing the juice to drip into the milk, add a dozen oyster crackers well crumbled and two table-spoonfuls of butter. When boiling hot add a quart of good-sized oysters with the liquor. When the edges are curled, remove the oysters, add a beaten egg and return the oysters to the stew. Serve at once.

ATTENTION LADIES
New Hats in classy styles and materials, reasonable prices.

REDUCED PRICES ON ONE LOT OF HATS THIS WEEK
CALL ON US.

LaMODE HAT AND BEAUTY SHOP

PURE ICE!

OUR ice is pure—it may be surely used in beverages. And, remember, there is no substitute for ice for the proper care of foods. A real protection that never fails, especially when given with our prompt service.

PHONE 24
ZOEL'S ICE HOUSE

203.8 miles an hour
on
DUNLOPS

AT FLORIDA, on Daytona Beach, A Major H. O. D. Segrave, in his giant Sunbeam car, shot over the ground at a rate of 30.8 miles an hour faster than any human being had ever done—203.8 miles an hour!

The tires formed the big question mark as to whether this could be done. Such speed attacks tires with the heat of a fiery furnace.

But they were Dunlops! They withstood the speed—they withstood the heat.

They were Dunlops! . . . Dunlop Tires and Dunlop Circular Tubes.

Put Dunlops on your car. Ask us about them now.

DYER MOTOR CO.
LOCKNEY, TEXAS

every
2 1/4 seconds
someone buys
a
DUNLOP
FOUNDERS OF THE PNEUMATIC TIRE INDUSTRY

POKUS
GROCERIES

Saturday Specials at MORRIS'

48 lb. Rock Smith's Best Flour	\$1.88
Ocean View Corn	10c
24 lbs. Meal	.60c
4 lbs. Apex Coffee	\$1.00
2 lbs. Cocoa	.29c
Wheat Bran	\$1.61
Gray Shorts	\$1.95
Ripe Bright Yellow Bananas per lb.	7 1-2c
Green Beans, Fine Quality	9c
Arkansas Starberries Quart	.39c
East Texas Porto Rican Yams	5 1-2c lb
N. M. Sweet Potatoes	3c lb

Gold Hunting De Luxe



Frank Horton, Jr. (right) discoverer of the gold deposits at Weepah, Nevada, and his father, Frank Horton, Sr. (left) are shown at the mining camp with a Chevrolet Landau Sedan.

Recalling the thrilling days of Virginia City, Goldfield and other famous Nevada mining camps in the period that succeeded the rush of the Forty-Niners to California, the new gold excitement in Weepah Nevada promises to provide more material for romantic present-day writers just as those early mining camps give inspiration to Bret Harte and Mark Twain for their immortal fiction.

The father of the latest gold craze is Frank Horton, Jr., the actual discoverer of the new ledge, with Frank Horton, Sr., as his guide and backer. Whether or not their gold claims warrant the wild excitement that has been aroused or not, Weepah is already a flourishing community of some four hundred tents and cabins—with the lowly burrow displaced in most cases either by shiny new automobiles of cars of ancient vintage. Horton, Sr., is said to be worth a

million himself. He is a former Californian and did not appear upon the scene of his son's discovery until word of his boy's rich strike in Nevada was brought to him in his California home.

Early visitors to his camp found Chevrolet to be the favorite means of transportation among those busily engaged in mining operations. The automobile was declared to be more economical, less unruly and far more trustworthy than the pack animals of an earlier era for long trips across desert and mountain country which are incidents of a mining engineer and prospector's life.

Chevrolts can be found everywhere about the camp and the picture shown of the two Hortons was made only a few yards from the "discovery" and almost in the center of this youthful and thriving community.

WHAT'S DOING IN WEST TEXAS

Stamford—A plea for chambers of commerce to function as agencies in raising funds for Rock Springs relief has been issued by the West Texas Chamber of Commerce to towns in its territory. Rock Springs now left in wide spread suffering and destruction with not a bit of tornado insurance, though an inland town, always did its full share in support of West Texas interests, and carried its quota of memberships in the West Texas Chamber of Commerce. Sister towns

in the regional organization are there fore being asked by Manager Wade and President Dugan to organize Rock Springs relief drives.

Denton—Denton, Queen College City, of North Central, Texas, has voted to affiliate with the West Texas Chamber of Commerce. Secretary-Manager R. G. Warren of that place, in making announcement of this, pointed out advantages of holding membership, one of which was beneficial to educational institutions. The Denton Chamber of Commerce at the time this action was taken

also voted to take membership with the East Texas Chamber of Commerce, and to observe Texas Industrial week. Denton is the home of the College of Industrial arts and the North Texas State Teachers college. Sweetwater—Judge R. C. Crane has returned here after having attended the third annual session of the West Texas Historical Ass'n, held in Stamford April 21. The West Texas Chamber of Commerce, whose headquarters are at that place has interested itself in that society, especially in respect to securing recognized names for historic, scenic and beauty spots over West Texas.

Merkel—Miss Emily Bailey has been selected as sponsor for Lampassas at the annual convention of the West Texas Chamber of Commerce convention to be held in Wichita Falls May 16 and 17. Towns throughout West Texas will have sponsors at the meeting. Miss Helen Fossard has been chosen as sponsor for Turkey and Memphis at the Miss Luda Davis as their sponsor.

Throckmorton—Throckmorton has been the scene of the annual meeting of the Fox and Wolf Hunters Ass'n this week. The drive started Tuesday on the Davies Bros. Ranch, nine miles west of Throckmorton, and was extended over three days. The Throckmorton Chamber of Commerce and Throckmorton county members of the association were hosts at a big barbecue Wednesday at the ranch.

Brownwood—The Mid-Texas Press Association will hold its first semi-annual convention at Brownwood, May 13, which will mark the first meeting since the organization formation last September. Prominent newspaper men from Coleman, Brady, Ballinger Winters, San Saba, Hico, Brownwood Stephenville, De Leon, Rising Star, and Santa Anna will appear on the program.

Wichita Falls—United States secretary of labor James J. Davis will arrive in Wichita Falls by airplane about ten o'clock the morning of May 16, to attend the ninth annual convention of the West Texas Chamber of Commerce, according to advisement by telegram to Manager Homer D. Wade. Manager Wade opened quarters in Wichita this week, where he will remain until after the convention.

Merkel—Merkel has voted bonds for extension of the water system and to pave ten blocks of the business section.

WHAT WOMEN IN STYLE ARE NOW WEARING

"Wear the colors that express your own personality and individuality; those are the most becoming, regardless of the latest fad," is the advice of Mrs. Dora R. Barnes, clothing specialist of the Extension Service, A & M College of Texas, to girls and women everywhere. Mrs. Barnes in a recent discussion of Spring fashions based on style information sent her direct from a friend in Paris, stressed the fact that with the range of colors now offered, every woman may be becomingly dressed and still be in the height of fashion.

"The following colors are especially good: Mothergoose, a soft tan; Sistine, gray blue; Queen Blue, slightly darker; and a beautiful shade; Gooseberry green; Athenia, a shade between tan and rose; Goya, clear red; Crane gray. The rose and wood shades are very popular, and gray. However, gray must be really smart and not just pretty, and in order to do that it must have a touch of beige in it. Gray blends smartly with tan. Blue is once more a favored tone, both in dresses and in millinery. Navy is more prominent than ever, and Hydrangea combined with navy is super-smart; as is the manvish lavender tone when blended with a midnight or crown blue, Tiger Lily is a bewitching shade between pink and red.

"Cottons are again being given attention in Paris. There are many lovely cottons in the shops—dimities—organdies, and voiles, both in plain and figured. Lisle stockings are being worn as the smart thing with sport clothes.

"Of course the shops are showing beautiful silks. The smartest note is the use of sheer fabrics, such as Crepe Roma, Elizabeth crepe, Georgetown, crepe Syrene, Flat crepe, and the ever popular chiffon. The small patterned silks are much to the front.

"Skirts remain short and full. Fullness is cleverly achieved by a means of pleats, shirrings and tucks. All dresses show slender lines from shoulder to hem.

Flowers and bows are found here, there, and everywhere. They are worn on all types of dresses, of all shapes and materials. Belts are adding a decorative touch to two piece dresses, and also on the one piece models. Stitchings, tuckings, and platings are used as trimming.

"The favored place for the waist line is at the top of the hips, and not extremely low.

"Sport clothes this season are considered more correct for general wear than ever before. The following things govern sport clothes. They must be simple in style; they have their own special fabrics; they have their own accessories; they demand practical shoes, no high heels.

"There are two distinct types of hats, one resembling the helmet and the other moulded to the head, often untrimmed. Other hats are seen—high crowned ones leading. At present the brims are narrow and short in the back. Later the hats will become larger, crowns lower, and the brims wider. Felt is still popular for sports.

"Shoes are very pretty. Straps are extremely narrow and light in weight. Patents shine forth in lustrous beauty. Popular trims are paisley, cherry patent, gingham kid and newer patterns.

"There is one thing to be remembered if you are to be successfully dressed: No matter how beautiful and charming a gown may be and how suitable to your type, its ultimate effect is completely lost if the correct hat, shoes, gloves and hosiery do not accompany it.

On many farms the hogs use unsightly unsanitary mudholes as wallows. These are very objectionable and should be abolished. On farms where there no running streams a hog wallow can be easily and cheaply made of concrete. The bottom will need to be of sufficient thickness to prevent cracking and to support the weight which it must bear. A convenient size for a wallow is 13 feet long and ten feet wide by 12 inches deep at the shallow end and 18 inches deep at the opposite end, with an outlet at the bottom. The size of the wallow and the number of wallows will depend upon the number of hogs kept.

THE REXALL STORE SODA FOUNTAIN WEEK



That Real Chocolate Flavor

Our chocolate sodas, milk shakes and sundaes are flavored with Liggett's Chocolate Syrups. A smooth syrup of full flavor.

The fountain at the Rexall Store is the most popular in town. Here you find good service, strict cleanliness and pure wholesome fruits and syrups.

LOCKNEY DRUG CO. The Rexall Store LOCKNEY, TEXAS

BRING US YOUR PRODUCE

Highest market price paid for Cream Poultry, Eggs and Hides.

SUPERIOR CHICKEN FEEDS

A full line of chicken feeds at all times.

MERCHANTS PRODUCE COMPANY

Duary Hamilton, Mgr.

LOCKNEY HATCHERY announces that they will from now on set eggs on the halves or a tray for a tray, and book trays at the same rate as before. BABY CHICKS at 12 to 15c. We are also in the market for setting eggs.

LOCKNEY HATCHERY

Bill Langfeldt, Mgr. Phone 121 Crager Furniture Co

THE STORE OF QUALITY

We handle the very best of Toilet Articles, Cigars Cold Drinks, and our prescriptions are compounded by a registered pharmacist.

Remember we handle those good Columbia Records. Come in and hear the latest pieces.

STEWART DRUG CO.

Member Texas Qualified Druggists' League

The Greatest Sale of Children's Wash Dresses We Have Ever Attempted

FRIDAY AND SATURDAY, APRIL 29, & 30

Will Be the Big Day For Mothers

CHILDREN'S WASH FROCKS

SIZES 7 to 14

The latest styles and material that is absolutely tub fast—you will want several of these dresses—as you will know they are equal to \$2.00 dresses. For two days we are going to offer these at—

\$1.00

Think of this wonderful value. Come early and buy all you need.

BAKER-CAMPBELL CO.

Floydada Texas

J. O. ROGERS Physician and Surgeon DIRECT MEDIC Special Attention to Diseases of the Lungs and Throat Office in City Day Phone 126

Have Your Abstracts Made by ARTUR B. DUNCAN The Old Reliable Abstractor Floydada, Texas

A. C. GOEN M. POLK GOEN & GOEN Real Estate Loans an Insurance Farm Lands, Ranches and Property

First Texas Joint Stock Law Houston, Texas. 6% Farm Loans Quick Inspection and prompt of loans. Call us about your PHONe 170

KENNETH BAIN LAWYER Room 4, First National FLOYDADA, TEXAS

Dr. S. M. HENRY PHYSICIAN AND SURGEON

Special Attention Given to Diseases Office Lockney Drug Co. Office Phone 50—Res. Lockney, Texas

DR. D. J. THOMAS Physician and Surgeon

Office in LOCKNEY DRUG A Share of your Patronage OFFICE PHONE 50

WILSON STUDIO & SHOP

FLOYDADA, TEXAS PORTRAITS, VIEWS, PANORAMAS, VIEWS KODAK FINISHING, ENLARGEMENTS, ART PICTURES AND FRAMES

GRADY R. CRAGER

UNDERTAKER and Embalmer Telephone To All Parts of Texas Day Phones 126 and 121 In Crager Furniture Company Day and Night Service Lockney, Texas

Whether in the commercial or professional, the spot the one who is mostly in demand because he has mastered his every detail.

The Optometrist is recognized by the State. His eyes examined in one of the equipped re-refraction rooms in South.

DR. WILSON KIMM Floydada Phone or write for appointments

PIANO TUNING

We have an expert Tuner and Repairman. PLAYER PIANO, A SPECIALTY. All Work fully guaranteed.

J. W. BOYLE & SON PLAINVIEW, TEXAS

THE BEST OF SERVICE

Let us look after your CLEANING - PRESSING - ALTERATIONS

We give prompt and efficient service, and guarantee please you with our Phone us at 114 or call us in the rear of Best Fish's confectionery.

D. F. McDUFFY

SANITARIUM NEWS

Phillips of Lockney, who is recovering from an operation on the 19th...

Miss Eva Mooty of Olton entered the sanitarium on the 19th, where she underwent a tonsil operation...

LOCKNEY CHAMBER OF COMMERCE ESSAY CONTEST

Boys and Girls here is a chance to make money out of your writing. The Lockney Chamber of Commerce is sponsoring an Essay Contest for the Rural School Children of Floyd County.

- (1) Contestant must be 12 years of age and not over 18
(2) Contestant must attend some rural school in Floyd County.
(3) Contestant must be in 7th grade or over.
(4) Length of Essay to be 100 words.
(5) You may select one of the following subjects...

Try a Classified Ad in the Beacon They always get results. Phone 92



GOODYEAR TIRES AND TUBES

More Miles For Less Money
Amalie and Mobiloils, Gas and Accessories
The Best of Service and Courteous Treatment

OZARK FILLING STATION

Jackson Bros. Props.

A Satisfied Customer is Our Best Advertisement. We have many satisfied customers living in Lockney.

We will trade for livestock or give you good terms.

LET US SHOW YOU

J. W. BOYLE & SON MUSIC STORE

PLAINVIEW, TEXAS

SEE! US! NOW!

About your storage coal, as we have fresh coal coming from the mines, and will give you the advantage of the lowest prices we will have for the year.

OFFER US YOUR GRAIN—WE BUY ALL KINDS

—PHONE 23—

SOUTH PLAINS GRAIN COMPANY

PHONE 23

WE WANT YOUR HAULING

We want your business. We are prepared and have the equipment necessary to do any kind of hauling anytime, anywhere.

With the coming of the New Year and the Denver Road there is going to be a great amount of building in Lockney and we want to figure with you on your material hauling contracts.

We haul:

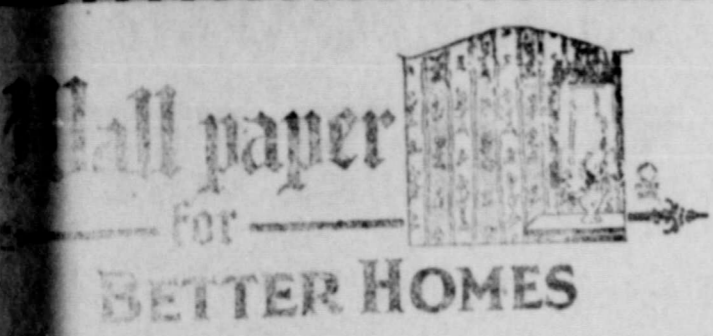
- LUMBER
FREIGHT
EXPRESS
MACHINERY
BUILDING MATERIALS
HOUSEHOLD GOODS

BENNETT'S DRAY LINE

CALL US FOR SERVICE

RES. Phone 78

Office Phone 164



I have the latest 1927 paper catalogues, and can furnish you with the best paper at a saving. Let me call and figure on your painting and papering jobs. Will be glad to call and show you samples and figure on your interior painting, paper hanging and house painting.

H. S. MCGONIGUL

P. O. BOX 317

in the sanitarium recovering from an operation and is resting well. Margaret Naylor, Daughter of B. C. Naylor is doing nicely since under-

going an operation on the 24th. The five-year old son of J. C. Alridge has been discharged since undergoing an operation on the 24th. David Lee, the 2 year old son of T. D. McLaughlin of this city was operated for tonsils on the 24th. Mrs. Fred Scott of Canyon is resting nicely from an operation which she underwent on the 24th. J. F. Hamm of this city is a patient in the sanitarium.

SAND HILL NEWS ITEMS

We are very proud of the fact that we will be represented at Austin as a result of the District Interscholastic Meet held at Lubbock. Clifton Rhodes won first in Senior boys declamation.

The Sand Hill Volley Ball team won second place at the meet being defeated by Dickens County.

An expression recital by the pupils of Miss Alma Smith will be given at the Sand Hill Auditorium, Thursday night, May 5. A good program is being prepared. (Don't miss it.)

Clyde Cates, who has been attending school in Stockton, California, returned home Saturday.

Miss Opal Lee Shurbet is visiting relatives in Lubbock this week.

Miss Lois Hanna who is attending school at Canyon, spent the week-end visiting relatives and friends.

J. Frank Norfleet was expected to have lectured at the Sand Hill Auditorium, Friday night, April 22nd, but the following telegram was received is explanation.

Oklahoma City, Oklahoma

Joe Spoor, Mickey, Texas.

Here with prisoners. Impossible to fill engagement.

J. FRANK NORFLEET However, Mr. Norfleet will give his lecture here Friday night, April 29th. Admission charges will be 15c for all school children and 25c for adults. The proceeds will be used to make another payment on the new auditorium seats. Everyone Come!

Marriage Licenses

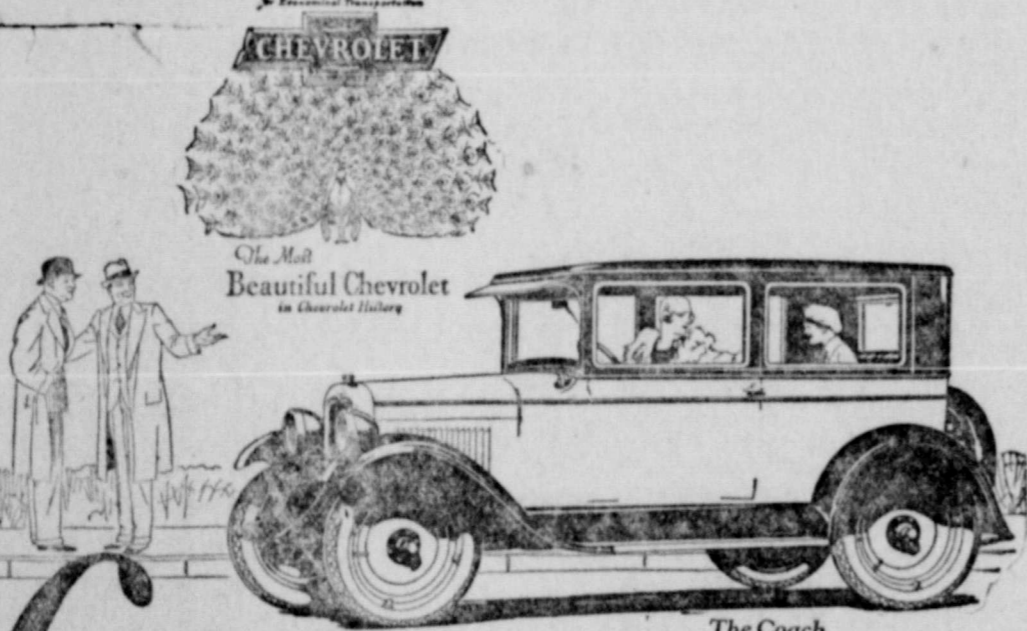
The following marriage licenses have been issued from the office of the county clerk the past week.

S. G. O. Mercer and Miss Helen Woody, April 21.

Guy Willis and Miss Lora Mae Troy April 25.

Mr. and Mrs. H. B. Adams and Douglas and Milton attended the Panhandle Press Association convention last Friday and Saturday.

The little son of Mr. and Mrs. Howard Phenix has been quite ill with a complication of diseases the past several days.



Compare it for Appearance Performance Price

Appearance: In cars reach higher in price will you find such smartness of line, such beauty of design and such elegance of appointment as in the new Chevrolet? Compare its appearance with that of any car anywhere near Chevrolet's low prices—and then you will know why it has everywhere been acclaimed as the Most Beautiful in Chevrolet history!

Performance: The performance of the new Chevrolet is literally amazing. Incredible smoothness at every speed—flashing acceleration that is a delight—effortless shifting of gears—finger-tip steering—remarkable ease of parking. One ride at the wheel, and you will understand why the new Chevrolet has been the greatest sensation of America's greatest industry!

Price: Comparison of delivered prices reveals Chevrolet's value supremacy. Delivered prices are f.o.b. prices plus charges for handling financing, etc. The financing charges of General Motors Acceptance Corporation are the lowest available. Handling charges are in proportion. Thus, Chevrolet delivered prices are even more amazing than the f.o.b. prices.

The Coach \$595

- The Touring or Roadster - \$525
The Coupe - 625
The 4-Door Sedan - 695
The Sport Cabriolet - 715
The Landau - 745
The 1/2-Ton Truck - 395
1-Ton Truck - 495 (Chassis only)

All prices f. o. b. Flint, Michigan. Balloon tires now standard equipment on all models.

New Fisher Bodies, beautifully beaded and paneled; Finenicked hardware; Smart new Duco Colors; Full-crown, one-piece fenders; Bullet-type headlamps; Higher, more massive radiator; Cowl Lamps; "Fish-tail" modeling of rear decks on 2-passenger models.

Valve-in-head motor; Three-point Motor Suspension; Strong and sturdier frame; Single-plate disc-clutch; Long, semi-elliptic springs; Full size 17-inch steering wheel; Balloon tires; Deeply upholstered cushions; Semi-reversible steering gear; AC Air Cleaner; AC Oil Filter.

DYER MOTOR CO.

LOCKNEY, TEXAS

QUALITY AT LOW COST



Big Cowboy Sunshades \$1.75 to \$2.75
 A beautiful line of Ladies' Hat Boxes \$4.50
 Dyanshine for all color shoes 45c
 A Jim Dandy Overall \$1.35
 Beautiful selection of Ladies' Hose
 "Silk to the Top" \$1.00

TRUNKS—SUIT CASES—HANDBAGS

WATCH OUR WINDOW

Floyd Huff

"THE CLOTHIER"

WANT COLUMN

FOR SALE—Twelve room house in West Lockney at a bargain.—See S. W. Perry, Woodridge Lbr. Co. 15tc

FOR SALE—At a bargain, 160 acres choice land, close to good school, on highway.—See Marshall Davis. 14-1f-c

SHOES & BOOTS—Made to order. All kinds of repair work. Give us a trial.—Lockney Shoe & Boot Shop Rear City Grocery 26 4tc

ARTHUR B. DUNCAN
 Have your Abstracts made by
 The Old Reliable Abstract Man.
 Floydada, Texas.

WANTED—To hear from owner of land for sale.—D. M. Leight, Alzada, Montana. 28 4tc

FOR RENT—Four room apartment, unfurnished.—E. L. Marshall. 28tc

REDUCTION IN PRICES APRIL 15

Selected hatching eggs from A. & M. origin. Hollywood, Barron, Fancied strains of S. C. White Leghorns. Reduced prices on quality baby chicks to \$12.50 per 100. Our select hatching eggs \$4.00 per hundred. Quality Baby Chicks \$12.50 per 100. Quality at reduced season prices. They lay. Egg record for March 13, 622 eggs. Get your order in now.—Stroud Croft Poultry Farm, Hedley, Texas.

FOR SALE OR TRADE—1926 model Studebaker Special Six Coach, in perfect condition, only run 12,000 miles. Will sell or trade for business, residence or farm land.—See H. B. Adams, at Beacon Offices.

FOR SALE OR TRADE—One good new automatic incubator, capacity 500 eggs, trade for 8 or 10 weeks pullets.—Stroud Croft Poultry Farm, Hedley, Texas.

LADIES—I do first class hemstitching at 10c per yard.—Mrs. J. O. Rogers, Phone 146. 30 tfe

FOR SALE—Jersey Bull, 2 years old subject to registration.—L. Buth 7 miles northwest of Lockney. 30 3tp

BABY CHICKS FOR SALE—Last of May and June delivery, Reds, Rocks, Wyandottes and Orpingtons, \$9.00 per 100. Leghorns \$8.00 per hundred. Book your order now.—Briscoe County Hatchery, Silverton, Texas.

WELL DRILLING—See Arthur Barton at Higginbotham-Bartlett Lumber Co. 30-3t-c

FOR SALE—Ford Coupe in good condition, terms if needed. Call and see at Pennington Motor Co. 30tfe

WELL DRILLING—See Arthur Barton at Higginbotham-Bartlett Lumber Co. 30-3t-c

FOR RENT—Room for light house keeping or bed room, also garage.—See H. S. McGonigal, First house west of Beacon offices.

ed to please bring them in on that date.

MERCHANTS PRODUCE has Dr. Pruitts GERMGET that is guaranteed to prevent disease in your chicks when added to their drinking water or your MONEY BACK. 32-2t-c

WANTED—Young man or woman to solicit members to the Floyd County Mutual Aid Association, in Floyd County. This association now has over a thousand members, being Floyd County's strongest Mutual. For further information, address J. G. Wood, Secretary, Floydada, Texas. 32-2t-p

LICE AND MITES makes the setting hens sick and leave their nests and kills many of the little chicks. Dr. Pruitts Lice and Mite Powder is GUARANTEED to take the lice and mites off your little chicks in less than two minutes or YOUR MONEY BACK. Sold by Merchants Produce Co. 32-2t-c

CITY MEAT MARKET AND GROCERY
 FAMOUS FOR QUALITY AND SERVICE
 NONE BETTER
 QUALITY IS OUR MOTTO
 PHONE 101
 E. L. Marshall, Prop.

NOTICE!

We desire to inform our customers that they must return milk bottles if they expect us to leave them milk. Please take notice and set our milk bottle out each day.

SAM'S DAIRY
 New School Laws
 Of State of Texas

Austin, Texas
 April 12, 1927

To All County and City Superintendents.
 I am calling your attention to the legislation affecting public schools enacted at the session of the Portieth Legislature. There are a number of constructive measures, and the friends of the public schools should congratulate the members of the legislature for their favorable consideration of these bills.

The special session will be called to provide revenue sufficient to make a per capita apportionment of fifteen dollars as well as the appropriation for vocational education, rural aid and high school tuition.

Senate Joint Resolution No. 14
 State Board of Education
 A constitutional amendment was submitted embracing two propositions (1) Repeal of the provision in the constitution which designates the governor, Comptroller, and secretary

of the state to be ex-officio members of the State Board of Education; (2) providing for longer terms of office of school board members not to exceed six years to be fixed by the Legislature. This constitutional amendment is to be voted upon in November 1928.

House Bill No. 463. Free High School Tuition

This act requires the trustees of school districts to pay the tuition of resident students who cannot receive instruction in their home districts. The act provides that if by payment of said tuition the interest of the local elementary schools are effected detrimentally, application shall be made through the county board of school trustees to the state for reimbursement of the amount of tuition paid, which shall not exceed five dollars per month. No appropriation was made at the session of the Legislature, but an appropriation of \$900,000 will be requested at the special session. The act will not become effective until September 1, 1927.

Free Text Book Law

An important change made in the free text book law is in the manner of selection of the commission which is placed entirely in the hands of the governor. The bill forbids the change of books unless a "thorough investigation has been made by the commission which shows that a change is necessary for the best interests of the school children." Carrying out of this idea, the state superintendent will call upon school officials to give expression with reference to text books now in use, whether they are satisfactory or unsatisfactory or unsatisfactory. In this connection, a word of caution is suggested to teachers and school officials with reference to giving any indorsement to publishers concerning their books. Care should be exercised in all expression of this nature, for reason this official requests will be made later and neither teachers nor officials should be influenced in furnishing the information required by the statute by any hostile formed judgment hitherto expressed.

One of the most important changes is in the form of the bid of the prices of the book. The new law requires the bid to be made of a, b, prices and the other on distribution.

Teacher's Certificates

This act permits the holder of a permanent primary certificate built upon a first grade to teach high school subjects as were included in the examination to obtain the certificate.

Spanish in Border Counties

This act provides that Spanish may be taught in the elementary grades of all public schools in counties bordering on Mexico that had a population of 5,000 or more by the federal census of 1920. It is unlawful to teach any foreign language in the elementary grades of public school in any other counties of this state.

Prompt Payment of Teachers' Salaries

The county board of school trustees is required on or after September first of each year to ascertain from the county depository the financial status of the common school districts of the county and to authorize the depository to charge interest not to exceed 8 per cent on funds advanced to each district for the payment of teachers' salaries. The amount advanced is limited to 50 per cent of the current available funds. This will have the effect of providing money for the payment of teachers during the first part of the school session and thus removed the necessity of any warrants to be discounted.

Appeals

Appeals from the county board of trustees may be made direct to the court of proper jurisdiction if notice is given within five days after the issuance of the order by the school board. Otherwise the appeal will be prosecuted through the school authorities as heretofore. This act does not affect any cases now pending.

Independent School Districts

GAL 1
 There are many independent school districts in the state which should be dissolved. The population does not justify their organization for they need the supervision of the county officials. Provision is made for their dissolution by popular election.

Teachers' Institutes

The new law requires the institute to be held within the week preceding the opening of the majority of the schools. The compulsory time for which the law provides salary to be paid is two days and the county board may authorize additional time not to exceed three days with or without pay to be determined by the county board. This will permit a two days institute for organization purposes and three additional days at different times during the year as determined by the county board of trustees, or if so desired, the three additional days may be combined with the two days and maintain a five

days institute as heretofore.

Bills Failing to Become Laws
 The important bills failing to become laws were those relating to the employment of the county superintendent, the organization of Junior colleges, and the payment of ex-officio salaries of the county judge from available school funds. The first failed of passage in the House the second passed both Houses but was not signed by the presiding officers, and the third was vetoed by the governor. In filing his veto on the last named bill, he used this language:

"This money is intended for the education of the child, and the general fund of the county should be made to pay the salary of the county judge who in connection with his other duties acts as ex-officio superintendent of public instruction in the less populous counties of the state. The demands for education in this state are great and the need of funds is so pressing that the available school fund should not be made to pay the salary of the county judge in this instance."

Respectfully submitted,
 S. M. N. MARRS
 State Superintendent

— good thing —
Our Motto is To P
 Your patronage appreciated. We serve short orders and regular meals. Our Sunday dinners are a speciality with which there is no extra charges.
Tourist Cafe
 Beall and Bailey, P

WELCOME TO OUR CITY

The new Cotton Oil Mill and the people come with it.

They can assist us, in the development of dairy interests of Floyd County, when we shall become the banner county for dairying in Texas which shall be within the next ten years.

We are fostering this interest ourselves in every possible manner.

We have placed about 100 De Laval Separators with Floyd County Farmers in the last two years and feel that we have rendered them a distinct service.

The greatest need now is an improvement in the quality of our herds.

We invite the co-operation of our banks and business men to that end.

We prosper as the people prosper—we suffer with them.

Do You Feed Your Hogs Cream?

Of course you wouldn't do so knowingly—with butter-fat worth 40c. to 50c. a pound. Yet hundreds of thousands of people are feeding large amounts of cream in skim-milk to their hogs—because of inefficient separators.

Without a cent of expense you can tell whether your cream separator is skimming clean. Let us bring out a new De Laval and run your skim-milk through it. You may be surprised at the amount of cream recovered.

For 48 years, since we have invented the centrifugal cream separator, our separators have led the way in every way of work and production. The De Laval is the best separator in the world. It has the greatest cream separator improvement in 25 years. It is guaranteed to skim cleaner. It also runs easier with milk going through the bowl and lasts longer.

Liberal trade allowances made on old separators.

Baker Mercantile Co
 "THE STORE WITH THE GOODS"