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VERY
URSDAY

THE LOCKNEY BEACON

OFFICIAL PAPER
OF THE CITY OF
LOCKNEY

the Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-SIX

Lockney, Texas, Thursday, May 5, 1927

Number 33

READY TO START WATER EXTENSIONS

BONDS APPROVED AND SOLD.
CONTRACT LET. WORK TO
BEGIN AT ONCE

The bond issue for the water extensions in Lockney were approved by the Attorney General's department at Austin, last Saturday, and Brown-Crummer Investment Co., have paid the city for the bonds, and the contracts for the construction of the water extensions, engine, pumps, and other things have been signed and are expected to begin immediately.

Pendergast & Co., of Wichita Falls, Texas, have the contract for the excavation work, laying of pipe, setting of fire plugs and making all connections and the building of the reservoir. They are expected to break dirt on the project either the last of the week or the first of next.

Briggs, Weaver & Co., of Dallas was awarded the contract for the turbine pump and deep well, and Fairbanks-Morse Co., of Dallas, the contract for the 60 h. p. engine and booster pump. The total cost of the extension complete will be \$27,221 according to all the contracts.

Prairie Chapel Tennis Team Goes to State Meet

Girls Champion Tennis Team of Prairie Chapel Left Tuesday Morning For State Meet

Miss Beatrice Nichols and Audrey Dutton, winners in the state and district tennis doubles last Tuesday morning where they were the most successful.

The splendid buildings and industries could never make a successful town without the honest and industrious citizens. The Chamber of Commerce has been credited by the people for doing so much toward bringing in the Denver road to the Plains. The organization has secured one of the largest oil mills of West Texas, and a compress both of which will be instrumental in the upbuilding of Lockney. —Helen White, Irick School.

Diversified Farming
For many years diversified farming has been growing in the Lockney community. The people are awakening to the fact that they cannot depend on cotton or feed alone as a means of support and profit.

But as an outside money crop, they raise cows for milk, butter and cream and have a surplus to sell for a good price.

They also raise plenty of meat for home use and some to sell. Plenty of chickens and turkeys, with some to spare. And last but not least they have a good garden with plenty of good fresh vegetables for the table and a surplus canned for winter supply. —Clark Harris, Pleasant Valley school.

Lockney
Lockney is one of the most progressive cities in West Texas. There are possibilities for its becoming greater.

It has looked into the future and has seen where it will be a great city and will need better methods for the development of the country around it.

At the present there is but one railroad to accommodate the necessity of trading, but there is now a new railroad under construction which is going to help Lockney. If Lockney is soon supplied with natural gas this will help in convenience and comfort of homes. There are also great prospects for oil fields which will enhance the value of land.

The business men of Lockney have done their share of building up our city. They have spent a great amount of their money in boosting and helping in the bringing in of new industries and settlers to this country.

The Chamber of Commerce has also done more for Lockney than any other kind of organization. —Ida Barton, Roseland school.

Representative Hubert T. Faulk of Wood County, Texas, representative of the 34th judicial district, has been here for the past week visiting J. B. Downs and D. C. Lowe, and looking at the country.

Irick Wins First In C. of C. Essay Contest

PLEASANT VALLEY 2ND, ROSELAND 3RD; LARGE NUMBER OF ENTRIES

Considerable interest was manifested in the Essay Contest sponsored by the Lockney Chamber of Commerce. A number of good essays were turned in and the judges say that it was a hard matter to ascertain the winner of the contest. Their decisions are as follows: First place and a prize of \$5 was awarded to Miss Helen White of the Irick school. Second place and a prize of \$3 was awarded Clark Harris of the Pleasant Valley school, third place and a prize of \$2 was awarded Miss Ida Barton of the Roseland school. The Lockney Chamber of Commerce would like to take this means of congratulating the winners and thanking all that took part in the contest.

The essays as written by the students are as follows:
Lockney

Lockney, the second largest city in Floyd county, is located in the center of the richest farming country of the Plains. Lockney ships more grain, cotton and produce annually than any other city on the Plains.

This little city is dotted with neat little residences and brick buildings. On Main Street most of the buildings are two story structures. In this town there are two churches and another under construction. Lockney has an excellent two-story school and one of the best schools in the state. A railroad, four gins and four elevators help to make Lockney a flourishing town.

The splendid buildings and industries could never make a successful town without the honest and industrious citizens. The Chamber of Commerce has been credited by the people for doing so much toward bringing in the Denver road to the Plains. The organization has secured one of the largest oil mills of West Texas, and a compress both of which will be instrumental in the upbuilding of Lockney. —Helen White, Irick School.

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PAY YOUR RIGHT OF WAY PLEDGES

MUST HAVE MONEY TO PAY FOR
RIGHT OF WAY THAT GRADING
MAY BEGIN

The Denver road grading gangs have practically finished all their work on the grade from Lockney to the caprock, and are now ready to begin work in the town and to the south of town. The Denver officials and the Lockney Railroad Committee have made no special effort to collect the pledges of the citizens to help buy the right of way, having used the pledges as they were paid in, but now all the money has been paid out for the right of way to the caprock, and the committee must have money to take care of the right of way through the town and to the south, so that work will not be delayed, and the line finished on schedule time.

The committee asks that all those who signed notes call at one of the banks and pay the notes, or pay a part of each note so the committee pay for the property affected by the right of way, and let the grading contractors begin work through the town.

The committee realizes that it is a hard time of the year for the paying of the notes, but this matter can no longer be delayed, and every person who signed one of the notes is urged to make arrangements and pay off at once. We want trains running into Lockney at the earliest possible date possible, and the way to make conditions better in this part of the country is to pay off these pledges so that no delay will be occasioned by the people of Lockney failing to come up with their right of way on schedule time.

The Denver officials have shown us every courtesy in the matter, and have not been urgent in the matter but now they are up to the point where any delay on our part is very expensive to them, and urge immediate delivery of the right of way so they can go ahead with the work.

The committee hopes to take care of all right of way matter with the amount of money pledged, if possible, and if they succeed in this, they must have prompt payment of pledges in full. Do your very best to pay off the pledges at once—if you have not got the cash on hand make arrangements to get it, and help to keep the work going on the line until it is completed.

B. F. HAWKINS OF QUITAQUE DIED LAST FRIDAY

Benjamin Franklin Hawkins, age 68 years, died in Quitaque Friday, and was buried in that city Saturday afternoon.

Mr. Hawkins was a pioneer of Floyd county, having lived on a ranch just below the caprock for many years, moving to Quitaque about four years ago. He settled on the ranch in Floyd county in 1892. He was well known to all the old settlers of this section and was held in high esteem by them.

Mr. Hawkins is survived by a wife and three children, two sons and one daughter.

Dairy Farmers Selling Much Cream Here

893 CANS OF CREAM SHIPPED
BY EXPRESS DURING THE
PAST MONTH

That Floyd County is rapidly becoming a dairy, as well as a poultry producing county is very evident by the fact that during the month of April 893 cans of cream, bringing the dairy farmers \$16,650 were shipped out of Lockney by express. This does not include cream in the Lockney country that went to other markets, and there was equally as much cream shipped from Floydada, and a good amount shipped from Aiken exclusive of the other cream that went out of the county to other markets.

The dairy business is steadily growing in Floyd County and better milk stock is being placed on the farms of Floyd county.

The shipments out of Lockney during April were as follows:
Week ending April 9th, 210 cans.
Week ending April 16th, 205 cans.
Week ending April 23rd, 210 cans.
Week ending April 30th, 268 cans.

According to the amount of cream shipped from this station, approximately 1,800 cans of cream with a value of \$35,000 left the county during the month of April, and practically all of this money was paid directly into the hands of the farmers.

This kind of farming when mixed with poultry and hog raising, will mean an independent living for every farmer who invests it, and the country will be more prosperous. Raising crops that are to be put on the daily market is much better than raising crops that have to be marketed at one season of the year. The cream, and produce crops are source of constant revenue to the farmer, and keep him ready with a supply of cash to buy the things he needs.

OLTON RAISING BONUS FOR LINE OF RAILROAD

OLTON, Texas, May 2.—Olton, county seat of Lamb county and situated in a prosperous farming community many miles from a railroad is making a determined stand for a rail extension, and will not refuse any connection offered.

Citizens of that community are now busy raising a bonus for some railroad and will soon be prepared to talk turkey to any railroad company that wants to give them a road.

Committees from that town are known to have interested themselves in rail connections before and to have interviewed Denver officials without coming to a definite understanding.

The town is prepared to welcome the extension of the Denver, the Santa Fe, or the Q. A. & P. or all of them.

PRAIRIE CHAPEL SCHOOL CLOSED LAST FRIDAY

The school term of 1926-27 at Prairie Chapel closed last Friday with an all day program and dinner on the ground. A great feast and program was enjoyed by all who attended.

New Town To Be Established Near Here

TOWN WILL BE ESTABLISHED
ONE MILE SOUTH OF CURLEW
STORE; ENGINEER
ON GROUND

Mr. H. T. Swanner, civil engineer of Slaton, formerly connected with the Santa Fe railroad, has arrived in Lockney, and is staking out a town-site one mile south of the Curlew Store.

The name of the new town has not been decided upon at this time, but will probably be made known by the next issue of the Beacon.

This town will be located at a point where the new railroad crosses the Floydada-Silverton highway, one mile south of Curlew, and the promoters of the town hope to build a city of several hundred inhabitants at that point in time. The town will be about fifteen miles northeast of Lockney, eighteen miles south of Silverton, seventeen miles north of Floydada and twenty-one miles southwest of Quitaque.

The town will probably be the only new town built on the line to the South Plains, unless a new town springs up in the northwest corner of Lamb county, on the Dimmitt line.

FOARD VOTES BONDS FOR IMPROVED ROADS

All Counties West From Wilbarger to
Floyd Have Voted Bonds to
Pave Lee Highway

The road bonds for \$400,000 primarily to improve the Lee Highway through Foard county carried Wednesday.

The voting of bonds in Foard county completes the link from Vernon to the Floyd county line on the Lee Highway, all other intervening counties having previously voted bonds for improving this highway.

C. C. COPELAND BUYS ROBERSON SHOE SHOP

Mr. C. C. Copeland this week purchased the shoe and harness shop in the rear of the Morris Grocery from Hugh and Arthur Roberson, and has taken charge of the same. R. P. Shelton will continue to manage the business, and will do the shoe and harness work for Mr. Copeland.

TEACHERS ELECTED TUESDAY NIGHT

SCHOOL BOARD NAMES TEACHERS
FOR NEXT TERM; ONLY
TWO NEW TEACHERS

At the meeting of the school board of the Lockney Public schools Tuesday night all the teachers that have been teaching for the past year were re-elected with the exception of M. E. Noble, who has accepted a position as superintendent of the Knox City schools; and Miss Hula Coleman who will attend college the coming year.

The new teachers selected in their stead were Professor H. H. Nicholas who has been principle of the Prairie Chapel school the past year, was elected principle of the High school. He is an ex-student of A. C. C. and is a very efficient teacher. Mr. Grady Burson of Silverton, who is this year teaching in the Friona schools was elected as a teacher in the high school and as coach of the Longhorn Football team. Mr. Burson is an ex-student of West Texas State Teachers College and was Captain of the Buffaloes the season of 1923.

The other teachers, who will be connected with the Lockney schools for the coming term are: Prof. W. D. Biggers, superintendent; Misses Willie Merle Trapp, Carma Thomas, Rice Cleere, Alice Bridges, Mrs. Fay Guthrie and Gordan Denman, high school teachers; Misses Anna Mae Collins, Audrey Watson, Carabel Biffie, Jettie Wells, Mollie Newman, Ola Honea Mary Chambers, Thelma Steele, Ethel Cochran and Mrs. Cora Pauley.

C. K. Rhine and wife of Plainview were in Lockney Monday visiting friends and relatives near town.

WORK ON RAILROAD PROGRESSING FAST

MORE THAN TWENTY MILES OF
DUMP ON PLAINS; COMPLETE TO CITY LIMITS

The grading of the Fort Worth and Denver dump from the top of the caprock into Lockney is practically complete, and the grading through town is expected to be well under way within the next few days. More than twenty miles of grade on top of the Plains is now up, all except one camp being on the line from Lockney to the caprock. The camp on the line to Dimmitt is located at the Prairie Chapel school house five miles north of Lockney. There are two camps on the Lockney-Lubbock line near Petersburg, and five camps are located on the line between Lockney and the caprock, making a total of eight camps on the Plains.

The work below the cap is progressing very rapidly, and steel laying is expected to be started out of Estelline within the next few days. The steel laying machine is reported to be ready at Childress, and a considerable amount of the grade between Estelline and the tunnel ready for the steel to be laid. The Denver expects to run trains into Quitaque by July 4th, and the line is expected to be completed on the Plains by late winter or early spring, however there may be work trains operating on the Plains before the line reaches the top of the caprock.

WILL HOLD TRUSTEE MEETING MAY 9

The following letter has been sent out by the county superintendent, announcing a meeting of the school trustees of Floyd county, for Monday, May 9th:

The county board of trustees in their regular quarterly meet, May 2, voted to ask the district trustees of the county to meet with them in joint session at the district court room, Floydada, Texas, May 9, at two o'clock.

The follow subject will be among those discussed:

1. Employment of teachers—What to expect and to demand.
2. The problem of school finances.
3. Securing the right attitude toward the care and preservation of school property.
4. Some needed legislation for rural schools.
5. Round table discussion on local needs and conditions.

We are expecting to have present on this occasion some outside speakers who will assist in the above discussions.

We believe this will be an occasion well worth while. We extend to you a cordial invitation to be present.—PRICE SCOTT, County Supt.

Trade Excursion Visits Lockney

AMARILLO BOOSTERS VISIT IN
LOCKNEY TUESDAY AFTER-
NOON

The Amarillo Trade Excursion visited in Lockney for a short while Tuesday afternoon, arriving here at 2:30 on their special train.

The entire delegation was attired in five-gallon cowboy hats with black and yellow bands. The delegation was headed by the Amarillo High School band which paraded uptown, while the boosters visited with the business men of the city. They went from here to Floydada.

CARS COLLISION ON STREETS WEDNESDAY

About three o'clock Wednesday afternoon, the truck of J. H. Baxter, who lives north of town, backed into the Chevrolet Sedan of Mrs. Ben McGehee, smashing the door and rear fender on the right hand side of the car. Miss Ruth Phillips was driving the McGehee car, and Mrs. McGehee was sitting on the side struck by the truck. Miss Phillips suffered a small gash on the leg, but Mrs. McGehee was uninjured. No damaged was done to the truck.

The Lockney Beacon

Entered April 14th, 1902, as second class mail matter at the Post Office at Lockney, Texas, 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

Paving Bonds Now Voted To Floyd County Line

With the carrying of the bond issue in Foard County last week for the paving of the Lee Highway, all of the road in Texas east of the Floyd county line will be paved just as soon as the bonds are approved, and contracts let.

At this time engineers are making a survey of Floyd, Hale, Lamb, Bailey and Farmer counties who are on the highway but have not as yet voted

ed bonds, and with this survey and the bonds voted by Wilbarger, Foard, Cottle and Motley counties, go before the highway commission at Austin and try to get the Federal and State Commissions, to grant them the two-third highway aid, meaning the State and Federal government will give two dollars for each one dollar the counties put into the road.

The elections for paving bonds of Floyd, Hale, Lamb, Bailey and Farmer counties will not be called until the engineers have had a hearing before the State and Federal Commissions, and if they are granted the two-thirds aid program on the Lee Highway the elections will all be held on the same date.

This move is looked forward to with much interest, first because the Lee Highway is the great continental military highway across the Southern part of the United States and means much to the country which it traverses. Second, if the two-third aid is allowed, each of the counties along the line can well afford to vote their one-third of the amount necessary to pave the highway.

The Lee Highway don't only give this section of the country a National Military Highway, but it also gives this section a paved road to Fort Worth, Dallas and other East Central and South Texas points. When the line is paved across Texas it will connect with hardsurfaced and

paved roads in Texas and Oklahoma and on the east to Washington, D. C. and New York. One complete line of pavement spanning the continent from New York City to San Francisco, which makes it an artery of the United States.

The unpaved roads of Floyd and Hale Counties have caused this road to suffer more than any other part of the country, as people have been forced to drive many miles out of the way in making transcontinental trips across this section, for fear that it might have rained in Floyd and Hale counties and have become impassable. When Floyd, Hale and the other three counties to the west pave this highway there will be a constant flow of travel over the line the entire year such as has never been witnessed in this section of the country before. These counties are all cutting off their noses to spite their face every day they let the Lee Highway project lay idle. They will realize what they have been doing if the road is paved and the travel allowed to come through this section.

The Lee Highway paved means more to this section of the country than any line of railroad that could be had, and the sooner people realize this fact, the better off all concerned will be.

PLAINVIEW HERALD INSTALLS DUPLEX PRESS

The Plainview Herald last week installed their new Duplex Printing press. The installation of this large press means that the Herald is keeping pace with the growth. In every town in West Texas the printing industry is taking the lead, and at all times you find printing plants in each town that is far ahead of any other business enterprise of the town. Printing machinery costs lots of money, and there are very few offices in West Texas that fall below the \$10,000 mark in equipment, while the average office runs from \$15,000 to \$30,000 invested in equipment.

When a merchant sends his work away from his home town to be printed, it is just because he likes to patronize mail order or foreign printing concerns in preference to his home office. If he will investigate he will find that the home office can do the work just as good, and just as cheap, amount of order considered as he can get it done anywhere.

Plainview should be proud of the improvements the Herald has made and should give their home printers all the work that is to be done in the printing business in the town. Patronize home industries and help build your own resources.

Program Now Complete For Wichita Convention

The official program for the Ninth Annual convention of the West Texas Chamber of Commerce was made public here today by Manager Homer D. Wade of that organization.

Final plans are now being made for the convention which meets here May 16 and 17. Plans are being made by the host city to care for 50,000 visitors. Based on reports which are being received from all sections of West Texas and eastern New Mexico, the attendance goal will be reached.

The program, it is believed, is one of the most educational, constructive and entertaining that the organization has ever announced.

The outstanding features of the entertainment program are the Congress of Nations on Monday afternoon, May 16, and the Court of Nations on the evening of the same day. In the Congress of Nations idea, it is planned to have towns and cities come prepared to represent some foreign country and their delegations to dress in costumes common to the country represented. Approximately thirty cities and towns have joined in this feature and some unusually unique and colorful costumes are promised in this parade. In addition to those representing a foreign country, there will be a section of the parade for delegations to the convention who do not represent a foreign country. Already more than sixty towns have entered one section or other of the parade. This event will start promptly at 1:30 and it is expected to be concluded by 4 p. m. A complete motion picture of the parade will be taken.

At the Court of Nations feature Monday evening, sponsors from West Texas, as well as Miss West Texas and Miss New Mexico, will be presented formally. This event will take place at Spudder Park, where seating accommodations are being prepared for at least 12,000 people. The stage setting will be a huge globe. The globe will be at least twelve feet in diameter. It will be made to revolve and the sponsors will be made to appear on the stage through a door in the globe. In connection with this program, as each sponsor representing a foreign country is presented, the flag of the nation she represents will be flashed in fire works in the rear of the park. There is to be considerable comedy in connection with the program. As a climax, Miss West Texas and Miss America will be presented, the latter standing on top of the world holding a lighted torch and dressed in American colors. An especially built stage is being arranged for this program.

Some of the outstanding men of the nation are scheduled for addresses. Hon. James J. Davis, Secretary of Labor in President Coolidge's Cabinet, will speak on the first day of the convention. Hon. Robt. R. Ellis, who will then be President of the United States Chamber of Commerce, will speak the morning of the second day. Other outstanding speakers will be Gov. Dan Moody, of Texas, Gov. R. C. Dillon, of New Mexico and Gov. Henry S. Johnson, of Oklahoma; and United States Senators from Texas.

Wichita Falls is making arrangements to care for all visitors. Hundreds of homes have been thrown open and, in these, the delegates to the convention will be cared for. In this con, it is announced there will be no raising of prices in Wichita Falls during the convention. Already many thousand reservations, or requests for hotel accommodations have been received. The housing committee promises a home for everybody.

AKIN CONFESSES TO IMPLICATION IN ELIDA BANK CASE

CLOVIS, N. M., May 2.—Norman Akin, arrested in Iowa Park Friday has confessed to his implication in the holdup and robbery of the First National Bank at Elida. He told officers in detail of his trail since he parted from Jack Dyer, another confessed robber in Amarillo two days after the robbery.

Akin was brought to the Curry County jail last night where officers mustering witnesses to identify the bandit. When Akin became aware of what was taking place, he admitted he was one of the robbers and told his story.

It conforms in every detail with the story told by Dyer.

When Akin was captured he had only two cents. Questioned about his share of the loot, which totaled about \$3,700 Akin described the place where he had placed the money in an

empty tomato can and then had suspended the can in a stream of water. Officers refused to disclose the place where the money is cached, saying Floydada were in Lockney the men would be dispatched there business.

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. Otherwise it is like a canker—painful and annoying solve 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

Wall paper

BETTER HOMES

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

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.



RELIABLE FOODST

RELIABLE Groceries are the only kind of foods are fresh and tasty, of the best and reasonably priced.

A full line of fresh groceries, fruit and

PHONE NO. 10 FOR SERVICE
RILEY & BREWS

THE STORE OF QUALITY

We handle the very best of Toilet Articles, Cigarettes, 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

POTATOE SLIPS—Nancy Hall, Porto Rico, Bradley Yam. 100 40c; 300, \$1.10; 500, \$1.50; 1000, \$2.90.
TOMATOE PLANTS—McGee, Earlna, Stone, Baltimore, Dwarf Champion. 100, 35c; 300, \$1.00; 500, \$1.40; 1000, \$2.60.
CABBAGE PLANTS—Early varieties. 100, 30c; 300, 75c; 500, \$1.00.
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 pingtons, Anconas, Black Minorcas, Silverlaced Wyandottes, White Wyandottes, White Leghorns, \$11.00 per 100 chicks, 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

MACHINERY EXCHANGE

I am 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.

BRING US YOUR PRODUCE

market price paid for Cream Poultry, Eides.

PERIOR CHICKEN FEEDS

line of chicken feeds at all times.

DIANTS PRODUCE COMPANY

Duary Hamilton, Mgr.

OWING OF BABY CHICKS

May 4.—The old next to God-Da for the suc-ary chicks in true Professor poultry hus-M. College

of Texas. Professor Reid stresses the fact that cleanliness in everything is the first principle which must be strictly adhered to in baby chick raising. He advocates clean chicks in clean houses, fed feed in clean dishes, and allowed to run only on land that is free from poultry parasites. "Chick houses should be cleaned

by scrubbing them with a hot disinfectant which is more effective than disinfectant used cold," Professor Reid said in a recent discussion of the care of baby chicks. "Use boiling water to mix with the disinfectant. After the house has been disinfected a deep litter of straw or hay on the floor is a material help in keeping the chicks clean. If only a small quantity of litter is used it should be changed daily. All food and water dishes must be carefully disinfected, then allowed to dry in the sun as an added precaution. Then fill them with clean feed and water and your disease trouble will be greatly reduced."

Professor Reid advises letting the chicks run out on the ground in dry weather, if there is green grass and clover available. If the weather turns wet and warm, the chicks should be kept indoors until the wet spell is over, as warm, wet soil is more dangerous from a standpoint of cocci-diosis. If it is impossible to let the chickens out on clean land, lawn clippings and cut green feed will keep them growing properly. The chicks should be kept warm and dry at night. If any of them become sick they must be kept clean and dry first of all if they are to be restored to health. It is wise to remove diseased chicks at once, and save a larger number from infection.

The following feeding methods for growing baby chicks are recommended by Professor Reid: "It pays to keep a growing mash before the chick at all times, but it is also a good plan to feed a mixture of corn and sorghum grains if milk and oyster shell are available to be fed with it. Be sure to give the growing chicks plenty of green feed. Some people do not get good growth on their chicks through their failure to provide mineral material. Bone meal is not expensive and five pounds added to every one hundred pounds of mash fed helps in growing large framed pullets. Growing chicks will do very well if fed on corn and sorghum grains, with milk to drink with oyster shell, or with bone meal added to the ration. The following is a good home-made ration: 200 lbs. corn meal, 100 lbs. shorts, 100 pounds bran, 25 lb. bone meal, 25 pounds oyster shell, 15 lb. cottonseed meal, 15 pounds 65% meat scrap, 3 pounds salt. Grain should be fed to the chicks twice a

day in the morning and evening.

West Texas Today

Stamford—The West Texas Chamber of Commerce has scored again in its work for the interest of its cotton growers, cotton markets, and compresses. According to word from U. S. Pawket, San Antonio traffic manager, the Interstate Commerce Commission has sustained West Texas contention in every part of the so-called Houston case. The Interstate order in this case, in line with the West Texas Chamber of Commerce contentions, approved the plan for making the same rate apply either at water front or back water front facilities at the ports, and found that the existing compress concentration arrangements were not discriminatory and therefore legal and lawful.

Childress—Everything is in readiness for the district convention of the Green Belt Lower Panhandle section of the West Texas Chamber of Commerce to be held here May 5. A constructive program has been arranged which includes many prominent speakers from many points over the state.

San Saba—San Saba—is looking for individuals or large concerns with sufficient capital to develop a marble industry in this section. The San Saba marble has tested to be free from foreign substances and longer lived than any other marble known. It is also located that it can be taken from quarries and placed f. o. b. cars at a cheaper rate per cubic foot than any other marble in any other section.

Wichita Falls—Manager Homer D. Wade has established his headquarters in the Hamilton Building here until after the Ninth Annual Convention of the West Texas Chamber of Commerce to meet May 16 and 17. He is resorting to airplane transportation in order to fill multiple calls for engagements at diverse points of the State.

Fredericksburg—At a mass meeting of its citizenship, Gillespie county voted and endorsed a co-operative creamery, and subscribed over one-half the contemplated amount for its establishment. Campaign is under way to raise the remainder of the stock for the creamery.

Big Lake—The board of trustees of the Reagan County Independent School district have let contract for a high school building for Big Lake and a new building for Stiles, twenty miles north of here. Architects for the building are the same who drew plans for Reagan County's \$100,000 courthouse now nearing completion.

Wheeler—A modern steam laundry is the newest addition to the industries of Wheeler. The plant cost in the neighborhood of four thousand dollars.

Glen Rose—A highway or "topped" road from Walnut Springs to Glen Rose is the latest project under development in this section.

Channing—West Texas communities wanting physicians in their communities might write Tom Collins, Collins, county attorney of Hartley county and secretary of the Channing Commercial club of their wants Channing recently broadcasted its wants in a leading newspaper, and as a result had applications from 25 physicians in Texas and Oklahoma. Dr. B. B. McGee of Roxanna has moved to this place, but there are 25 other physicians who may be willing to make changes to other West Texas points.

Childers and Hodge Return to Floydada

A report in the Hesperian last week stated that a body had been found near Corpus Christi, and that the same answered the description of E. A. Childers of Floydada, and as Mr. Childers and Mr. Hodge were in that section of the state considerable uneasiness for their safety was experienced, however, the first of the week Messrs Childers and Hodge drove into Floydada safe and sound and had heard nothing of the report until they reached home.

Will Make Efforts to Collect Delinquents

Tax Collector Stegall informs the editor that there is about \$20,000 on the delinquent tax rolls for this year, and that he is now sending out notices to delinquents to come in and settle up their taxes.

PAY YOUR CEMETERY DUES

All members, and those who are interested in the Lockney Cemetery are requested to call at the First National Bank in Lockney and pay their dues, which is \$1.00 per year. The Association needs the money to make some improvements at the cemetery that are necessary.—W. R. Adams.



Our used car prices are right

A 5-15-UC

The extra value in Buick motor cars is the big reason why so many people buy them.

It never has been necessary to add an extra \$100 or so to fair used car allowances to get people to take new Buicks.

You save money when you buy your used car from a Buick dealer. His prices are right!

USED CAR BARGAINS

BAIRD MOTOR CO.

Plainview, 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

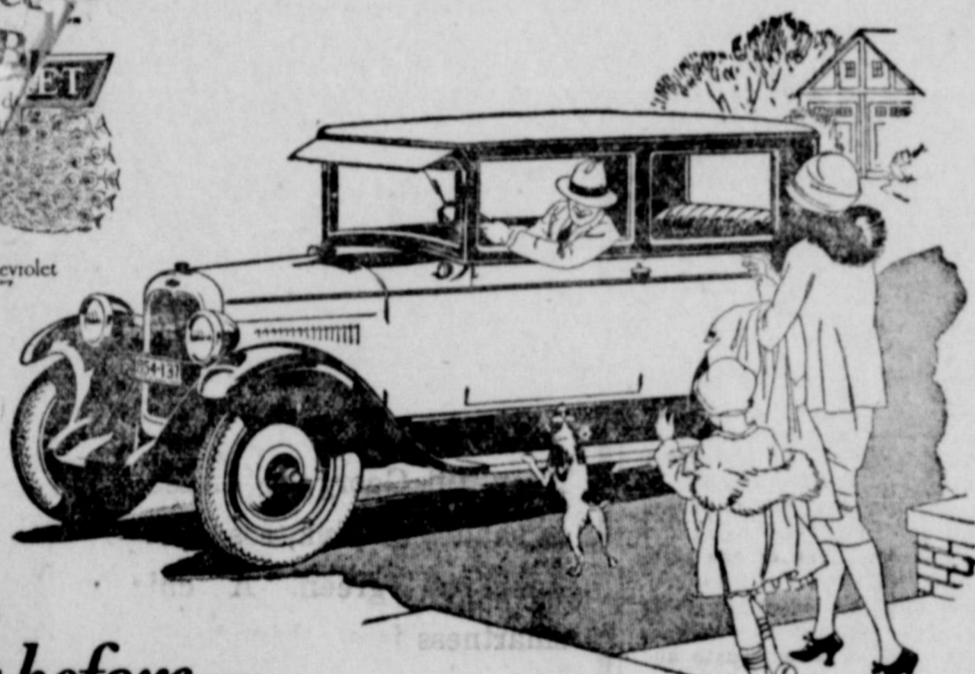
FLOYD COUNTY ABSTRACT CO.

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



ever before — so many fine car features at such low prices!

The Most Beautiful Chevrolet embodies the largest number of fine car features ever offered in a low-priced automobile.

Bodies by Fisher, for example... beaded, paneled and finished in attractive colors of genuine Duco... smartened by narrowed front pillars, upholstered in rich and durable fabrics... completely appointed—and enhanced by such marks of distinction as full-crown, one-piece fenders and bullet-type headlamps.

And, in addition, the Most Beautiful Chevrolet provides many mechanical

improvements. A new AC oil filter and AC air cleaner add to the performance and dependability of the Chevrolet motor. A full 17-inch steering wheel, coincidental steering and ignition lock, improved transmission, new gasoline gauge, new tire carrier—all of these are now standard equipment on the new Chevrolet.

Come to our salesroom and see the new car that is breaking every precedent for popularity. Learn for yourself why it has everywhere been acclaimed as the greatest automobile value of all time.

COACH \$595

COUPE '625

SEDAN '695

SPORT CABRIOLET '715

LANDAU '745

TOURING '525

TRUCK '495

1/2 TON '395

TRUCK (1-ton type)

All these FGS Plus \$100

Balloon tires standard

equipment on all models

Check Chevrolet Delivered Prices

They include the lowest handling and financing charges available.

DYER MOTOR CO.

LOCKNEY, TEXAS

QUALITY AT LOW



ICE guards your foods!

DELIVERED TO YOUR HOME

The Wagon Runs All Day

PHONE 159 Texas Utilities Office

Ask Us About Our Special Prices on Ice Books

LOCKNEY ELECTRIC

SPECIAL PRICES

—on—

DRIED FRUITS THIS WEEK

Also a fresh line of Staple and Fancy Groceries of all kinds.

BLOXOM & SON

Successors to Northcutt Grocery

Interesting Values

Newest creations in \$1.25 Cheney Silk Ties, your choice—

75c

One lot full fashioned service weight hose for Ladies in wanted shades, per pair—

\$1.50

One lot service weight hose, per pair—

\$1.00

SPECIAL PRICES ON ALL SILK CREPES

One lot novelty shoes for ladies \$7.50 values per pair—

\$4.95

One lot mix Sox per pair—

10c

Exceptional values in men's union wear at—

\$1.00 and \$1.50

E. GUTHRIE & CO.

Leaders in Low Cash Prices

HOW FAKE AUCTIONS GET YOUR MONEY

By W. R. MOREHOUSE

Public Relations Commission, American Bankers Association

(This is one of a series of articles exposing the wiles of sharpers who are after your money.)

NEARLY everyone is ready "to take a fling" at getting something for nothing or at least for less than it is worth. Because of this many are duped into paying more than regular market prices for things they buy. This class of people is especially susceptible to the appeal of anything resembling an auction. Fake auctions with the cards stacked against the buyer are very common. They rank high among the fraudulent schemes of the country.



The "here today and gone tomorrow" auction faker rents a fine looking house in some high-class section of the city in which he plans to operate. He furnishes this house with the cheapest imitations of high-class furnishings, with here and there a fine piece which is to serve for bait. Certain pieces are alleged antiques with a thread of glorious history behind them. Of others it is claimed that they have been handed down for generations, originating with some person noted in history or with some famous Southern family. Of other pieces it is maintained that they are made of rare and precious woods imported from far across the sea. The overstuffed furniture, it is claimed, is all high grade of standard manufacture.

Regardless of its superiority and antiquity, the furniture must be sold at once, for the owner is compelled to take an extended trip, the family physician having ordered travel and a change of climate as a means of saving his life. Nothing is to be spared and the deep slashings of the auctioneer's axe must go on with no price too low. Individual pre-auction sales, of course, will be arranged for persons who are unable to attend the auction.

The day of the sale is here. Purchasers are arriving. They are met at the door by the woman member of the outfit—a dramatic person who knows when to shed tears at the thought of having her happy home broken up and her valuable furnish-

they find hanging in the front window a sign, "For Rent." The birds have flown, without leaving any address. Fake auctions are not exclusive to residences, but are sometimes staged in stores. We have reports of a certain furniture firm that failed, having on hand stock invoiced at \$42,000. An auction sale was announced. As usual the stock must be closed out to satisfy creditors within a few days, regardless of cost. On the windows appeared glaring announcements of big bargains. Although represented as a legitimate sale, it had the earmarks of an auction by



Victims Clamor for Fake Pieces

ings torn from her. She tells her sad story—how she must leave her home and go to distant lands with her husband whose health is broken and life in danger. But she is resigned to her "awful calamity" and will sell all her lovely furniture even at a great sacrifice.

As she directs attention to certain pieces of furniture her voice quavers. She almost sobe aloud as she names the price she is forced to accept. "Less than half the original cost, but price is no object. We must take the train tomorrow," and she wipes a tear from her eye. Fully convinced the sale is genuine, and sympathizing with the unfortunate woman, buyers clamor for the furniture.

But no sooner are the articles transferred from their setting in the slightly darkened rooms of their original owner and displayed in the sunlight of the purchaser's home, than the truth about the sale begins to dawn in the mind of each new owner. Close examination reveals that evidently this wonderful collection of furniture was but odds and ends and unsalable pieces picked up from second-hand stores by these fly-by-night fakers. Some proves to be the rankest of imitations of the cheapest grade, and the overstuffed is so poorly constructed that it squeaks and weaves under the lightest weight.

The Birds Have Flown

When those who have been cheated rush back to the house the next day, intent on making it "hot for the faker,"

(A future article will present means to foil crooked promoters' wiles and tell how to separate good from bad investments.)

TRUST COMPANIES RANK NEWSPAPER ADVERTISING HIGHEST

The outstanding trust institutions of the United States are those that were pioneers in using advertising as a means of selling their services, a speaker told a conference of trust companies held in New York recently. He presented the results of a questionnaire sent out by the Trust Company Division, American Bankers Association, making an inquiry into the advertising practices of institutions doing a trust business. Three out of every four trust companies and banks engaged in extending trust services were found to be advertising. The opinion was expressed by the

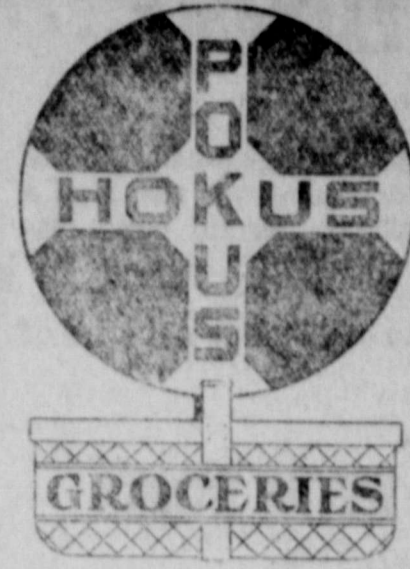
Messrs. Catch 'em and Skin 'em An investigation of the store made six months later disclosed that its stock was then larger than the day it announced the auction. Its sales in the interim had exceeded \$600,000. The facts are that two trucks had backed up to the rear of the store slightly and unloaded new merchandise, principally odd lines and job lots picked up here and there at a bargain. Under the guise of a legitimate auction, or private sale at auction prices fourteen times as much furniture was sold in the six months as the store contained at the time of the failure. Comparison of sale prices disclosed that victims were persuaded to buy liberally on the assurance they were getting sacrifice prices, when as a matter of fact they were actually paying from five to 25 per cent more than reliable stores were charging for better goods.

Fake auctions and private sales are used not only for furniture but also in the sale of jewelry and other merchandise. The lesson which this story teaches is that there is nothing to be gained by patronizing such sales. On the other hand, there is a better than 50-50 chance of sustaining a loss.

Not all auctions are fraudulent, for some are conducted fairly and honestly, but before you draw your savings from the bank and spend them for auction goods it will pay you to get the facts. For your own protection make it an unbreakable rule to confine your expenditures and investments to reliable firms and individuals. In dealing with them you are assured a square deal.

that their growth would closely follow the amounts spent each year for advertising.

The local newspaper is the most highly regarded advertising medium, it was disclosed. In all, 929 companies answering the questionnaire used the local papers and 338 did not. The institutions buying space in local papers are evenly divided among all sections of the country. Comparing six media for selling personal trust services and considering their effectiveness from the standpoint of producing results, the speaker declared that the local newspapers should be given a limited



Saturday Specials at MORRIS'

- 2 Post Toasties 25c
- 3 China Oats \$1.00
- 3 School Tablets 10c
- California Sardines
- 48 lbs. Smith's Best Flour
- 2 Plugs Mule Tabacco
- Palmolive Soap bar
- Ocean View Corn per can
- Veribest Pears (No. 2 1-2 can) ... BANK
- Fresh Black-eyed peas lb.
- Fresh Tomatoes lb.

Personal Mention

Misses Emma Hodel and Hazel Shelton, who are attending Texas Tech were here Monday visiting their parents. Al Smith has for the past several days been suffering from an infected hand caused from a barb wire scratch he received some time ago. G. C. Mitchell, editor of the Mator News, visited a short while Saturday morning with the Beacon force

while en route a press he had Herald. Miss Margaret J. week end in Lubbock Emma Hodel and H Mrs. Lou was in Lockney week visitir Eowler. Mr. and Mary Worth for a visit and relat

EVENING DRESSES GRADUATION

Beautiful Georgette dresses in shades of pink, rose, yellow and green. A chic smartness is combined with girlish simplicity in these dresses which makes them very facinating. So reasonably priced that they are well within reach of all.

\$17.50, \$22.50 and \$26.50



TWO PIECE SUMMER SUITS FOR MEN AND YOUNG MEN

Cool, comfortable and very attractive are these new summer suits made of light weight Gaberdine, Panama Cloth and Jersey Worsted in pretty shades of tan, gray, etc. Come in and look them over. Priced—

\$11.50 to \$32.50

If you have not been in to see and take advantage of our six day special on Men's regular weight suits, do so, as it is well worth your time to investigate these bargains.

JACOBS BROS. CO.

Plainview

Texas

THEATRE
 Program Week Commencing
MONDAY, MAY 9
 Monday and Tuesday—
"Sorrows of Sayton"
 Featuring
 Adolphe Menjou and Ricardo Cortez
 A Paramount Special
PATHE NEWS
 Wednesday and Thursday—
 Norma Shearer and Lew Cody
 —IN—
"DEMI-BRIDE"
 COMEDY—
"DON KEY"

Friday—
"Whispering Wires"
 featuring
 and Burns
"ACTOR"
"GO"
LOONEY NEWS
live church
 Turkey, Texas
 services next
 of Rev. T. J.
 any with Bishop
 dedicate the new
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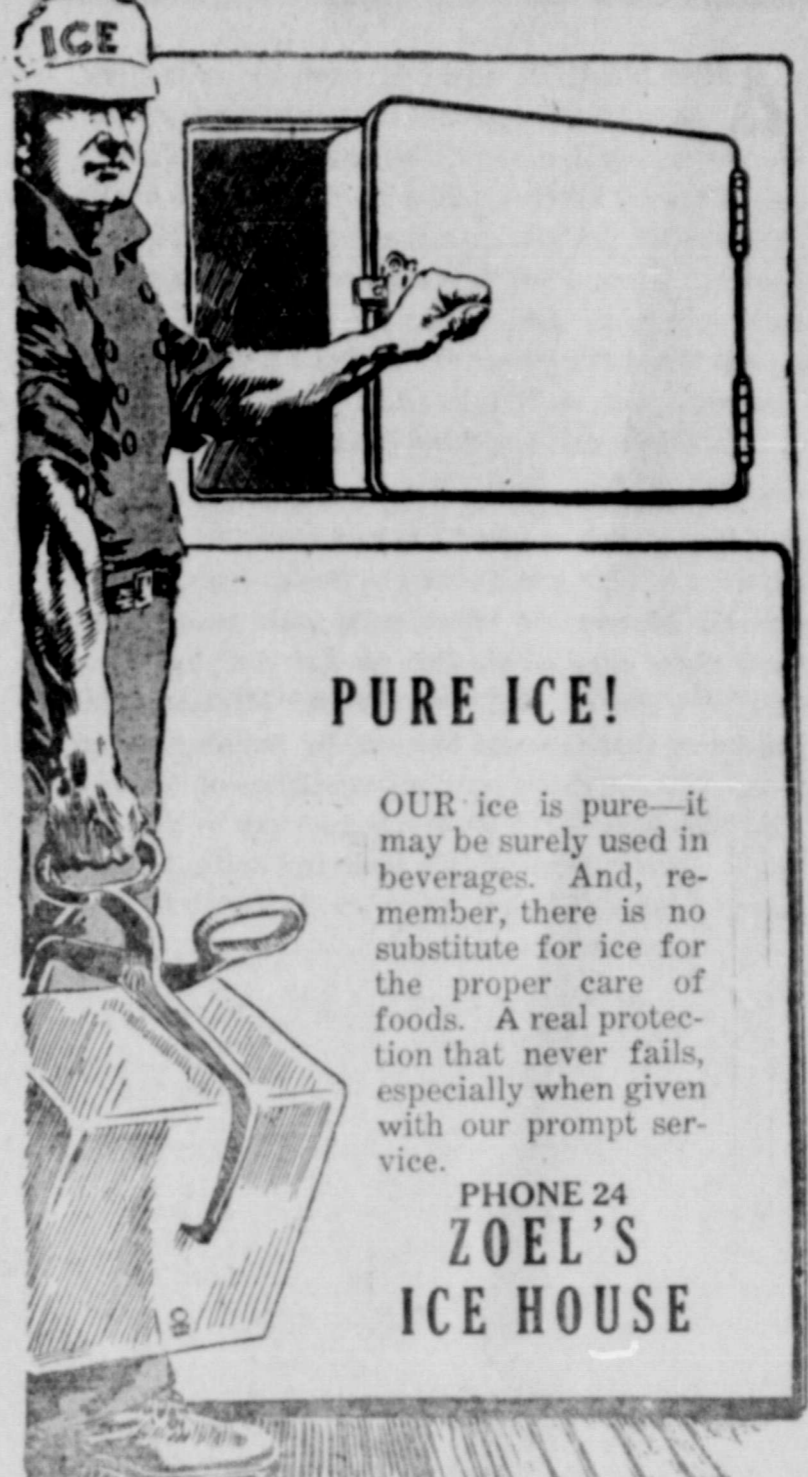
help us?
Senior League Program
 Topic—Elements of the Christian home.
 Leader—Hazel Jo Anderson.
 Song Service.
 Scripture—Ephesians 6: 1-4; Timothy 1: 1-5; 3: 14-15.
 Prayer.
 Bible Homes:
 Jesus' Childhood home—Dedma Floyd.
 The Home of Mary and Martha—Mildred Thomas.
 The Product of a good home—Winifred Fowler.
 The Beginning of a Good Home—Irene Williams.
 Some Suggestions for families—Clifford Reasonover.
 Reading—"A Heap O' Livin'"—Leslie Mae Floyd.
 Topics for Discussion:
 Our duty to our homes.—Martha Wofford.
 Why League homes are happy—Nell Kester.
 The basis of a christian home—Winifred Wofford.
 Making the homes of tomorrow—T. H. Stewart.
 Robert E. Lee's domestic life—Clifford Kester.
 Assembly talk—Jake Griffith.
Junior League Program
 Mothers Day.
 Leader—Worth Platt.
 Song. Scripture lesson by Superintendent.
 Lord's Prayer in concert.
 Command to obey parents, Exodus 20: 12—Frankie Dodson.
 Reward for obedience Ephesians 6: 1-3—Virginia Hohlaus.
 Punishment for disobedience Prov. 30: 17—Holland Stewart.
 Juniors learn the following verse:
 Help your mother each day,
 O' Help her in every way,
 You'll make her load lighter,
 Her pathway much brighter,
 By helping Mother each day.
Missionary Society
 The Missionary Society will meet next Monday in Missionary study. We are now studying one of the most interesting books we have ever had, taught by Mrs. W. J. Griffith. We wish more of our ladies would be present.

Baptist Church
 Our Slogan—"All together for God's Glory."
 Our Aim—"To Make Christ Pre-eminent in all things."
 Sunday school:—9:45 a.m.
 Preaching at 11 a. m. by the pastor.
 B. Y. P. U. at 7:15.
 Preaching at 8 p. m.
Woman's Missionary Union
 The W. M. U. will meet next Monday with Mrs. S. W. Perry. The Pastor will teach the first chapter of Acts. All women are urged to study this chapter and attend the meeting.
 We are having some interesting studies in the Bible Wednesday and Friday evenings at 8:15.
 We had a fine Worker's Meeting at Evergreen Tuesday. The next Fifth Sunday meeting goes to Crosbyton. Our new Associational Missionary, Bro. R. D. Evans, is on the field and is on a good meeting at Fairview. He is making good in his work.
 Last Sunday was the first Sunday of the second year of our work together. The Lord has wonderfully blessed us and we are indeed thankful. During the two years we have had 104 additions by letter or statement, which is the average of one addition per week. We have had 53 additions by baptism which is a little more than one every two weeks. We also had one addition by letter and one for baptism last Sunday. For all that has been accomplished we are deeply grateful to our Good Heavenly Father. Lets show our gratitude by doing more this year than we have ever done!—Rev. C. J. McCarty.
Women's Missionary Union
 Holds Meeting at Mrs. Henson's
 The W. M. U. met at the home of Mrs. Henson in its monthly business and social meeting with Mrs. Henson and Mrs. Gunn hostesses. Devotional was conducted by Mrs. E. E. Dyer. Prayer, Mrs. C. J. McCarty. were read and approved. Minutes of the previous meeting were read and approved. Motion was made to pay the chairman of the Flower Committee \$5.00 out of the treasury and give offering on the first Monday of each month to flower funds.

Benediction.
 The social hour then followed. Delicious refreshments of Angel food cake and ice cream were served by the hostesses and their assistants.
Mrs. Avy Dagley Honoree of Surprize Shower Friday
 A delightful surprise shower was given in honor of Mrs. Avy Dagley a bride of recent date, Friday afternoon when a crowd of her intimate girl friends drove over from Plainview and presented her with many beautiful and useful gifts. Late in the afternoon the party enjoyed refreshments at the Lockney Drug Co.
 Those enjoying this occasion were Mesdames Avy Dagley, honoree; Richard Wilson, Jake Stephens, Earle Miller, and Misses Margaret Morrison, Frances Bier, Bettie B. Bledsoe and Audna Mae Youngblood.
Marriage Licenses
 The following licenses were issued from the county clerk's office the past week:
 Guy Willis and Miss Lora Mae Tracy, April 25th.
 G. R. May and Miss Stella Elma Smith, April 29th.
South Part of Hale County Getting up Paving Petitions
 PLAINVIEW April 30.—Petitions are being presented to the commissioner's court asking for the calling of another paving elections in Hale county are being circulated in Precinct 2 and will come up from Abernathy soon, signed but not by the required amount of property owners but by a large group of them.
 This petition calls for an election on the paving proposition and paving the main highway north and south through the county and the highway east and west through the county, just as the former election.
NO RETRIAL FOR FORMER CITY MANAGER OF LUBBOCK
 Case Will Go To Higher Courts As Motion For New Hearing Is Refused by Judge
 LUBBOCK May 1.—The motion for a new trial, filed in the 99th criminal district court here Thursday by Pierce and Triplett, counsel for Martin S. Ruby, former city manager of Lubbock, who was found guilty and sentenced to two years in the pen last week, was overruled by Judge Clark M. Mullican Saturday when the court took first official cognizance of the motion and counsel filed notice of appeal to the higher court.
 The motion, accompanied by affidavits and other instruments purporting to confirm allegations of the counsel, charged misconduct and irregularities by members of the jury in deliberations on the case and explained certain bills of exception taken by defense counsel during the trial of the case.
 Mr. Ruby was found guilty and assessed a two-year sentence on a charge of embezzlement growing out of alleged irregularities and misappropriations of public funds during his tenure of office. The case tried specially cited \$147.25 by the state to have been appropriated to the personal use of the defendant on December 2, 1925.
 The first election called on this subject was defeated by rather a narrow margin on December 31. Similar elections at the same time carried in other counties affected and it is important to link up the pave-clear across and perhaps may be necessary to secure prompt action by the state highway department in allowing state aid.
 The last election was defeated largely by the people of precincts two and three and it is nice to note that the proposition is coming up by the action of the people of that part of the county.
 If they want it Plainview will not vote against them, and it is freely predicted that if their election is ordered the bonds will be voted. It is said there has been quite a change in sentiment of that section of the county during the past two months.
 The petition will be presented at the next meeting of the commissioner's court, on the 9th day of May.

Reballast Part of Line
 Announcement is made here that Denver road officials have ordered the third division between Childress and Amarillo reballasted with 8 inches of gravel from the Magnita pits. 13 miles of steel rails have been ordered for the Wichita Valley and now double track steel bridge purchased for the Wicht ariver at Wichita Falls.
 Mrs. Samuel Barnes and baby of Vernon, Texas, and Joe Rogers of Childers as stenographer.

Dallas have been here this week visiting their parents, Dr. and Mrs. J. O. Rogers.
 Glenn Hamilton of Santa Fe, N. M., is here visiting his mother this week. Mrs. Hamilton will probably return to Santa Fe with her son in a few days.
 Miss Ova Alexander of Plainview has accepted a position with Angel & Childers as stenographer.



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

Specials for Friday and Saturday

3 pound can of Brazos Coffee with Ice Tea Glass and 2 pounds Sugar all for **\$1.50**

City Meat Market & Grocery
 FAMOUS FOR QUALITY—NONE BETTER

PHONE 101 E. L. MARSHALL



We do not pay fancy prices for a name for our bread. We put quality in our bread and not around it.

IF YQU LIVE IN LOCKNEY, BUY LOCKNEY BREAD. WE DO OUR BEST TO PLEASE

CITY BAKERY
 G. H. Phenis, Prop.

Graduation Frocks
\$15.00 to \$25.00

WHAT a thrill it is—with exams over and thing of the past—to step out on graduation day and receive the coveted diploma. And what an added thrill it is when you can step forth confidently in a smart frock selected from among our fine selection. All sizes in crepe de chine, flat crepe and in pastel shades.

Martin D. ... Co.
 "The St
 FLOYDADA



Save money
-by clipping
this coupon!

A FEW MINUTES spent in studying motor car values before you decide on your new car may save you many dollars afterwards. That is why General Motors wants to send you a finely illustrated little book about the great General Motors Proving Ground where cars are proved by day and night tests, and values are absolutely established. Every car owner should have a copy of this free book because it tells what points to look for in selecting a car, and how to make comparisons.

With this really interesting book, which will be sent free as soon as you fill in and mail the coupon, we want to send you illustrated booklets about the General Motors car which suits your purse. You know these cars; all are famous. But did you know that they are all made by General Motors? Did you know that General Motors, by building more than 1,000,000 cars a year, saves millions of dollars, and how these savings are passed on to you in better value, longer life for your car, and a higher trade-in value when you are through with it?

**CHECK THE CAR
THAT FITS YOUR PURSE**

These facts mean hard cash to you. The coupon involves no obligation. Just check the car that interests you most. Booklets will come at once, and also the book about the Proving Ground. Make up your mind to buy your cars scientifically from now on. Mail the coupon TODAY.

GENERAL MOTORS

CLIP THE COUPON

General Motors (Dept. A), Detroit, Mich.

PLEASE send, without any obligation to me, illustrated literature about the General Motors product I have marked below together with the name of the nearest dealer in case I may wish a demonstration. ALSO SEND YOUR PROVING GROUND BOOK.

Name _____

Address _____

CHEVROLET 7 models — \$525 to \$745
 The quality car of the low-priced field. 3-speed transmission. Strong rear axle. Smooth dry-disc clutch. Over-head valve engine. Fisher Bodies. Duco finish. Fully equipped. CHEVROLET TRUCK CHASSIS: 1/2-ton, \$395; 1-ton, \$495.

PONTIAC 5 models — \$775 to \$975
 A low-priced "six" which is a quality product in appearance and construction. Value proved by unprecedented sale. Has largest 6-cylinder engine in its price class. Beautiful lines. Fisher B-dies. Duco finish. All conveniences.

OLDSMOBILE 11 models — \$875 to \$1190
 A fine car at moderate cost. Gratifies your finer taste; satisfies every need. Beautiful Fisher Bodies. Duco finish. Powerful 6-cylinder engine. Harmonic balancer and other new improvements. 4-wheel brakes. And a wide choice of models.

OAKLAND 7 models — \$1095 to \$1295
 Winning and holding goodwill everywhere because of its superior performance. Fisher Bodies. Duco finish. Rubber silenced chassis. 4-wheel brakes. A "six" whose quality is doubly assured as a product of General Motors.

BUICK 18 models — \$1195 to \$1995
 Everybody knows Buick's worth. General Motors emphasizes Buick's statement that its new models represent "The Greatest Buick Ever Built." Vibrationless beyond belief. 6-cylinder valve-in-head engine. Fisher Bodies. Duco finish.

LASALLE 6 models — \$2495 to \$2685
 General Motors' latest contribution to the fine car field. New and beautiful car designed and built by Cadillac as a companion car to Cadillac. Has V-type 8-cylinder engine. Fisher Bodies. Duco finish. Now on display.

CADILLAC 50 body styles and types — \$2995 to \$9000
 The pioneer in the 8-cylinder field. Standard of the world. Improved V-type 90-degree engine. Marvellous bodies by Fisher and Fleetwood. Duco finish. Choice of 500 different color and upholstery combinations to emphasize individuality.

[ALL PRICES F. O. B. FACTORIES]

ALSO —

FRIGIDAIRE electric refrigerators. The largest selling electric refrigerator in the world. Built by General Motors. Many models.

DELCO-LIGHT electric plants. Another General Motors product. Brings you all the conveniences and power-saving devices of electricity.

SUSPECT ARRESTED IN FOILED BURGLARY ATTEMPT

A man believed to be the one who, Friday night, attempted to break into the apartment of Dr. Earl Loftus at Parkland Hospital and was chased away by Drs. O. R. Goodall and C. D. Henry, hospital interns who fired several shots at the intruder as he escaped from the premises, was arrested Saturday afternoon and is being held for identification.

Miss Glennis Little, sister-in-law of Dr. Loftus, was awoken Friday night by the noise of someone raising a window of her bedroom. She watched the man for a few minutes as he prepared to climb into the room.

She screamed and her cries attracted Drs. Goodall and Henry who were on duty in the hospital a short distance from the apartment occupied by Dr. Loftus and members of his family.

The doctors seized their pistols and ran into the yard. The saw a man running across the lawn toward the wooded section east of the hospital. Both opened fire at the fleeing man. He did not stop and it is believed that he was not hit.

Saturday policemen who were investigating the case arrested the man who has been hanging around the hospital and is believed to be a drug addict. The opinion of the officers is that the man was seeking drugs—Dallas Times-Herald.

100 School Bands Entered in Wichita Contest

WICHITA FALLS, May 2.—One hundred school bands, representing the cream of Texas school musical talent, are expected here May 16 and 17 to take part in the Texas school band contest. The contest aims to pick Texas' champion band for the year 1927. The contest will be held in conjunction with the West Texas Chamber of Commerce convention here and will be under the auspices of the Texas band teachers association. The winning band will be eligible to the National School Band contest to be held at Council Bluffs, Iowa, May 27 and 28.

In previous years, it is explained by Major E. A. Lightfoot, secretary of the Texas Band Teachers Association, sectional band contests were held separately by the Eastern Texas Band Teachers association and the West Texas Band Teachers Association, but this year the two events will be combined to see if they can be handled as one in the future. There are several regular classifications for entries based on the length of time the bands have been organized, and seven special classifications which include high school bands and college bands. Bronze tablets to the winners of first and second place in the contest and suitably inscribed silver and bronze medals for directors and members of first and second bands are among the prizes in the contest in addition to premiums totaling several thousand dollars which will be distributed to the winning bands.

The band contest aims to stimulate greater interest in music in the schools of the state and to raise standards of performance, according to Major Lightfoot. The value of music in the curriculum is becoming increasingly apparent and the band and orchestra contests offer the schools a splendid opportunity to see how they measure up in comparison with other schools. They give the pupils advantage of public appearance under suitable conditions, and those who excel are given the credit they deserve.

There were eight entries in last year's Texas band contest, which was held at Waco, under auspices of the Texas band teachers associations. The winners were: First band of Houston High school, first, and Austin High second.

The National School band contest at Council Bluffs will be conducted under the joint auspices of the committee on instrumental affairs of the Music Supervisor's National Conference, and the National Bureau for the advancement of music. The prizes are the gift of the National Association of Band Instrument Manufacturers.

STOCK BOTHERING CEMETERY

There has been considerable complaint made in regard to the stock depreating on the cemetery, and if the owners of the stock that is running loose in that section of town do not attend to the matter, steps will be taken to enforce the stock law.

Mrs. A. L. Miller and Miss Eunice Smith of Amarillo are here this week visiting Mrs. Miller's parents, Mr. and Mrs. O. T. Prickett. Mrs. Miller and Mrs. Smith will leave within the next few days for Denver where they will spend the

J. O. ROGERS, M. D.
Physician and Surgeon

DIRECT MEDICATION
Special Attention to Diseases of Children and Chronic Diseases.
Office in City Drug Store
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Physician and Surgeon
Office in LOCKNEY DRUG CO.
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WILSON STUDIO & ART SHOP

FLOYDADA, TEXAS
POTRAITS, VIEWS, PANORAMA VIEWS
KODAK FINISHING, ENLARGING, ART PICTURES AND FRAMING

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

The Optometrist is recognized and certified by the State. Have your eyes examined in one of the latest equipped re-refraction rooms in the South.

DR. WILSON KIMBLE

Floydada, Texas
Phone or write for appointments

Weak and broken down Arches are health destroyers

They press the tiny nerves in the feet and communicate their distress to various parts of the body. Bodily fatigue, backaches, foot and leg pains, cramped toes, callouses, run-over heels, etc.—these are some of the results of weak and broken down arches.

Let our Foot Comfort Expert show you how easy it is to be relieved of this painful, health-destroying condition. He is trained in Dr. Scholl's methods, and knows which of Dr. Scholl's Foot Comfort Appliances or Remedies you need for your feet.



Dr. Scholl's Foot-Lazer
Dr. Scholl's Foot-Lazer quickly relieves the pain and corrects weak and broken down arches, tired, aching feet, weak ankles, cramped toes, etc. Lulit and comfortable, \$3.50 per pair.

Baker Mercantile Co.
LOCKNEY, TEXAS

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
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Hearse To All Parts Of The Country
Day Phones 126 and 121 Night 79
In Crager Furniture Company
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Real Estate Loans an Insurance
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First Texas Joint Stock Land Bank
Houston, Texas. 6% Farm Loans.
Quick inspection and prompt closing of loans. Call us about your loan.
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Special Attention Given Diseases.
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Lockney, Texas

PIANO TUNING
We have an expert Piano Tuner and Repairman.

PLAYER PIANOS A SPECIALTY
All Work fully guaranteed.
J. W. BOYLE & SON
PLAINVIEW, TEXAS

LOCKNEY HATCHERY announces that they will from now on set eggs on the halves for a tray, and book trays at the fore. **BABY CHICKS** at 12 to so in the market for setting eggs.

LOCKNEY HATCH

Bill Langfeldt, Mgr.
Cragg
Phone 121

Why we see the DUNLOP TIRE

FOR 39 YEARS Dunlop has been the world's supreme tire. It wears longer because Dunlop knows how to build better at each vital point.

Take the hidden carcass beneath the tread. Dunlop owns its own cotton for no other purpose than to spin the long-fibre cotton into the famous twist cord that goes into this carcass.

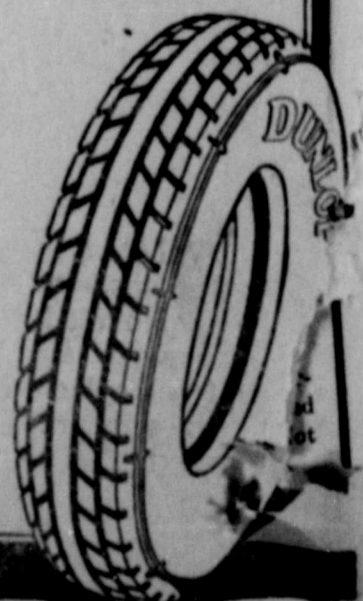
The extra strength in these cords is an added factor of safety against overload and pounding of roads—longer and greater mileage.

The extra "stretch" enables the car to give under severe blows, and to come back into its original position without ternal injury.

The Dunlop tread is the highest rubber development known—slowly and smoothly, making you get out of your Dunlops, all the extra mileage that added care and longer experience have built into them. We recommend that you put Dunlops on your car.

DYER MOTOR CO.
LOCKNEY, TEXAS

every 2 1/4 seconds someone buys a



DUNLOP
JACOB
THE PNEUMATIC TIRE INDUSTRY

Speak at Lubbock

GOV. MOODY TO SPEAK AT LEGION CONVENTION MAY 21 AND 22

LUBBOCK, May 3.—Governor Dan Moody will be among the notables in attendance at the Fifth Division convention of the American Legion of Texas here May 21 and 22, if the duties of his office permit his to spare the time, it has been announced here. A very urgent invitation has been dispatched from officials in charge of arrangements for the convention, but as yet the Governor, himself an ex-service man and Legion-

aire, has not signified whether he will attend.

Among those who have advised they will be here are: R. C. Winters, State Commander of the Legion, Abilene; W. J. Buie, division commander, Stamford; Reed Johnson, superintendent and P. L. Forbes, of the veterans bureau, Dallas; P. E. Stapp, of national headquarters, Indianapolis; Walton Hood, commander of the Legion post at San Antonio, the largest unit of the Legion in the world, with 3,100 active members; and Mrs. Harding, state president of the Ladies Auxillary.

Registration headquarters for the convention will be at the Lubbock Hotel, and every visiting ex-service man or eligible auxillary members are expected to register. Large delegations are expected from all points in West Texas. The gates of the city will be opened wide in true West Texas spirit, and ex-service men regardless of their affiliation with the Legion are extended an invitation.

The two-day program not yet fully completed, includes a giant Dutch Banquet Saturday night, May 21. Sunday at 11 a special patriotic program and rally will be held at the First Presbyterian Church, with Homer L. Pharr, Judge of the 72nd district court presiding. The program will be both entertaining and instructive, and plans are being made by the Ladies Auxillary here to entertain all women visitors. Business sessions of the auxillary will be held simulta-

neously with the Legion Program.

Georgia bankers have made great strides in furthering a diversified farming program the past year. They induced farmers to sow fifty-five carloads of vetch seed, furnished local prizes in eighty counties for the corn contest, the state prize of \$1,000 being furnished by a bank in Atlanta. A banker-farmer alfalfa demonstration was held at the college and attended by 250 bankers and farmers. Alfalfa acreage has increased from 1,800 to 5,000, the demonstration being credited with 50 per cent of this increase. This year the state has produced 12,000,000 more bushels of corn than last year, has sold 50 cars of truck, \$2,000,000 worth of pecans, and has produced 150,000,000 pounds of meat and enough corn and hay for its own use.

AS LABOR SEES BANKS

Vast sums of money are lost each year by wage-earners through investments hastily entered into. With the confidence of the wage-earners, banks will be enabled to more accurately advise such investors and thus save money which might otherwise be lost by unwise speculation. — William Green, President American Federation of Labor.

Elida Bank Robbers

Arrested at Amarillo

TWO ARRESTED IN CONNECTION WITH ELIDA BANK ROBBERY

AMARILLO, May 2.—Arrest of Allen Burks, alias Jack Allen, by Sheriff Wiley Pollard Sunday in connection with the Elida N. M. bank robbery on Friday, April 21, and positive identification of Norman Eakins in Clovis last night as one of the trio which took \$3,200 in cash from the bank are new and sensational developments in the New Mexican bank robbery.

Last Sunday Jack Dyer was arrested in a local hotel by three police officers. He was fired upon by one officer. Sunday Sheriff J. R. Poindexter of Roosevelt County, N. M., passed through Amarillo with Norman Eakins, implicated by Dyer in a confession here to the Amarillo police department. Sheriff Poindexter telephoned the Potter county sheriffs department last night that Eakin had been positively identified as one of the trio connected with the robbery.

He was arrested at Iowa Park, Texas as a result of the confession of Dyer and the prompt work of the Amarillo police department in relaying information leading to his arrest. Burks or Allen was arrested at a local hospital where his wife is said to be with a new born babe. Sheriff Pollard made the arrest.

Sheriff Poindexter and New Mexico bank officials are due here at noon today to attempt identification of the man held in the Potter county jail. Dyer in his alleged confession is said to have implicated a man by the name of Lemmons, but officers believe the name given was an assumed one.

The Elida bank was robbed in broad daylight by three unmasked men. Dyer and Eakins have been identified by officials of the bank and Dyer is alleged to have confessed.

Plan To Tell Highway Board of West's Needs

SOME FEELING THAT WEST TEXAS IS NOT GETTING DUE SHARE

LUBBOCK, May 1.—Since the announcement a few days ago that the state highway department allotted or promised to allot practically all the funds that will be available this year for highway construction in Texas, leaving largely out of their program of permanent improvement the western portion of the state, considerable agitation has been under way here to bring about a realization by the

state board of the importance of West Texas being given at least their pro rata part of the funds.

To the end that such might be accomplished, plans are now under way here to have the commission hold "open house" to West Texas delegations at Wichita Falls during the West Texas Chamber of Commerce convention May 16 and 17, when they will be advised of actual conditions regarding highways as they prevail in this part of the State.

Development Not Realized It is the pronounced opinion of several leaders here in highway circles here that the State Commission does not realize the great development program that has been going on in this part of the state for the past several years, particularly the past four or five years, and that in the light of this, members of the commission are prone to look upon West Texas as largely undeveloped and undeserving of assistance from the state in highway matters.

Want More in West These men point out that West Texas for the past several years has been pouring her tax money into the state coffers to be distributed by men holding this opinion of West Texas, and they claim that a fair chance in the distribution, particularly as this relates to highway construction matters.

In the maintenance program, many feel that this particular part of the State has been dealt with fairly with an allotment of approximately \$400,000 for this year and much additional equipment, but construction of permanent roads now holds the center of discussion.

Lubbock county has prepared and is ready for execution plans and specifications on approximately 70 miles of grade and drainage structures pursuant to hard surfacing highways across the county in six differ-

"NEWS"

ECONOMIC SIGNIFICANCE OF NEWSPAPER AND NEWS in Manhattan Library of Popula. courtesy of Bank of the Manhattan.

HOW ADVERTISING CREATES

EVERY successful newspaper editor is the faculty of being able to sense the interest on the part of his readers in any subject, and the degree of his success is measured largely by the manner and extent of his response to that interest through the news and editorial columns of his publication.

But why mention a fact that is so obvious and commonplace? What has it to do with the purely economic functions and influences of the newspaper? What relation has it to such things as production and distribution, merchandising and newspaper advertising?

The answers may be found by glancing through the columns of any modern newspaper and comparing them with the newspapers of a generation ago when advertising was an arm of merchandising and an educational force was still a sprawling infant in swaddling clothes. The answers may also be found in those numerous departmental sections of the newspaper which are now devoted to such subjects as real estate, finance, automobiles, books, theatres and moving pictures, radio and many others. They demonstrate in a striking way the fact that newspaper advertising not only is news but that it makes news; that through arousing a widespread interest in any given subject a public desire is created for more news which the editor is quick to sense and to satisfy through the news and editorial columns of his paper. Likewise news produces advertising, for the modern merchandiser of goods or services is, like the editor, eager to respond to the desire or demand which follows close upon the heels of an awakened public interest.

For example, only a few years ago, the newspapers began to print references to interesting experiments by certain scientists in radio phenomena. These notices were brief, for the most part, and seemed as remote from practical affairs as archaeological research in Egypt or Yucatan. Less than a decade later in almost any issue of any newspaper, could be found a regular radio section giving the programs of a number of stations, and often a good deal of additional news and general information. Various papers, indeed, issue weekly radio supplements. Since it is the newspaper's business to study and meet the news requirements of its readers, this demonstrates the existence of a large interest in the subject of radio on the part of the public.

The striking of this interest is an interesting illustration of how the advertising and news columns of the newspaper have each reacted upon the other. The attention of manufacturers first was attracted by the published accounts of these radio experiments. They succeeded in producing sets that could be used by the layman, and then undertook to create a market for their sale. This led them into the newspaper advertising columns, where they

"GRESS" No. 8



Public interest in any topic finds quick response from both editor and advertiser

stated the amazing powers of the new device and captured the imagination of the public. The response was overwhelming. Radio sets were sold in incredible numbers and installed in every community. The buyers became eager for knowledge of programs and for information about the new instrument. Radio information, therefore, became genuine news and the result was seen in the radio columns of the newspapers.

Another department which has sprung into the news from the advertising columns is that of the automobile. This is almost entirely a development of the present century, and it has occurred under the eyes of almost every adult. During the same period, finance has risen to be a large news subject. A few years ago it commanded little space beyond the bare details of market reports. The tremendous success of the Liberty Loans was a lesson to investment bankers. Only since the war have they realized the possibilities of selling stocks and bonds to the millions instead of to the thousands, as in the newspaper.

Nearly \$6,000,000,000 of new capital was secured from the public during the single year 1927. The United States has some twenty million individual holders of stocks and bonds, and their foreign investments alone, exclusive of government debts, amounted, in the same year, to approximately \$12,000,000,000. Such figures indicate a remarkable extension of popular interest in finance, to which the financial news and advertising columns minister.

All told, it is a new and wonderful chapter in American life, one which may be visualized by comparing newspapers of yesterday and today. The radio, the automobile, the investment bond, the advertising columns alike are filled by those who seek to learn, to buy, to sell, and each group in turn reinforces the other, as the volume of production and distribution broadens. In the whole process one essential agency has been consistently and constantly at work to inform and to bring together scientist, inventor, reader, maker, seller, distributor and buyer. That agency is the newspaper.

(Next article, "Following the News.")



over the top of a hill, through the country—Buick's five-in-Head engine delivers a smooth, even flow of power vibrationless beyond belief any speed. Buy a Buick, and you'll get the finer performance, for sterling dependability—and for greater value. Call...

The results are simply amazing!

"I never imagined I could get such wonderful results," Mrs. C— said, when she used Duco on her Colonial chair. "It's such fun to use, too!"

Even if you have never painted before, you can use Duco. It dries wonderfully fast, and the finish is so smooth and durable! In a variety of shades and stains. Ask for a free color card



Crager Furniture Co Lockney, Texas



Sale by E. L. AYRES, DRY GOODS, LOCKNEY

Plan To Tell Highway Board of West's Needs

SOME FEELING THAT WEST TEXAS IS NOT GETTING DUE SHARE

LUBBOCK, May 1.—Since the announcement a few days ago that the state highway department allotted or promised to allot practically all the funds that will be available this year for highway construction in Texas, leaving largely out of their program of permanent improvement the western portion of the state, considerable agitation has been under way here to bring about a realization by the



FOR SALE BY— BAKER MERCANTILE COMPANY LOCKNEY, TEXAS





"It's The Water OVER the Wheel That Makes POWER

IF only for SELFISH REASONS you should spend money at Home. The dollar you spend away— is a dollar gone. The dollar you spend at home is a dollar that adds power and production in your home city—the dollar that grinds the grist of better advantages for you.

Lockney is your home city. We the merchants of Lockney invite you to trade here—

- PLESANT VALLEY
- SAND HILL
- IRICK
- PROVIDENCE
- PRAIRIE CHAPEL
- LONE STAR
- ROCK CREEK
- ROSELAND
- FAIRVIEW
- PRAIRIEVIEW
- FAIRMOUNT
- CEDAR HILL
- HOLT
- FRANCIS
- HAY LAKE
- GOODNIGHT
- LIBERTY
- MUNCY
- RAMSEY
- CENTER
- ELLEN
- EAST MOUND
- BELLVIEW
- ALLMAN
- HARMONY
- AIKEN
- WHITFIELD

NEXT JULY THE NEW

Ford

WILL BE GIVEN AWAY FREE

TRADE IN LOCKNEY

CALL FOR YOUR KEYS

DELCO plants produce convenient devices

Mrs. Miller's and Mrs. O. T. Prickett. Mrs. Miller and Mrs. Smith will leave within the next few days for Denver where they will spend the

LOCKNEY DRUG

The Small

LOC

Try us. We have what you want we will get it in a hurry. Our Merchandise Quality.

COOP

THE PNEUMATIC TIRE INDUSTRY



Co. No. 87
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YOS
Y
ranteed.
SON
EXAS

hat they

R CO.
EXAS

MACHINERY EXCHANGE

I am 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.

"Aladdin and His Lamp"



Pleasant Valley Home Demonstration Club

The Pleasant Valley home demonstration club met Friday afternoon, May 27, with Mrs. Hubbard, Mrs. Mitchell acting as leader. Our subject was: "Appropriateness in Dress"

We would like to see all our members present next time. Mrs. Hubbard our former vice-president and who is now taking the office of president and will be sent to A & M short course. We are sure she will bring back many good things for our club.

There is a change in our program for the next meeting which will be held with Mrs. Harris, on Monday, June 13, instead of June 10. Our subject on that day will be vegetable cooking. Miss Bass will be with us.

Since our last report we have lost our president, Mrs. Henderson, who passed away after a serious operation her loss in the club is felt keenly for she was our best leader and member. We feel there is no one in the club who can take her place, do the work and lead us as well as she. The best she had was put into her work, and she won in everything she undertook to do. We are all sad to see her go, but we must take up the work and

carry it on

Oh! weep not for her who, from suffering and sorrow,

Hath fled, to the clime of content and accord;

Whose spirit in heaven new brilliance shall borrow.

For blessed are they who have died in the Lord.—Reporter.

Mrs. H. B. Adams Douglas and Milton, returned home Monday from a visit of two week at Ranger, Dublin and Sweetwater with relatives. Mr. Adams went down Thursday of last week and returned with them Monday.

Long Sleeves May

Readily Be

Added



Who can forget the time when the most envied and admired little girl at dancing class was she who wore the hugest pink or blue sash tied smartly about her stomach in the most breath-taking of bows? Despite the opportunity such decoration afforded one's partner for hanging on securely while steering one about, the sub-deb today finds a narrow ribbon belt the mark of fashion, particularly if it runs through bound slashes in the frock and ends in a soft bow. Very smart also is the airing all around this slightly full-skirted frock of plain or printed silk or cotton fabric. The ribbons match the print, while the neat little collar and the narrow bindings of the short kimono sleeve are of a plain material to harmonize. (Copyright, 1927.)

Have Your Abstracts Made By ARTHUR B. DUNCAN The Old Reliable Abstract Man Floydada, Texas

THE BEST OF SERVICE

Look after your PRESSING NEEDS

and efficient guarantee to our work or Call on Roy Griffin

FREE

Silk Hose Output Doubled

10 pairs of hose for every woman 1923

6 pairs wool, Cotton, etc.



4 pairs of Silk hose

12 pairs of hose 1926 for every woman

4 pairs of wool, Cotton, etc.



8 pairs of Silk hose

PHOENIX RESEARCH BUREAU

SILK HOSE OUTPUT DOUBLED BY THE KNEE LENGTH DRESS

Twenty Per Cent Increase Shown in Women's Stocking Production Since the Skirt Started Its Upward Rise

Four years ago, ten pairs of stockings were manufactured for every woman of age in the United States. In 1926, each woman had twelve pairs of hose due her, the Phoenix Research Bureau computes from available sources. This would imply that a great many women must be going around barefooted, to average matters up, in view of the vast army of young business women who buy a new pair of stockings every week as regularly as paying their rent or washing their hair. This represents a twenty per cent increase in hosiery production in the

brief space of four years, but even more striking is the change in style

When women had ten pair for a yearly average, six of these were wool, cotton, lisle or some mixture, and four pairs were silk. With the shrinking of skirts, stocking standards were raised till now, with 12 pairs a year, eight of them are silk and four of other materials. This means a doubled output of silk and a third decrease in wool, cotton and other sorts.

"WHITE PRIMARY BILL" FINALLY PASSED HOUSE

AUSTIN, May 31.—Weathering renewed attacks on its third reading, the Smith "white primary" bill to sanction prohibition of negro voting by political parties was finally passed 77 to 26, late today by the House.

BIG ACCOUNTS

FROM SYSTEMATIC SAVINGS GROW

DEDICATE a certain amount of your income to savings—the average amount should be twenty per cent. Never deposit less than what you set out to do and never stint on clothing or recreation more.

Do not depart from this procedure and in a comparatively short time your savings plus compound interest will accrue to an appreciable total. Start your account at this bank—where personal interest is emphasized to the utmost degree.

SECURITY STATE BANK

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



THEY WEAR LONGER

FOR SALE BY—

BAKER MERCANTILE COMPANY

LOCKNEY, TEXAS

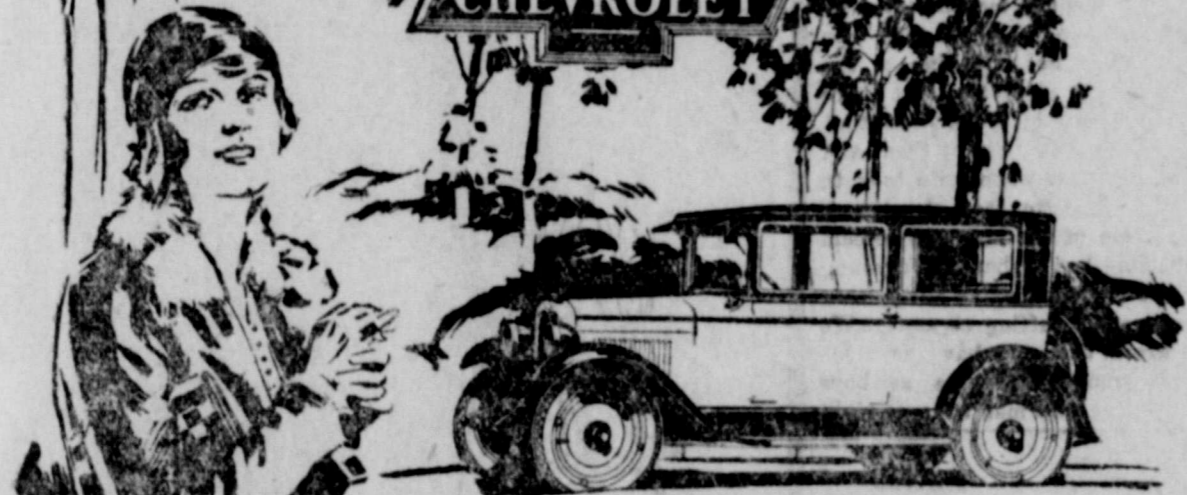
FLOYD COUNTY ABSTRACT CO.

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

for Economical Transportation



A car for her, too!

In thousands of average American homes there are now two automobiles—"a car for her, too," so there may be transportation for the family while "he" drives away to work.

And the family car has such an infinite degree of usefulness! Downtown shopping, taking the children to school, afternoon calls, meeting trains and the many additional trips that must be made to and from the house as a part of every day's routine.

No other car is so admirably suited to a woman's requirements as the Most Beautiful Chevrolet.

With striking new bodies by Fisher, and finished in pleasing colors of lustrous, lasting Duco, it provides in abundant measure the comfort, charm and elegance that

women admire in a motor car. It is easy to start because of its Delco-Remy electric starting system—famous for its excellence. It is easy to stop because of powerful, over-size brakes. And it is easy to drive and park because of a modern three-speed transmission, smooth-acting disc clutch, and a semi-reversible steering gear that gives finger-tip steering.

Visit our showroom and see the Most Beautiful Chevrolet. Note the wide variety of body types. Mark their sweeping lines and carefully executed details. And then ask us to explain the easy terms on which a Chevrolet may be purchased—terms that include the lowest combination of handling and financing charges available anywhere.

The COACH \$595

- The Touring or Roadster \$525
 - The Coupe \$625
 - The 4-Door Sedan \$695
 - The Sport Cabriolet \$715
 - The Landau \$745
 - The Imperial Landau \$780
 - W-Ton Truck \$895 (Chassis Only)
 - L-Ton Truck \$495 (Chassis Only)
- All Prices Excl. Tax, Lic., Ins. Check Chevrolet Delivered Prices They include the lowest handling and financing charges available.

DYER MOTOR CO.

LOCKNEY, TEXAS

QUALITY AT LOW COST



Get The Habit of Trading at

LOCKNEY GROCERY

FINEST GROCERIES IN THE FINEST SETTING

We invite you to come to our store and look around. We want you to see that we take every sanitary precaution in the handling of the groceries that we offer you. Modern cases make selection easy—in fact, everything is arranged for your convenience.

PEOPLE'S FORUM

the Citizens of Floyd County... view of the fact that consider-

First:—The State and Federal road authorities have pledged two-thirds of the cost of such paving, provided of course, that the county vote bonds for one-third of the cost of such highway paving.

With the above facts before me I can see no use for rushing into a bond issue at this time.

ing bonds? We could not use the money until such time as the State and Federal authorities could furnish their pro rata and that will be after the first of next year.

The issuing of the required amount of bonds for this road building program is a big thing, the largest proposition that our people have ever undertaken, and I think it should be gone into with mature thought and deliberation.

I am going to take the liberty to suggest a plan for your consideration that I think is both reasonable and economical.

Plan:—I believe that in event the property taxpaying voters of the

county desire an election for the purpose of voting on the proposition to issue road paving bonds that such an election should not be petitioned for before the latter part of August.

In preparing this article I am offering this advice, I am prompted solely by what I consider my duty as a county official, and not by any personal preference which I might have either for or against the proposition.

I consider it my duty to advise the voters of this county and to point out to them the mistakes that might occur unless all the facts are thoroughly considered.

I am thoroughly conscious of the responsibility that rests upon me in this proposition; hence I am asking your careful consideration of all facts before presenting a petition for a bond election.

Very respectfully, Wm. McGehee, County Judge Floyd County.

In reference to the above article, I see no reason why the bond election should be delayed, as the commissioners court would not have to issue the bonds until the money was available from the State and Federal Government, and to have the election at an early date would place the county in a position so that when the money for the state and federal aid was available the bonds could be issued and the work could be started at once.

Again it is only a matter of time, in our opinion, until there is going to be a howl arise from the counties in East and Central Texas, that have already received state and federal aid, and have paved their roads, to cut out the state aid, as they have all the roads they desire, and if they can remove the aid they figure that they will save much in taxes.

The Lee Highway means more to the counties it traverses in Texas than would a transcontinental railroad, and the sooner it is paved the sooner will be reaping the benefits of the road.

We see no reason for dilly-dallying about the matter, and taking chances on letting the aid that has been promised this county be lost by failing to meet the requirements of the state and federal governments.

A petition presented to asking for August, be eral aid is next year receive paving during Und would to b ng we

proceeded. It might be three years before the paving was completed in Floyd county, and it might be completed the first year, no one knows how long it will be before the work would be completed in this county, as the road contractors would work in subdivisions; but it is a cinch that the counties that are not ready will of a certainty be the last to receive the aid and the last to get the road paved, and the time to vote bonds is now, and be ready when the time comes, so that we will be ready when comes, that we will reap the full benefit of the aid to be extended us, and not take chances of losing it.

GIRLS AND CIGARETTES

The girl who crosses her pretty lower extremities, leans back nonchalantly and puffs away at a cigarette should not entertain the delusion that men watching her think she is clever and smart, if a questionnaire sent out by Miss Priscella Wayne of Des Moines, Iowa Register, is to be taken seriously.

Girls who smoke are by no means all immoral, but most immoral girls smoke. When a girl puffs her cigarette, laughs frivolously behind a cloud of smoke, and thinks her coquetry is appealing to men, she is deceiving herself.

We contend that men are fast losing that chivalry and universal respect for women that they once had. It is not the mans fault. It is laid at the feet of women. They have placed themselves in a position that will not permit a man to show them the same respect that they would some twenty-five years ago.

Semi-Formal Coats Are Always Needed



As every smart woman knows, there is nothing like a straight-line black silk coat for a thousand and one different occasions of morning, afternoon and evening of winter when a warm twill lining is added.

to expect of women a more beautiful and clean life than they, but a woman is more delicately constituted, she is simply a finer texture, her lovely complexion and her form, her beautiful and pretty features—the pride of man—is marred when she enters in course, rough and vulgar language and when she dresses unbecomely, and in the attire of man she lowers herself and her fair name in the sight of the majority of men.—Lubbock Avalanche

MR. AND MRS. S. W. PERRY MOVING TO EDINBURG, TEX.

Mr. and Mrs. S. W. Perry left this week for Edinburg, Texas, in the Rio Grande Valley where they will make their future home.

FREAK EGG ON EXHIBITION AT PIONEER HARDWARE

Mr. A. L. Rains of the Pioneer Hardware Company, has on exhibition at that place an egg, which measures 8 inches around and 9 1-2 inches the oblong way, that was laid the past few days by one of his Rhode

Island Red hens. The egg is larger than a common turkey egg and a freak in the hen egg world.

The West Texas State Teachers College

CANYON, TEXAS J. A. H... Sum First Term... A Class "A" Co Bachelor De... Chamber of Commer

Liquid Gold

LOCAL ANTISEPTIC Pat. Applied for NO MORE BLOOD POISON WORTH ITS WEIGHT IN GOLD PLUS YOUR LIFE FOR EXTERNAL USES ONLY

ALL INFECTIONS

Moisten sterilized gauze and apply BLOOD POISON

Moisten sterilized gauze and apply ECZEMA AND ITCH

Moisten sterilized gauze and apply ERESYPELAS

Moisten gauze and bandage EAR DISCHARGE

Teaspoonful to pint of water, wash ear TOE ITCH

Apply with cotton BURNS

Equal parts with water, saturate gauze and bandage ALL FRESH WOUNDS

Moisten sterilized gauze and apply LEUCORHOEA

Tablespoonful to pint of water, inject at night

"LIQUID GOLD" and it is all which the name implies. It is a recently discovered Local Antiseptic which is the result of years of research work by a physician of renown.

FOR SALE BY ALL DRUGGISTS

BUCK BRAND WORK CLOTHES. Image of a buck. Text: "Pride of Overlasting Durability". For Sale by E. L. AYRES, DRY GOODS, LOCKNEY.

COOL DRESSES. We are showing some few numbers in crepes and georgette dresses at exceptionally low prices. One Lot Tissue Gingham 50 to 60 cent values per yard 39c. Fast colored Cambrics in fancy prints per yard. E. GUTHRIE & Leaders in Low Cash Prices.

THEATRE

Monday, June 6

Monday and Tuesday—ZANE GREY'S 'Mysterious Riders'

Wednesday and Thursday—'Not Confirmed'

Methodist Church

Sunday school—9:45. 11:00 a. m.—Preaching. E. L. Brotherton will have charge of the services.

COME TO AIKEN SUNDAY 10 a. m.—Sunday school. 11 a. m.—Preaching. The subject will be: 'The Bible.'

MUNCY-HOUGH

Mr. Edd Muncy and Miss Artie Hough were married May 26 at the home of Rev. C. J. McCarty.

Lockney Home Demonstration Club.

The Lockney Home Demonstration club will meet at the home of Mrs. Kester. The following program will be rendered.

Providence Home Demonstration Club.

The Providence Home Demonstration club met at their club room May 24. There were 10 members and one visitor present.

THELMA ARTERBURN ENTERS RAILWAY ESSAY CONTEST

The American Railway Association is conducting an essay contest, which will end on June 10, and awards will be made for the best essay on 'Cross Crossings Cautiously.'

tendent Price Scott to the contest manager of the American Railway Association, of New York City. The essay follows:

'Cross Crossings Cautiously' 'Statistics show that there are twenty-five thousand unprotected level railroad crossings in the United States.

'Perhaps the best argument for greater care in approaching and passing railroad crossings is to view the wreckage of a demolished car and the mangled bodies of its occupants.

'It seems as if the world is indeed in the midst of a 'Mad Age'. People are becoming careless, heedless of consequences. Not so long ago a party of motorists endeavored to pass over a crossing before the train arrived.

In conclusion may I state this fact: God gave you and me our lives. We are held responsible for this gift; we are to care for it and preserve it until the Lord calls us to rest.

PERSONAL MENTION

Miss Iris Mae Fox has accepted a position with the Lockney Electric. Misses Carabel Biffle and Maud Burson visited in Lockney last week end.

City Market & Grocery

FAMOUS FOR QUALITY

None Better

Phone 101

Here V Clearly Stands for Vestee



Has the vogue for straight-line sport things played havoc with your private longing for rippling drapery and feminine frills? Then here is your frock—sufficiently tailored to meet fashion's most exacting daytime demand, yet so softly flattering as to satisfy any woman's fancy.

Miss Lillian Cash of Canyon is here this week visiting E. L. Woodburn and wife.

Mr. and Mrs. L. D. Oschner have returned from a visit with relatives in Missouri.

Miss Anna Mae Collins has gone to Memphis, Texas for a visit of several days with friends.

Mrs. Cora Faulkner of Los Angeles is here this week visiting her parents Mr. and Mrs. A. J. Sams.

Mr. and Mrs. Rayburn Thompson of Amarillo spent the week end in Lockney visiting relatives.

Mr. and Mrs. Geo. Webster and Mrs. Robert Webster visited relatives in Spearman, Texas last week end.

Mrs. William V. Dell of Dallas is here for an extended visit with her parents, Dr. and Mrs. J. O. Rogers.

Mr. and Mrs. L. E. Baldwin of San Antonio are visiting Mrs. Baldwin's parents, Mr. and Mrs. M. P. Barber.

Mrs. R. F. A. Truett left last week for Sweetwater, Texas where she will undergo an operation for appendicitis.

Mr. L. H. Gruver left Tuesday morning for Texhoma where he is associated with his father in the wheat farming business.

Mrs. W. J. Teaver has been in Plainview the past several days, where she has been quite ill at the home of her son, Jim Teaver.

Miss Ethel Cochran left last Thursday for Murray, Kentucky, where she will spend part of the vacation period with relatives.

Rev. T. J. Rea and family will leave today for Merkel, Stamford, Fort Worth and other points down State for a visit of two weeks.

Mrs. Otis Harris of Memphis, Texas, returned home Wednesday after a visit of several days with her parents, Mr. and Mrs. Z. T. Riley.

Mr. and Mrs. Floyd Huff have moved back to their home on South First street after living several months at the Watson home on South Main.

Mr. and Mrs. A. B. Brown and children have returned from a trip to Wichita Falls, Waco, Malone, Austin and the Rio Grande Valley where they spent two weeks visiting and

on business. While away Mr. Brown conferred with the State Highway Commission on the giving of two-third aid for the paving of the Lee Highway across Floyd county. The aid will be extended provided the county votes the bonds for one-third of the paving.

Thought Comes Too Late

Formal and official city planning is comparatively a new art in this country. Most American cities have been allowed to grow in a haphazard way, and the way is usually to their disadvantage in attractiveness and convenience.

Plant Flowers

'The tenant who has flowers growing in his front yard is the future home owner,' observes O. H. Funsten, first president of the Richmond (Pa.) Real Estate exchange.

Advertisement for Bill the Barber, featuring a cartoon of a barber and the text 'A MAN DOESN'T NEED TO BE TALL OR HAVE BROAD SHOULDERS TO BE HIS'.

Advertisement for Rexall Soda Fountain Week, featuring a cartoon of a woman and the text 'There is no need to hesitate to let your children have a drink of soda or some ice cream at the Fountain at the Rexall Store.'


Advertisement for Saturday Specials at Morris' Groceries, listing items like No. 2 Tomatoes, Corn, Pork & Beans and Hominy each for 10c, 4 lbs Apex Coffee for \$1.00, American Sadies can for 05c, Gallon Peaches, Plums, Pears, Apples each for 55 cents, 1 Gallon O' Cedar Oil for \$2.43, and 6 pkgs. George Washington for 25c.

Advertisement for Plaits Lie Flat Across Skirt Fronts, featuring a drawing of a woman in a dress and text describing the garment's features.

Comic strip titled 'The Judge - Sambo Chooses "High Hat Job." by M.B.' with four panels of dialogue between a judge and a man named Sambo.

SUPERIOR STOCK & POULTRY FEEDS

GROWING MASH



IS GUARANTEED TO DEVELOP YOUR CHICKS TO HEALTHY MATURITY—QUICKLY!

The Orange-Vitamine Feed

UNIVERSAL MILLS—OYARD I. STONE, Prop.—FORT WORTH

BRING US YOUR PRODUCE

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

MERCHANTS PRODUCE COMPANY
Duary Hamilton, Mgr.

Why we sell the DUNLOP TIRE

FOR 39 YEARS Dunlop has been building the world's supreme tire. Dunlop wears longer because Dunlop knows how to build better at each vital point.


Take the hidden carcass beneath the tread. Dunlop owns its own cotton mills for no other purpose than to spin the best long-fibre cotton into the famous cable-twist cord that goes into this carcass.

The extra strength in these cords means an added factor of safety against constant load and pounding of roads—longer life and greater mileage.

The extra "stretch" enables the carcass to give under severe blows, and to come back into its original position without internal injury.

The Dunlop tread—the toughest rubber development known—wears slowly and smoothly, making sure that you get out of your Dunlops, all the extra mileage that added care and longer experience have built into them. We recommend that you put Dunlops on your car.

DYER MOTOR CO.
LOCKNEY, TEXAS



every 2 1/4 seconds someone buys a

DUNLOP

FOUNDERS OF THE PNEUMATIC TIRE INDUSTRY

A CASE WHERE YOU LOSE IF YOU WIN

By W. R. MOREHOUSE
Public Relations Commission, American Bankers Association

(This is one of a series of articles exposing the wiles of sharpers who are after your money.)

EVERY person who takes part in one of the many fake real estate raffles that are going on wins because there are no losers, regardless of the numbers they hold. The numbers, in fact, are only the bait to entice people into the scheme. The raffles are what might be termed "come-on" traps to catch investors. If you have ever tried your luck with a real estate raffle you doubtless felt like giving three cheers when advised that you had won, not knowing that in winning you had taken your first step toward being caught in the trap. You were momentarily overcome with joy over your success which looked to you like the "luck of a lifetime."

Puffed over your good fortune, you hastened out to inspect your newly acquired piece of property. A high-pressure salesman representing the syndicate that was "giving" you the lot walked by your side. After a tiresome trip through an undesirable district the salesman pointed out your new real estate holdings,—a narrow, shallow lot, unimproved, uneven, and with no conveniences such as water, sewer, gas and electricity. Not even graded streets or sidewalks. Not worth its taxes!



W. R. MOREHOUSE

Before you were fully awake to the fact that you had been tricked your attention was directed away from the unattractive landscape before you to another picture. You were shown another lot, ideal in its location with all modern conveniences soon to be installed, and told that if the lot you drew in the raffle was not entirely satisfactory you would be allowed a credit of \$250 for it on one of the more desirable lots being sold "to a few selected people as a special inducement and for a short time only." At the bed-rock price of \$950. You were urged to take advantage of your further good fortune at being thus selected and to seize the chance to buy one of these special-ty priced lots.



"Think of it!" exclaimed the high-pressure salesman. "It will take only \$700 cash as we are willing to allow you a credit of \$250."

Where You Begin to Lose

Perhaps, as you stood there, you began to suspect that other "winners" had come to view the same lot you had won. If you reached the conclusion that it was being repeatedly used as "bait" you were right. You realized that after all there is nothing free about so-called free things. But others, unfortunately less suspicious than you, would be impressed by the glow-

ing statements of the high-pressure salesman as to the value of the \$950 lot and his assurance that it must double and treble in value, and would pay over the additional \$700—to secure lots worth less than half the price they paid for them! The few who would insist on receiving title to the lot won in the fake raffle would soon be silenced by the statement that it would be delivered to them upon payment of

certain expenses in connection with the transfer, which, however, would exceed the actual value of the prize lot.

There is nothing to be gained in participating in fake real estate raffles. There are plenty of legitimate sales. Raffles usually are only bait used to trap you. Of course, you win, but in winning you lose if you go through with it. Before drawing your money out of your savings account to go into a real estate scheme consult your banker or a Better Business Bureau to find out whether it is a bona fide plan. Spend time to save money!

HOW A FARMING COMMUNITY WAS REBUILT AGAIN

Glass factories and coal mines had kept the butcher, the baker, the candlestick maker and the banker busy the year round in Point Marion, Pennsylvania. Hired men left the farms followed by the farm owners to get their share of the attractive wages.

Suddenly labor saving machinery was brought in to the old hand method window glass factories. The coal business took a drop and hundreds of people had to find new employment. Savings accounts dwindled. Deposits of the two banks dropped \$2 million and a million dollars.

"Bring in more industries," was being sung at luncheon clubs all over the land, every town seemed to be advertising unlimited water supply, cheap fuel and free factory employment. Competition was keen and the reward doubtful.

The question came, "Why stimulate the agricultural part of the community which have lain dormant so long?" Farm income might be increased and production costs lowered in many instances.

The first move of one of the banks was the purchase of healthy chicks. These were furnished by the bank at wholesale to interested farmers. Payment to be made by note payable in six months. The bank followed through by aiding in the dissemination of culture and feeding knowledge and by helping to market the cockerels which in most instances paid the initial cost of all the chicks.

When the pumpkins began to turn yellow, plans were laid for a great community exhibit. Besides the poultry display, farm produce exhibits from the surrounding country were entered. Altogether it made an impressive exhibit, bringing home the lesson to Point Marion people that there were great undeveloped opportunities within their own door yards which they had overlooked.

The annual exhibit will be continued in the future by the bank. A horse show is sponsored, better seed corn and seed potatoes are made available to the farmers for planting and the bank will continue to build agriculture in the community as a sound basis on which to work. "It will probably be some time before we shall see larger fruits of our endeavors," the banker says, "but we are looking ahead ten to fifteen years."

THE NEW MENACE

Hitch-hiking its way towards the nation's corncrib, the European corn borer is threatening to destroy crops to the value of billions of dollars and chase skyward the cost of production. If it worms its way into the Wabash and Mississippi Valleys, it can readily float downstream, spread and become more difficult to control. Proper cooperation of all concerned will, no doubt, enable us to continue to grow corn profitably.

Agricultural Bulletin, American Bankers Association.

A corn and apple show is to be an annual feature at a bank in Baltimore County, Maryland. Another bank has been able to get his county "thinking corn," over 500 farmers planting improved corn. Many other bankers in the state are giving moral support and funds to this work.

Youth Honors the Style of Its Elders



With the last day of kindergarten fast past, one at last has time to consider one's summer wardrobe seriously. A number of cool little frocks must be chosen by hand at once, and what could be smarter than the square collarless neckline, so very much in vogue just now, and a bow of self material? This sleeveless frock of silk or cotton crepe or voile has its bow and neck-bands in harmonizing color when a printed or novelty fabric is used the neck is bound with plain and the bow is of ribbon. The brief skirt flares daintily all around below the fine tucks. (Copyright, 1927, by Butterick)

CARD OF THANKS—The rural carriers of Lockney takes this means of expressing their thanks and appreciation to Mrs. O. E. Stevenson and Miss Lauream Christian and their pupils and all those who contributed to the splendid program rendered for us May 30, also to the Baptist people for the use of their church for the meeting of the rural carriers' association. We are indeed thankful to all for their part in the program, and to the Baptist church for the use of the building.—Signed, D. D. LANGFORD, L. A. COOPER.

With the last day of kindergarten fast past, one at last has time to consider one's summer wardrobe seriously. A number of cool little frocks must be chosen by hand at once, and what could be smarter than the square collarless neckline, so very much in vogue just now, and a bow of self material? This sleeveless frock of silk or cotton crepe or voile has its bow and neck-bands in harmonizing color when a printed or novelty fabric is used the neck is bound with plain and the bow is of ribbon. The brief skirt flares daintily all around below the fine tucks. (Copyright, 1927, by Butterick)



How often you have wished your family had two cars? How often it would have saved your time and money and served those at home. Why wait longer to buy another car? Buick has exactly the two models that will fill your needs. Get your Buick now and make the entire family happy this year.

Calloway Motor Co.
FLOYDADA, TEXAS

J. O. ROGERS
Physician and DIRECT MEDICAL
Special Attention to Children and Chronical
Office in City Drug Store
Day Phone 126 Night Phone 1

WILSON STUDIO & ART SHOP
FLOYDADA, TEXAS
PORTRAITS, VIEWS, PANORAMAS, VIEWS
KODAK FINISHING, ENLARGEMENTS
ART PICTURES AND FRAMES

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

The Optical Department is headed by a specialist in eye examinations and equipped with the latest Southey

DR. FLOYDADA
Phone 1

Dr. S. M. PHYSICIAN AND
Special Attention Given to Diseases
Office Lockney
Office Phone 50—Res. Lockney, Texas

GRADY R. CRAGER
UNDERTAKER & EMBALMER
Hearse To All Parts of the County
Day Phones 126 and 121
In Crager Furniture Company
Day and Night Service
Lockney, Texas

A. C. GOEN M. POLK GOEN
GOEN & GOEN
Real Estate Loans an Insurance
Farm Lands, Ranches and City Property
First Texas Joint Stock Bank
Houston, Texas. 6% Fair
Quick Inspection and prompt
of loans. Call us about
PHONE 17
Surginer Bldg.

KENNETH BAIN
LAWYER
Room 4, First National Bank
FLOYDADA, TEXAS

DR. D. J. THOMAS
Physician and Surgeon
Office in LOCKNEY DRUG CO.
A Share of your Patronage solicited
OFFICE PHONE 50 RES

PIANO TUNING
We have an expert Piano Tuner and Repairman.
PLAYER PIANOS A SPECIALTY
All Work fully guaranteed
J. W. BOYLE & SON
PLAINVIEW, TEXAS

ICE

WHERE A POUND WEIGHS A POUND

ZOEL'S

ed Ad in the Beacon They always get results. Phone 92.



GOODYEAR TIRES AND TUBES

More Miles For Less Money
 and Mobiloils, Gas and Accessories
 Service and Courteous Treatment

WASHING STATION

Jackson Bros. Props.

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. We handle only the best quality. It is cheapest.

OFFER US YOUR GRAIN—WE BUY ALL KINDS

PHONE 23

SOUTH PLAINS GRAIN COMPANY

PHONE 23

WHO PAYS FOR ADVERTISING?

now it is the merchant that does not advertise.

A merchant can advertise a sale and often doesn't sell but a few cents cheaper than his competitor. The customer will usually spend more in gas or car fare than she will save, but what draws her to that merchant's store? The fact that he advertised.

Regular advertising also keeps the merchant's name before the public, and when in need of an article the customer never thinks of the merchant that does not advertise or advertises spasmodically. The merchant that does not advertise cannot sell his merchandise as cheaply as the merchant that does advertise, as he does not get the volume of business and must depend upon larger profits.

The merchant that advertises can sell his merchandise for less money and offer fresher and more up-to-date stock because of quick turn-over.

This day of automobiles and quick methods of travel the customers will go miles to buy from a merchant that advertises when they could buy the same goods nearer home. But what is the reason? The merchant nearer home didn't advertise his merchandise.

The merchant doesn't necessarily have to carry page advertisements. A smaller advertisement 52 weeks a year keeps his name before the public and causes the customer to pass the non-advertising merchant's store to get to the one whose name or firm name has been before her eyes so regularly and often.

The non-advertising merchant is therefore paying for the advertising as he has to pay interest or carrying charges on the goods he does not sell.

112 Miles of Silk per Pair of Hose

333 Cocoons + 30 lbs. Mulberry Leaves = 112 Miles of Silk Filaments = 1 Pair Chiffon Hose

PHOENIX RESEARCH BUREAU

WOMAN CARRIES 112 MILES OF SILK IN PAIR OF HOSE

Takes 333 Silk Worms to Make Enough Cocoons to Supply Sufficient Tiny Threads for a Pair of Stockings

The smartly dressed woman who trips along the boulevards, or the co-ed flitting about the campus, probably does not realize she is carrying one hundred and twelve miles of silk along with her in the form of a pair of chiffon hose. This astonishing

mileage has been worked out by the Phoenix Research Bureau, which adds that it takes 333 Silk worms, consuming about thirty pounds of Mulberry leaves, to make cocoons from which enough silk filaments, or tiny silk threads, are taken up to make a single pair of chiffon hose.

Most of this thread comes from Japan and China, and about a tenth of it from Italy. Some attempts have been made to produce silk in this country, notably in Louisiana, Kentucky and California, but they have not so far affected imports to any great extent.

HULEN PAINTING CEREMONY IS ARRANGED

HOUSTON, May, 28.—Final arrangements have been completed for the program to be given in the Senate Chamber of Texas Legislature at Austin, June 3, when a painting is hung of Maj. Gen. John A. Hulen of Houston.

The painting is being presented to the State of Texas by former members of the Seventy-second Brigade, which was a part of the Thirty-sixth division during the world war.

General Hulen commanded this brigade during the entire time the Texas National Guard was in Federal service in this country and was in France approximately a year serving with the fourth French Army in the campaign for the relief of Rheims and then serving with the American forces in the Meuse-Argonne offensive.

General Hulen has had a notable army career. He was decorated for

bravery while a Captain of the Thirty-third infantry in the Phillipine Islands following the Spanish-American war. In that war he rose to the rank of a lieutenant-colonel in the Texas Cavalry.

During the World War General Hulen received the Croix de Guerre for courage and energy he displayed while commanding his brigade in action near St. Etienne, and the Distinguished Service Medal from the United States for distinguished service while commanding his brigade in the Meuse-Argonne offensive.

In 1920, General Hulen was appointed Major General in the Texas National guard and made a commanding general of the Thirty-sixth division.

In civil life he is receiver for the Trinity and Brazos railroad.

The portrait of General Hulen to be hung in the Senate chamber at the State Capitol was painted by Wayland Adams noted artist of New York.

While the fund to pay for the painting was raised by former members of the division who wished to honor General Hulen, who won a warm spot in the hearts of all the officers and men, it was pointed that the picture would also serve as a memorial to the Thirty-sixth division which brought honor to Texas during the World War. This division was made up of National Guardsmen of Texas and Oklahoma and consisted of the seventy-first and seventy-second brigades. The Seventy-second Brigade, which was commanded by General Hulen, was composed entirely of Texas men.

A resolution to accept the painting and setting aside 11 a. m., June 3 as the time for it to be hung in the senate chamber was adopted by the senate May 24.

The present and former members of the Texas National Guard and the citizens of Texas in general are invited to the ceremony.

Mr. and Mrs. T. J. Thornton and grandson, Owen Thornton, have returned from a trip of several weeks spent in Mineral Wells. Mrs. Thornton who accompanied them to Mineral Wells, will remain there about two weeks longer.

Are you "fagged out" by Bad Feet

Feet that throb and ache all day long are a constant drain on your nervous energy and health. Get rid of that condition now, while your feet are still young.

Let us make an analysis of your foot troubles and show you how the correct Dr. Scholl's Foot Comfort Appliance or Remedy will give you immediate relief. We make no charge for this valuable service.

Tired, Aching Feet
 Dr. Scholl's Foot Comfort Appliance or Remedy will give you immediate relief. We make no charge for this valuable service.

Baker Mercantile Co.
 LOCKNEY, TEXAS

FACTS about used car allowances

Most new car sales now involve the trading-in of a buyer's used car. More and more people are asking: "Why should my used car seem to have several values? . . . Why should dealers in different makes of cars offer me allowances differing materially? . . . Does the largest allowance offered mean the best deal for me?"

Here are basic facts:

- 1 Your used car has seemingly different values because competitive dealers are bidding to sell you a new car.
- 2 Your used car has only one fundamental basis of value: what the dealer who accepts it in trade can get for it in the used car market.
- 3 The largest trade-in allowance which is offered on your used car is not necessarily the best deal for you. Sometimes it is; but sometimes it is not.
- 4 An excessive allowance may mean that you are paying an excessive price for the new car in comparison with its real value.
- 5 Judge the merits of the new car in comparison with its price, including all delivery and finance charges. Then weigh any difference in allowance offered on your used car.

WHEN YOU are ready to trade-in your present car, remember that after all you are making a purchase and not a sale. You are buying a new car and simply applying your present car as a credit toward the purchase price of a new car.

GENERAL MOTORS

Clip and mail the coupon below

GENERAL MOTORS (Dept. A), Detroit, Mich.

CHEVROLET Please send, without any obligation to me, illustrated literature describing the General Motors product I have checked— together with the name of the nearest dealer in case I may wish a demonstration. ALSO YOUR PROFITING GROUND BOOK.

PONTIAC

OLDSMOBILE

OAKLAND

BUICK Name _____

LASALLE Address _____

CADILLAC

FRIGIDAIRE DELCO-LIGHT
 Electric Refrigerators Electric Plants

MAN'S HEAD PINCHED

By the Hot Weather in a Felt Hat Makes him want one of these Hats SPECIALS FOR ONE DAY ONLY

- Lot of Dress Straw Hats \$1.00
- Seersucker Suits \$6.50
- \$1.50 Suit Cases \$1.00
- Big Assortment Ladies' Hosiery \$1.00
- Bathing Suits \$2.00
- Bathing Caps 25c

Floyd Huff

"THE CLOTHIER"

WANT COLUMN

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

FOR SALE—A Chevrolet Roadster 1925 model in perfect condition. New rubber. Cash or terms.—Pennington Motor Company.

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

OUR RECORDS—Show that we bred 62 sows the past breeding season for 39 different pigs. They know that it brings money to them to bring their sows to Holmes Bros. Hilltop Farm. Why not you?

WHAT—Will you take for your place what will you trade for it?—Baker and Carter.

BRING—Your bundles, heads, cottonseed or anything else that you want ground to.—H. A. Brotherton, 2 1-2 miles north of Lockney. 35 4tc

BRING YOUR—Sow to Holmes Bros. Hilltop Farm when you get ready to wean your pigs. You positively cannot lose money. We will come and get your sows. Write us for terms. Address Floydada, Texas. \$5 breeds your sow to any boar on our farm. Payable at weaning time if you have as many as six pigs. If five or less free. Come again.—Holmes Bros. Hilltop Farm.

PARTNER WANTED—To help build an article I have invented. 100 per cent profit.—See P. W. Calhoun at U. S. Braswell's home, Lockney 35 4tp

Do you Want—To sell your home? We may be able to sell or trade it for you. Leave your best offer with us.—Baker & Carter.

ARE YOU—Interested in trading Floyd county land for Rio Grande valley land. See Baker & Carter.

WANTED—Land to break, with tractor breaking day and night. Reliable service, customary prices. Will also break wheat and oats for the public. Write or see Lee and Dee Copeland, Lockney, Texas, Rt. A.

LOST—Transit Book belonging to the Fort Worth and Denver railroad.—Finder please leave at City Drug Store reward offered. 1tc

DO YOU—have a small farm near town or a residence in town you would trade for a ranch in New Mexico?—Baker & Carter.

Visits of the Stork
Born to Mr. and Mrs. Clyde Hutsell, Sunday May 22 a boy.

Homier Van Landingham last week a girl.

J. O. Morgan, last week, a girl.

W. C. Nichols has arrived from Ontario California, and will spend the summer here looking after his interests. Mrs. Nichols is expected to arrive within the next few days, and will be come a resident of Lockney for the summer.

Miss Alma Jo Livingston, who has for the past year been teaching school at Happy has returned home where she will spend the summer vacation with her parents.

SOMETHING WE LIKE

Salads of various kinds often form the main dish during hot weather.

Tomato Aspic—Take two cups of stewed tomato, to which one slice of onion and one teaspoonful of salt have been added. Boil twenty minutes and strain. Add two tablespoonfuls of gelatin dissolved in one-half cupful of water, and add to the tomato. Mold. Celery salt, cayenne and bay leaf may be added for seasoning when cooking the tomato if liked. Serve on lettuce with a highly-seasoned salad dressing.

Meat and Nut Balls—Take one cupful of chopped cooked well-seasoned veal, add one dozen chopped almonds, one egg, one-half teaspoonful of salt and pepper to taste. Mix and roll into balls, place in a baking pan and pour one cupful of rich, highly-seasoned tomato sauce. Serve on a platter garnished with watercress.

Peach Beatty—Use soft crumbs from the center of a loaf, mix three cupfuls of the crumbs with one-half cupful of melted butter. Put a layer of crumbs into a baking dish and lay over them a layer of sliced peaches; sprinkle with sugar, orange or lemon peel and bake one hour. Cover the dish while baking the first half hour, then remove and brown. Serve hot with cream and sugar.

Oil Pickles—Add to two quarts of sliced cucumbers (size one inch in diameter), four thinly-sliced onions, or a dozen small ones, as they make a better slice, corresponding in size with the cucumbers. Cover with a strong salt water and let stand overnight. Drain, add one cupful of olive oil, celery seed, mustard seed (one tablespoonful of each or more if liked) and just cover with vinegar. Seal in mason jars and keep in a cool place.

Watermelon Cocktail—Cut slices of ripe watermelon and with a potato ball cutter prepare balls to fill sherbet glasses. Prepare a sirup with lemon or orange juice and rind, cool and pour over the melon balls. Let stand an hour on ice to season and serve with a sprig of mint in the center of each glass.

SEASONABLE FOODS

A monotonous diet spoils one's appetite for the common foods. "Variety is the spice of life," and every housewife knows how essential it is in serving the daily food.

Simple Cabbage Salad—Shred a small cabbage, add a stalk or two of celery cut fine and a slice or two of chopped onion. Pour over the cabbage the following dressing hot:

Beat two egg yolks, add two tablespoonfuls of water, a tablespoonful of melted butter, a dash of salt and cayenne and one-quarter of a cupful of vinegar. Cook this over hot water and pour hot over the cabbage, stirring it over the heat until well heated then serve at once.

Onions Stuffed With Rice—Parboil a sufficient quantity of onions of even size, remove the centers and chop them fine; mix the chopped onion with cooked seasoned rice, a tablespoonful of chopped nuts, salt, butter and cayenne and stuff the onions with this mixture. Bake, basting often with a good soup stock or butter and water. Serve as a garnish around a platter of pork chops.

Cabbage With Cheese—Remove the hard center from a small firm head of cabbage and drop it whole into boiling salted water. When tender drain, place on a platter, cut into triangular pieces and pour over it a hot white sauce made rich with grated cheese.

Cottage Cheese and Lettuce Salad—Take a quarter of a cupful of creamy cottage cheese and mix it with any highly-seasoned salad dressing, either mayonnaise or boiled dressing, add a spoonful of chopped nuts and such seasoning as one likes. Arrange ripe tomatoes in slices and add the dressing all arranged on head lettuce, crisp and cool.

Ever Ready Lemonade—Boil together one cupful of sugar and the same of water, one-half cupful of lemon juice; use this proportion and multiply it to suit the need. Cook about five minutes and bottle. Keep in the ice chest and when wanted add a tablespoonful of the sirup to a glass of ice water.

SAVORY FOODS

A cupful or two of chicken gravy poured over buttered toast served with a crisp lettuce salad and a cup of hot cocoa makes a good luncheon.

Fillet of Beef With Vegetables—Wipe a three-pound fillet of beef and brown it in a hot frying pan in butter. When the entire surface is well seared cook more slowly for half an hour. Remove to a hot serving dish and garnish with a cupful each of seasoned carrots and peas and a cupful of fresh mushrooms that have been cooked in butter five minutes. Serve with:

Mushroom Sauce—Cook the stems of the mushrooms in cold water to cover until all the flavor is removed; chop the mushrooms with one cupful of caps; season well and cook in butter for a few minutes. To the mushroom liquor add a cupful of chicken stock; thicken with three tablespoon-

fuls of flour cooked with two tablespoonfuls of butter and add the mushrooms.

Swedish Cabbage—Boil until tender a dozen large leaves of cabbage. Drain and fill with the following: Chop a pound of round steak; add salt, pepper, parsley, a clove of garlic, a tablespoonful or two of cream and three tablespoonfuls of bread crumbs. Roll the leaves around a spoonful of the mixture; tie and drop into a pint of soup stock. Place in a hot oven and baste often while cooking. The garlic may be placed in the stock or used to rub the pan if the flavor is not well-liked. Remove the strings before serving.

Poppy Seed Salad—Grate a little sage cheese over fresh head lettuce; sprinkle with freshly-roasted poppy seed and serve with French dressing.

Frozen Cheese With Figs—Mash two good-sized cream cheeses and beat in one-half cupful of whipped cream, sweeten to taste and pack in baking powder cans and put into ice and salt. When serving cut into slices; make a depression in the center and drop in a rich preserved fig with the stem end up.

FISH A SUMMER FOOD

As fish is easier to digest than most meats and the variety is legion, there are no limitations to the kinds we may enjoy if we are near fresh or salt water, or able to get them from shippers.

Some fish are best boiled, others baked or fried. For a hot-weather dish the following will be enjoyed:

Jellied Fish—Take two pounds of any large, good-flavored fish, two cupfuls of strained tomatoes, one teaspoonful of onion juice, a teaspoonful of salt, one-half teaspoonful of Worcestershire sauce, six stuffed olives, one hard-cooked egg, three tablespoonfuls of granulated gelatin and six thin slices of lemon. Cook the fish in three cupfuls of boiling water for twenty minutes. Remove the fish and return the stock to the fire; reduce to one pint by boiling. Strain, add the tomato, onion and seasonings. Cover the gelatin with cold water, then add when softened to the boiling stock. Remove the skin and bones from the cooked fish, break it into flakes and put into a mold or bowl rinsed with cold water. Cut the olives, egg, and add to the lemon; arrange around the mold and pour in the mixture carefully. Set in a cold place until firm. Turn out on a chop plate lined with lettuce. Garnish with lemon slices and olives and serve with tartar sauce.

Devised Fish—Cover three or four pounds of fish with boiling water, add one small onion and one tablespoonful

of salt. Cook slowly until the fish is tender—about one-half hour. Take from the water and when cool remove bones and skin and flake the fish. Mix with bread crumbs, place in ramekins and pour over the following sauce: Cook in a saucepan three tablespoonfuls of flour with two of butter; when smooth add one and one-half cupfuls of milk, two tablespoonfuls of chopped parsley, a tablespoonful of onion juice, salt, mustard and cayenne to taste. Cook all together for five minutes. Set the ramekins into hot water and bake just long enough to become thoroughly hot. Serve hot.

AMERICA'S FIRST BALE OF COTTON BRINGS \$1,350

HOUSTON, May 31.—America's first bale of cotton of the 1927 growth netted its owners \$1,350 when sold at auction on the floor of the Houston cotton exchange and board of trade Tuesday.

The bale, which arrived Monday, was officially accepted Tuesday morning as the first bale of the season. Official acceptance was withheld Monday because affidavits sustaining the claim that the cotton was of 1927 growth were forthcoming. The affidavits arrived Tuesday.

The bale weighed 540 pounds and was produced by M. Chapas Montavlo, Mexican farmer of Hidalgo county.

CONDEMNATION COMMISSION ON SILVERTON LINE

A condemnation commission composed of Messrs. J. C. Gaither, of Floydada, R. E. L. Muncy, of Muncy, and N. T. A. Byars of Lockney have been appointed by Judge Wm. McGehee, to appraise the damage of the railroad right of way across the lands of E. E. Robinson, 12 miles north of Lockney, and the land of Paul Kern 15 miles north of Lockney, on the Silverton line, for the Briscoe county right of way committee. They will visit the land today, and will have a hearing on the proposition on June 14 and 15, at which time the damages will be assessed and the railroad allowed to go ahead with the grading.

NOTARY PUBLIC APPOINTED

The following notary publics have been appointed in Lockney for the two years beginning June 1st: W. W. Angel, G. A. Barton, Geo. W. Brewster, A. B. Brown, Jno. C. Broyles, L. H. Gruver, E. Guthrie,



W. C. ROUNDTREE, M.D., Physician and Surgeon, Lockney, Texas

If you have symptoms, I'll tell you what you need. No matter what you are suffering from, I'll give you a prescription that will cure you. I have a special prescription for the cure of all kinds of constipation (some with hemorrhoids), indigestion, flatulence, loss of appetite, nervousness, forgetfulness, despondent and those that you might lose your mind, get a fiery red and falling away from your teeth, general weakness with loss of energy. If you have these symptoms and have taken all kinds of medicine and still sick I especially want you to write for my booklet, Questionaire and Free diagnosis.

W. C. ROUNDTREE, M. D., Texarkana, Texas.

Mrs. Vertis Smalley, M. R. Snyder, Ryan Speegle, J. N. Stalbird, Geo. T. Meriwether, W. R. Childers, Burt Thornton and A. J. White.

Mr. and Mrs. Roy Barber of Raton, New Mexico spent the week end here with their parents Mr. and Mrs. F. Barber.

Mrs. Walter Wilmet and Juanita and Agnes and lit. Spearman, Texas are visiting Gruber and family of this few days.

KENNETH BAIN, LAWYER

Room 4, First National Bank FLOYDADA, TEXAS

DR. D. J. THOMAS, Physician and Surgeon

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We are prepared here to supply you with Good Fresh Groceries in large and small quantities.

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"THE STORE WITH THE GOODS"

Strictly Cash Prices

Pay Cash and Pay Less

Gallon Peaches 65c

Good Cooking Salmon, 7 cans \$1

Spaghetti 4 bx 25c

No. 2 Tomatoes per can 9c

South Texas Plums pint basket 20c

Lemons, per doz 25c

Quart Sweet Pickles 45c

Quart Sour Pickles 35c

16lb. Swift's Jewel \$2.15

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