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H. B. ADAMS, Editor and Owner

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Editorials

WATCHING THE MANUEVERS

For thirty-five years that this writer has been old enough to remember the anti-prohibition forces of the country have used every means fair or foul to keep the damnable liquor in the country and tear down the good citizenship of the country and ruin the rising manhood and womanhood. War time prohibition, through the 18 amendment threw a wrench in their cogs that have been hard to dislodge, and today they are playing hard and a final game that they hope will enable them to place a wedge into the prohibition law of the government that will rend it asunder and cause the down fall of prohibition, and again allow the saloon to be the curse of the nation. The anti-prohibitionists will tell you that he don't believe in the open saloon, and don't want it back, that all he wants is a modified law that will allow light wines and beer, or a little whiskey where he can secure it without breaking the laws of the country. He is a liar and he knows it. He wants the open saloon but he realizes that he must go after the open saloon by degrees and get the wedge started in the law before he attempts to drive it up to the hilt.

We were raised in West Texas, and well remember the days of the open saloon in the Central part of the state, when towns the size of Lockney had from four to ten saloons, and the class of people that infested the towns and the Saturday nights when the general drunks were in evidence, with their fighting, killing and gambling, and corrupt men and women. This writer has lived to see "Hell's Half Acre, in her bloom, and saw the bloom taken out of it. We have seen "Two Street" when she "twoed" and saw her corralled. We have seen the Trinity when she ran red with liquor and blood, and we saw her tamed, and we sound the warning to the young manhood and the young womanhood of this fair country to the ill effects of the liquor traffic.

Often we hear some fellow that either don't know or wants to mislead, say that in the good old days of the open saloon, that the people were better than they are today—this impression is very badly wrong, and if you will listen to us we can prove in a very few words, our statement.

We will ask you a few questions which you can soberly study out in your own home. How many times since prohibition has been in effect have you come home to find your husband, your father, or your son drunk and whipping the whole family? How many times have you had to drag your daughter out of the house of prostitution by the hair of her head? How many times have you had to bond your husband, your father, or son out of jail for being in a drunken brawl? How many times have you found your husband your son or your father had lost every cent he owned in the gambling hall, or has been fleeced by some woman of ill-fame in a honkatonk dive that was not respectable for decent people to visit? How often do you see little boys, from the ages of ten to seventeen in an intoxicated condition? Let this be said here, that the saloon keeper that would not sell a minor

whiskey in the olden days were as few as the hair on the palm of your hand.

Some people say that liquor is as free today as in the olden days. Lets see how much there is to that statement. How many places do you know where you can secure whiskey or beer? How hard is it for you to get intoxicants? How much liquor is consumed in Floyd county today? How much was consumed when whiskey could be shipped into the county. There is not enough whiskey in the county today to last one saloon twelve hours, as it was consumed twenty years ago. And still because there is a half dozen liquor cases on the dockets of the courts twice a year, some people will say that there is more liquor in the county than ever before.

Floyd county knows very little of the days of the open saloon, and no one living in Floyd county under 35 years of age knows anything about prohibition, for there has never been saloons in the county, we are informed, and if there has been a saloon in the county, it was so long ago that the younger men and women know nothing of its immorality.

Things were considerably different in Central Texas when the writer was a boy. Well do we remember the notorious "White Elephant" saloon in Fort Worth—the saloon that had no door shutters, but stayed open day and night, Sunday and all, until the state law enforcing the closing on Sunday was passed, then they put the doors on the front and allowed the patrons to come in at the back for their drinks.

All saloons broke every law that was passed, until they were forced out of business. No saloon keeper was law abiding, for he was in that kind of business. He broke every law that was passed and preached that his personal liberty was being taken from him and his business.

The boys and girls of today may not be all that they should be, the girls may be bolder, and do some things they should not, but they are sober. Very few of them drink intoxicants, and they are far more safe than the boys and girls of twenty years ago. Sober minds think before they leap, and if a boy or girl is over-persuaded when sober it shows weakness, and that they are not as bright as they show be. Where a boy or girl in past years, full of liquor could be lead into anything. A stomach full of liquor makes an additional brain that is not capable of self control.

Today we see the effects of prohibition on every hand. The country is prosperous, everybody has good clothes, good places in which to live, plenty to eat, and the wife and children are respectable and look decent. In the years that have passed, the years when the whiskey ring was in full sway, this was not true. The husband who drank, and there were very few who did not drink, was an ornery cuss, his clothes were soiled and torn, patches were on them, and he had no pride. The family larder was oftentimes empty, and the wife and children suffering from the pangs of hunger, the children crying for bread while the wife worked her life away trying to feed them. As a premium for her loyalty and endurance, often the drunk husband came home, whipped his wife, and ran the children to the neighbor houses. The family was afforded no protection in the winter and most of them living in filth, while always the saloon keeper lived on the fat of the land, and in the big house on the hill. Today nearly every person in Floyd county, and Texas, or the Nation as far as that goes, has a good warm house to live in, has plenty of clothes and food for the wants, and the bright eyes of the boys and girls are happy and contented, and not afraid of daddy when he comes home.

The most horrible and pitiful scene we have ever witnessed in our life time was that of a frail wife and a little curly haired baby boy, that saw their husband and father coming home drunk. The wife was hysterical with fear, and the baby crawled under the bed to get out of the sight of his daddy. Experience has taught

them that the same man, when sober was good and kind, but a devilish brute when full of liquor. No such scenes occur in the sober civilized country today. The citizenship will not tolerate it.

We are now facing a crisis. The anti-prohibition forces are not dead, but to the contrary they are very much alive. For the past nine years they have been spreading propaganda to mislead the people of the United States. Their sole purpose has been to mislead the people of the United States and get a wedge started that will disrupt the 18th amendment that would cause the entire structure to collapse. Their minds have been sober, and they have planned thoughtfully and well, and with the view to putting the saloon back in the United States, too once again reap the benefits that they have been losing for the past few years from the sale of intoxicants. The prohibitions forces have not been doing their duty. They won a victory, then sat down and said "well done," while the enemy fortified himself for the attack. The prohibition leaders today find that they have been idle too long, and have given the men who would strangle the life out of our civilization a chance to accomplish their ends. Today the Democratic party has no one to offer for the office of President of the United States, except a man that is a foe to prohibition and good government, a man that has defied the constitution of the United States, and has a governor of New York, declared that he will not try to enforce the law, but favors the repeal of the 18th amendment, and the giving of free reign to the liquor traffic. This man is going to be the standard bearer of the Democratic party in 1928, if the dry forces of the country do not block him. Some say, as president he can not do anything, and that is where the mistake is made. The president of the United States has the power to appoint the supreme judges. The number of supreme judges is limited by Congress, though they can increase at anytime they so desire, if you elect such a president as Al Smith, he can have a bill submitted to Congress increasing the number of judges, as the country has said by their action that they endorse him, congress will pass the bill, and he will then appoint judges that oppose prohibition, and the trick is done. Should Congress refuse to do this for him, he has the power to appoint all the enforcement officers that are needed to enforce the laws of the National Government, and he would appoint officers that are in league with the law violators, and would wink at the breaking of the prohibition laws. This would destroy the prohibition laws and fill the country with criminals under the protection of the law.

Sane and sober men and women had better wake up, lay their plans, fight the battle to a finish and defeat all moves that tend toward lawlessness and the liquor elements of the country. The Solid South should go over to the Republican party if Al Smith is nominated by the democrats, and be sure that he is defeated. We will not support Al Smith or Jim Reed for any office under any consideration. We are for protection and law enforcement and if we cannot get it under a democratic ticket, we can vote and will vote Republican. We are for honest, honorable men. Not cheap grafting politicians who try to ride into office on some hobby, at the expense of good citizenship and civilization.

Gutter Gossip

Deep Henderson & Chas. Fowler. Mostly swiped. Reserved for Hired Hands Only

The school examiner inquired of the teacher if she had any abnormal pupils in her room.

"Yes," she replied, "two of them have good manners."

D and Chas. have decided after due consideration that the proposed golf course, being promoted by two young men here is not a good enterprise for

the town. Let the "better halves" of this town get in possession of some golf clubs, and there would be more more deaths and casualties in the masculine population of this town than the U. S. Government could ship in. Life is too short to allow this.

"Do you have any trouble with "shall" and "will."

"No, the wife says, "you shall" and I say "I will."

A merchant here would certainly like to know what become of his "masculine hog." He has forgot whether he loaned, sold, or some one swiped him.

From the amount of smashed "proboscuses" we have seen on the streets this week, the Junior-Senior flag duel must turned in a "nosey, nosey, who's got the nosey," contest.

First Fireman—"What would be the first thing you would do, should a fire break out?"

Second Fireman—"Put it out."

Tiny Harris has begun his winter reducing exercises.

He wants to be like the slim man who strangled to death as he fell through a hole in the seat of his trousers.

Pop Biggers says the student-faculty basket ball game was quite a "mockery."

"Slide, Kelly, Slide," said the fat man as he guzzled another pod of akra.

A Texas Tech student has been writing Dee and Chas and asking the question, "Why is a cow?"

Well, a cow is for several reasons, namely, to moo, and bellow, to graze in the green pastures, too consume the various foliages which grow on mother terrain, too help carry on the along the diversified farming program with the sow and hen; she has an appendage which is very useful in the swatting of flies in respiration weather, from her is drawn a liquid white as snow without which the universe would have to do without if she didn't, and many of the world's papas would have to be up nights and endure years of suffering trying to console baby, and lastly she is worthy of her position in this world, because she is a bovine, and Dee and Chas must have their "clabber."

Also in answer to the above article we would ask Texas Tech, "Why was T. C. U., Saturday, October 1st.

WHAT'S DOING IN WEST TEXAS

Haskell—Marked improvement in quantity and quality of agriculture exhibits all over West Texas was noted by Exhibit Manager B. M. Whiteaker in his visits to fairs and regional expositions of the section this fall. Many displays in community and sectional fairs compared favorably with the State expositions, he said.

Fort Worth—A comprehensive handbook of West Texas, presenting West Texas resources and development, present and prospective, has been prepared by Roscoe Ady, for many years industrial commissioner of the Fort Worth Chamber of Commerce, and an authority on West Texas development. A sizeable order for the handbook has been placed by the West Texas Chamber of Commerce, and that organization will keep a ready supply for its distribution to West Texas Chamber of Commerce executives in its member towns.

Cloeman—Coleman is at work raising finances for a five-story office building, decision for erection of which was reached in less than forty five minutes by a local committee. A man is on the ground also who in probability will build a creamery.

Dallas West Texas exhibitors dined with East Texans at the Adolphus Hotel the evening of October 14 when the East and West Texas Chambers of Commerce hold jointly an annual exhibitors banquet for State Fair visitors. Manager Homer D. Wade, exhibit Manager B. M. Whiteaker, President R. W. Haynie, all of the West Texas Chamber of Commerce represented that organization. Officials of A. & M. College and East Texas chamber of commerce heads were also prominently identified with the success of the affair.

Spearman—The second annual district convention of the new Trans-Canadian District of the West Texas Chamber of Commerce will meet here in 1928. Dalhart withdrew its application for the meet October 10 at the Perryton first convention, in favor of Spearman. An unbounded enthusiasm characterized the delegates who came from the north Panhandle and three outside states. Much constructive activity is expected from that quarter with the organization into a definite district.

Canadian—Publicity manager E. H. Whitehead of the West Texas Chamber of Commerce was here last week on the last lap of a ten days tour thru the Trans-Canadian district of the organization, the purpose of which was to collect publicity data. Material obtained by Whitehead will be prepared by the publicity department of the West Texas chamber of Commerce for use in the official magazine and release to leading papers of the state.

Presidio—Presidio is one of the 8 new towns which have come into the West Texas Chamber of Commerce membership since the last monthly report. These towns include Juarez, Mexico; Tornillo and Fabens, Hot Springs and Las Cruces, New Mexico; Eola, Concho county, and Lakeview Hall county.

Tulia—A new 20,000 egg capacity hatchery will be ready for operation in Tulia soon. It is estimated that daily sales of poultry products from here amount to \$1,300.

Brady—Governor and Mrs. Moody have been asked to attend Brady's annual Turkey Trot to be held November 11. West Texas Chamber of Commerce officials have also been invited to participate in the event, which will be climaxed with an elaborate banquet in the evening.



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R. C. SCOTT, Manager

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Call in and let's get acquainted. We will be pleased to supply your needs along the lines we handle.

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McCullum Building, East Side of Main Street, Lockney, Texas



CITY PROPERTY

Four room house, 3 lots, well and windmill, good garage, on West 2nd street, well located, price \$2,000, half cash, balance reasonable terms, at 8 per cent.

Six room house, 2 lots, good lawn, some sheds, located on one of the best streets in west part of town. Price \$1,750, \$700 against place can be assumed, payable \$200 per year, balance cash.

Good 14 room house, close in, 7 lots, cement sidewalks, garage and out-buildings, shade trees, orchard, well and mill, electric lights. A dandy place for a large family, or a person desiring to keep boarders. Price \$5,000, \$1,000 cash, balance good terms.

Two and on half lots close in to business district, west side, will sell for very low cash price if taken at once.

Good 7 room house, both, hot and cold water, big barn, garage, well and wind mill, good out buildings, chicken houses, fenced for poultry raising, good cellar, fine orchard and vineyard, one mile from center of Lockney, just out side of city corporate limits. Price \$4,000 one half cash balance to suit purchaser. This is a dandy place for some one who wants to truck farm, or run a poultry and dairy farm.

Six good lots on East Locust Street, dandy building site, will sell all six lots for \$1,000, part cash, balance good terms.

8 room Duplex, 2 lots, double garage, well and windmill, electric lights, cement driveways, sidewalks, good shade trees, in best part of Lockney. Price \$4,500, \$1,600 in loan runs ten years, balance cash. A dandy good place, well located on one of the best streets in town.

23 acres in edge of town, 9 room house, chicken houses and cow sheds, double garage, well and windmill, concrete tank, big garden, 20 acres in maize, good orchard of fruit trees and grape vines, all fenced. Will sell one acre and improvements; 5 acres and improvements, or all in one body. Priced right, terms good, possession at once.

16 lots in West Lockney, best residence section, will sell from \$75 to \$150 per lot, looking to location. Building sites in the very best of location.

Good 13 room house, 2 lots, well improved, well and windmill, electric lights, good garden, shade trees, orchard. Priced right, good terms. An excellent place for large family, or some one who wants to rent rooms and keep boarders.

8 room house, 2 3-4 lots, good outbuildings, well and windmill, elevated tank, two story house, with water piped on both floors, electric lights, cement walks, shade trees and orchard. This is one of the best built houses in Lockney. Close in to the business district, and on the West side of town. Priced right, half cash, balance to suit purchaser.

3 1-2 lots in business district, lots 30x140 and 30x180 feet, will sell all three lots for \$1,000.

5 room house, 1-2 acre land, well and windmill, good orchard, berries, grapes, chicken houses, barn, garage, well house, cellar, flowers and shrubbery. Price \$3,000, good terms.

10 acres edge of town, 3 room house, barn, all in cultivation, fruit and shade trees. Priced right, good terms.

1 lot 30x175 on Locust Street, business part of town, will sell for \$500 cash.

1 lot on Main Street, 30x140, on pavement, with good concrete sidewalks. In center of business block, will sell priced right for cash.

40 foot lot in very best resident part of town, two blocks from business district, will sell for \$1,250 spot cash.

Wooden business house, good lot, business part of town. Will sell house and lot for \$1,750 cash.

Good 3 room house, 2 lots, modern, city water, electric lights, gas, sewerage, garage. \$3,000, 1-2 cash, balance easy terms.

Two good homes in California to trade for Lockney or Floyd County property.

FARM PROPERTY

160 acres, 2 1-2 miles south of Aiken, 130 acres in cultivation, good three room house, sheds, well and windmill. \$75 per acre, 1-2 cash balance easy terms.

480 acres, 5 miles northeast of Lockney, 450 in cultivation, 3 rent houses, two big granaries, 2 wells and windmills. \$65 per acre, good terms.

540 acre, 9 miles northeast of South Plains, 250 acres in cultivation, good six room house, barn, well and mill; 550 acres tillable land. \$50 per acre, good terms.

320 acres, 4 1-2 miles northeast of Flomot, good cotton farm, 200 acres in cultivation, 2 room house, well and windmill, barn. \$50 per acre, good terms.

215 acres, 1 3-4 miles east of Lockney, 9 room house, good barns, well and windmill, 145 acres in cultivation, price \$67.50 per acre, terms to suit purchaser.

160 acres land on new Denver line of railroad, 2 miles of Lockney, good large 3 room house, well and windmill, well house, some sheds, all under cultivation, except about five acres in lake in one corner of place. This quarter section is cut half into by the new Denver railroad, there being about 75 acres on each side of the road. Will sell all or either half. Will sell 75 acres with improvements, or 75 acres without improvements. This place carries a \$4,000 loan in the Dallas Joint Stock Land Bank, and \$1,500 in note not due for 17 months, or January 1st, 1929. Interest has been paid on note to Jan. 1st, 1928. Purchaser can assume indebtedness, balance in cash. Priced right.

LOCKNEY REAL ESTATE EXCHANGE

PHONE 92 H. B. ADAMS, Prop. LOCKNEY, TEX.

PLAN WOULD REDUCE BIG DEATH TOLL IN CRASHES

Austin, Oct. 14.—A statute requiring all persons to obtain licenses before being allowed to drive automobiles was urged Friday by Lon A. Smith, member of the Texas Railroad Commission and by Mark Marshall, director of motor transportation, who said they were confident that such a law would reduce the number of fatalities which are increasing yearly.

The Railroad Commission is directly interested because of the many accidents at railroad crossings and because motor bus lines recently came under its supervision. Before obtaining a license to drive a person would have to show the authorities that he or she is qualified, if a law is drafted according to the idea of Smith and Marshall "I am for any law that would reduce the number of automobile accidents," Smith said, "and the drivers license, while it might inconvenience some, would save many from death and injury. If such a law would avert only one death a year, it would be worth putting on the statute books. At the present the law makes it a violation for an intoxicated person or one under 16 years to drive, but it is flagrantly violated."

"It has been suggested that a new law shall deny persons a license to drive when they are color blind, deaf or partly deaf, or if their vision is defective. In the larger cities drivers must be able to distinguish the traffic lights and hear signals and unless able to, accidents follow."

Human Life Too Cheap
"Under the present system human life is too cheap, though if all the traffic laws were enforced accidents would be largely decreased. Of all the cities I have been in, Fort Worth has the best traffic system in my opinion, and yet fatal accidents occur in its streets. Licensing drivers would cure a lot of recklessness, for a person would dislike to have his license to operate a car taken away. We have a law limiting the speed in the city and country, but it is violated every day all over the state because people believe an accident unlikely. It is difficult to enforce this law, but a drivers license requirement would help enforce it."

"I never approve of the application of a bus line's permit if any of its drivers are known to drink, and we are seeking to compel all bus line to observe the law requiring them to stop at all rail crossings. Many of them do not."

"Nearly 1,000,000 automobiles are operated in Texas, which means that the State must require drivers to exercise more care than ever before. I know men who have but one leg, or one arm, who are excellent drivers but the driver who is in good physical condition seems to cause the most trouble."

Effort in recent Legislatures to enact a drivers law failed, but some of the other measures of safety, now part of the law, were defeated before subsequent sessions enacted them. The law requiring stopping at rail crossings lost at two sessions.

HIGHWAY BODY HOPES TO PAVE "NUMBER NINE"

Association At Work Getting Data For Counties Along Route

San Angelo, Oct. 15.—Another step has been taken toward the ultimate paving of State Highway No. 9 in the move to collect the economic data for each of the counties through which the highway passes, it is indicated in the report of Judge J. T. Mathison of San Angelo, president of Highway No. 9 association.

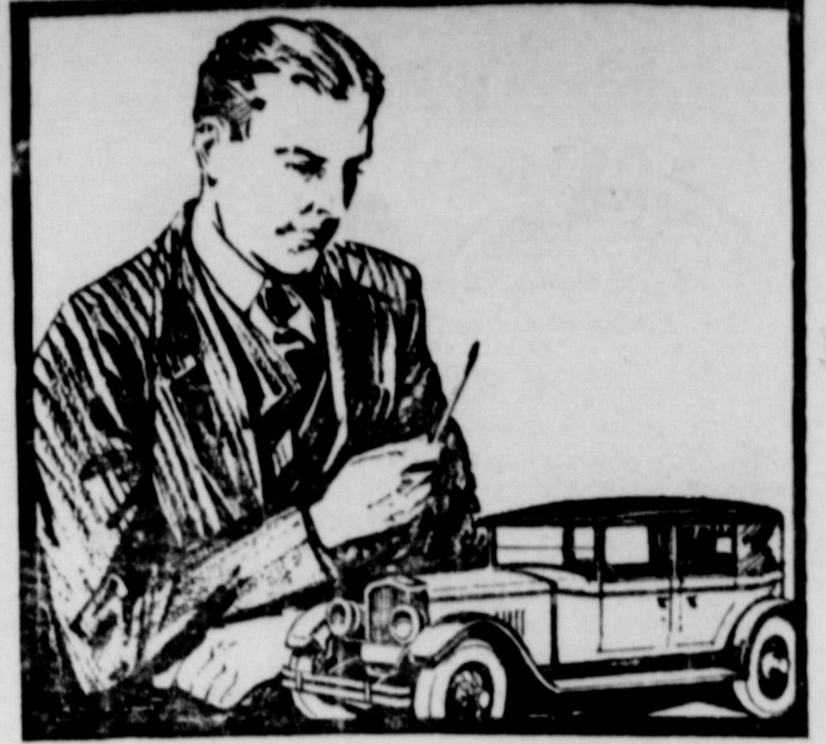
At an association meeting in Big Spring during the summer an educa-

tional-executive committee was created to prepare facts and figures in the various counties to prepare voters to more intelligently vote for road bonds. Judge Mathison this week appointed members to serve on this committee. Each will work toward the preparing of matter for use in any county contemplating a road bond issue.

"SPLINTERS" NOTED CLOWN WITH ZELLMAR BROTHERS

Never before and never since have all cats ceased in a big show while a clown did his stunts. "Splinters" has the huge arena to himself while he plays his one-man game of baseball. It has been conceded many times by circus people that "Splinters" has made more people laugh than any other one man. He has furnished more magazines and periodicals with stories than any other circus man, and has standing requests from all of them whenever he has a new story to send it in. He is one of the feature performers with Zellmar Bros. Trained Wild Animal Shows—a man who is guaranteed to make you laugh. You have heard of him many times—come and see him in person at Lockney, on Wednesday, October 26, when the big circus comes to town.

CITY MARKET—Fish and Oysters



"How best can I trade in my present car for a new car?"

WHEN you are ready to trade in your present car for a new car, you naturally want full value for your present car. But most of all you want full new car value.

It will therefore pay you to consider varying trade-in allowance offers in the light of these basic facts:

- 1 Your present car has only one fundamental basis of value: i.e., what the dealer who accepts it in trade can get for it in the used car market.
- 2 Your present car has seemingly different values because competitive dealers are bidding to sell you a new car.
- 3 The largest allowance offered is not necessarily the best deal for you. Sometimes it is; 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 First 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 present car.
- 6 Remember that you are making a purchase—not a sale. You are buying a new car and simply using your present car as a credit against the new car's purchase price.

WE publish this message, believing that the public is entitled to have all the facts. And we invite you to send for the facts about General Motors products by using the coupon below.

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The Lockney Beacon

Turkey or Beans - Which?



Here are the opposing field generals in the Chevrolet Motor Company's unique "turkey-bean" contest under way during October. On the left is M. D. Douglas and on the right D. E. Ralston, assistant general sales managers, who have charge respectively of Eastern and Western United States. When sales are totaled at the end of the month, one, with all his lieutenants, will eat turkey and the other, with his aides, will eat beans.

TURKEY-BEAN CONTEST NOW IN FULL SWING OVER U. S.

With the more than 27,000 persons who make up the selling organization of the Chevrolet Motor Company involved, the unique "turkey-bean" contest inaugurated by this company a year ago is again in full swing during the month of October.

This huge sales organization has been divided for the duration of the contest into competitive groups of which the winners will eat turkey while the losers will sit and dine only on beans—and pay the entire dinner check.

Two major divisions of the country have been made, with an assistant general sales manager of the Chevrolet Motor Company in charge of each. D. E. Ralston has the western half of the United States, and M. D. Douglas the eastern half.

Each of these sections has been further sub-divided. The Flint sales region has been pitted against the Atlantic Coast Region, the Southeastern region against the Middle-West region, and the Great Lakes region against the Pacific Coast. Everyone

of the 42 zones sales offices in the United States also has been squared away against another zone; cities are competing against cities, as are dealers and individual salesmen.

In this manner everyman in the entire selling organization and every dealer in every section of the country gets an opportunity to demonstrate his ability to outsell his competitor and win himself a Turkey dinner.

Officials in the sales department of the home office have gone into the field to aid various groups. R. H. Grant, vice-president in charge of sales, has gone to the Great Lakes region for one week and then will move to other regions; H. J. Klingler, general sales manager, is stationed on the Pacific Coast; Mr. Ralston is concentrating in the Middle west; Mr. Douglas on the Southeast; R. K. White sales promotion manager, has the Atlantic coast; and Sidney Corbett, manager of the truck division, is located in the Flint region.

Mr. Grant, in an address to dealers at the beginning of the contest, stated that Chevrolet plans to sell 71,451 cars this month. He also stated that selling conditions in October loom considerably brighter than in September.

"I am optimistic also for November and the ensuing months," Mr. Grant declared. "Last November our sales quota called for 43,000 units, whereas we sold and delivered 73,000 cars and trucks. What we accomplish this year in November and December will hinge to a large measure on the October showing.

"We are facing the new year with as much confidence as we are the immediate future. I look forward to 1928 with confidence in continued progress for Chevrolet's record breaking success."

DISSOLUTION NOTICE

The partnership known as the Downs and Meriwether Land Company has been dissolved, Mr. A. R. Meriwether, having retired from the firm, and moved with his family to Lubbock. The firm in the future will be known as the Downs Land Company, with Mr. J. B. Downs as the head of the organization. We wish to thank the people of Lockney, and all of our clients for the business they have given us in the past, and solicit a continuance of the same with the firm as now composed. We have a number of obligations owing to the Downs and Meriwether Land Company that are past due, and we ask that all those indebted to us call at once and make satisfactory arrangements of these obligations, as we desire to dispose of the business obligations of the former firm. Mr. Downs will be present at his office to take care of all these obligations. Downs and Meriwether Land Co. By J. B. Downs and A. R. Meriwether

WARNING TO THOSE WHO ARE NOT MEMBERS OF FIRE DEPT

All persons who are not members of the Fire Department of this city are urgently requested to stay off of the fire truck when it is going to a fire or in fire drill. It is strictly against the rules and regulations of the fire department for anyone who is not a member to either ride the truck or assist the boys at a fire unless they are called upon to do so.

You are asked to co-operate with the fire department, and help them in anyway that you may be of benefit. They are organized for your protection, and will be of great assistance to you when needed, but their work is not as efficient when the entire crowd of spectators at a fire surging in their way, and from this date on keep out of their way, unless called upon, otherwise their orders is to move the crowd back with water. Those who persist in riding the truck who are not members are asked to keep off. The citizens of Lockney are asked to save both themselves and the members the embarrassment of having to forced out of their way or off the truck. When you are needed in controlling a fire you will be called upon, otherwise you are not needed.

The membership of the re-organized fire department are as follows: Lawrence Hill, Marvin Gilbert, Dwight Jackson, Derrell Dollar, Dr. Colvern Henry, Rudd Parsons, Jack Gilbert, Calvin Harris, Marsh Collins, H. A. Harris, Cecil Keys, and Winifred Fowler.

Dr. Colvern Henry and Cecil Keys have been appointed assistant chiefs, and Cecil Cope, chief. The above named members ask your co-operation in every way possible. This above list of names, will be raised to fifteen members within the next thirty days.

MARRIAGE LICENSES

The following marriage licenses have been issued during the past week by the county clerk: J. S. Hale and Mrs. Mattie E. Blackman, October 11th.

Ivan J. Thompson and Miss Mable Teems, October 12th. Thurman Moore and Miss Ida Mae Willis, October 15th. James Thomas and Miss Irene Jones October 17th.

CITY MARKET—Fish and Oysters.

CHICKENS THRIVE ON GREEN FEEDS

College Station, Texas, Oct. 12.—

Texas Poultrymen will do well to provide an ample supply of winter green feeds for the laying hen, D. H. Reid head of the poultry husbandry department, A. & M. College, advises. Green feed keeps hens healthy and vigorous, acting as a laxative and bulky feed as well as a very cheap and efficient source of vitamins.

"The sources of green feeds are sprouted oats, green growing grain, collards, rape, chard, green turnips, good alfalfa hay, peanut hay, lawn clippings and cabbage and lettuce," Prof. Reid said.

Sprouted oats are the most expensive of the green feeds but are often used to good advantage. Probably the cheapest and most satisfactory form of green food that we can use in Texas is some kind of growing grain. In the North where the winter is more severe, rye is used extensively for this purpose. Barley comes next in hardness while oats are probably the most tender of the three grains. The hens like oats better than either of the other two grains, and will do exceedingly well on them. The best substitute for green feeds are alfalfa hay and cod liver oil."

GRADY R. CRAGER

UNDERTAKER & EMBALMER Hearse To All Parts Of The Country Day Phones 126 and 121 Night 79 H. Crager Furniture Company Day and Night Service Lockney, Texas

PIANO TUNING

We have an expert Piano Tuner and Repairman.

PLAYER PIANOS A SPECIALTY All Work fully guaranteed.

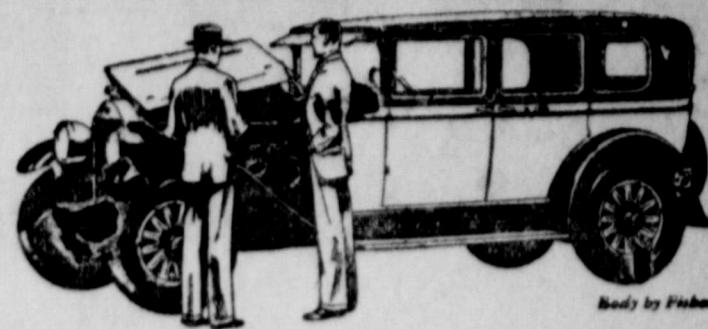
J. W. BOYLE & SON PLAINVIEW, TEXAS

WILSON STUDIO & ART SHOP

FLGYDADA, TEXAS PORTRAITS, VIEWS, PANORAMA VIEWS

KODAK FINISHING, ENLARGING, ART PICTURES AND FRAMING

Only Buick has an engine Vibrationless beyond belief



BUICK'S remarkable freedom from vibration is due primarily to three vitally important factors. First—the inherent smoothness of the Buick Valve-in-Head six-cylinder engine. Second—rubber engine mountings, front and rear. And third—the scientific and almost perfect balance of the entire Buick crankshaft assembly.

Only Buick enjoys these advantages. And only Buick provides the silken performance—the unvarying smoothness at all speeds—the longer life and greater serviceability of an engine vibrationless beyond belief.

Sedans #1195 to #1995 Coupes #1195 to #1850 Sport Models #1195 to #1525

All prices f. o. b. Flint, Mich. Government tax to be added. The G.M.A.C. financing plan, the most desirable, is available.

BUICK for 1928

CALLOWAY MOTOR CO.

Floydada, Texas

WHEN BETTER AUTOMOBILES BUILD, BUICK WILL BUILD 7 M

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Mary Mitchell Henry, M. D. Physician-Surgeon Special Attention Given Obstetrics and Pediatrics Office at Lockney Drug Company PHONE 50

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

DIRECT MEDICATION Special Attention to Diseases of Children and Chronic Diseases. Office in City Drug Store Day Phone 126 Night Phone 146

Dr. S. M. HENRY PHYSICIAN AND SURGEON

Special Attention Given to Women's Diseases. Office Lockney Drug Co. Office Phone 50—42, 87 Lockney, Texas

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PORTABLE PHONOGRAPH

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Ask us for Further Information

FLOYD HUFF

"THE CLOTHIER"

LOCKNEY, TEXAS

DON'T BE SORRY

Williams & Moore

Gas Fitting and Plumbing

"The Better Kind"

AT BAKER MERCANTILE CO.

Santa Fe Purchases Promote Prosperity

WHILE the Santa Fe is itself a large employer of labor—its payroll in 1926 totalled \$107,000,000, and its employes number more than 75,000—indirectly as a buyer of materials and supplies it helps to furnish employment to many more. Such purchases last year exceeded \$64,000,000. In addition it bought over \$12,000,000 of new cars and locomotives.

Its largest class of material was fuel, which totalled \$24,360,000. This consisted of about 2,267,000 tons of coal, and 507,800,000 gallons of fuel oil. The use of coal or oil on any division is determined primarily by which is the cheaper fuel in that locality.

The second largest class of purchases was iron and steel products, for which the expenditure was approximately \$19,750,000. This included an expenditure of \$9,500,000 for 152,700 tons of rail, frogs, switches, and fastenings. \$1,500,000 went for wheels, axles, and tires, and \$3,060,000 for flues and tubes for locomotives. Bridges, turntables, structural steel, forgings, and fabricated, unfabricated, and pressed steel took nearly \$3,000,000. Steel and iron are basic necessities in railroading.

Purchases of forest products totalled \$6,412,000, which included over 3,000,000 cross ties, and large quantities of lumber and timbers. The Santa Fe creosotes its ties and much of its timbers, otherwise greater quantities would be needed each year.

Folders, report blanks, notices, tickets, tariffs, and various items in the stationery line required \$1,225,000, electrical materials \$660,000, lubricating oil and grease, illuminating oils, waste, etc., \$1,180,000, and air brake material \$617,600.

These purchases were necessary to maintain the railroad properly and to give satisfactory service to the public. They were covered by 130,000 invoices and were made from 3,347 individuals and firms. Note the wide spread of this buying.

Thus the Santa Fe and all railroads are an important factor in maintaining the prosperity of our country through the employment arising from these large purchases of supplies, as well as the millions directly disbursed among their own employes for services.

When the railroads are doing well, they buy materials and supplies on a larger scale than when net revenues fall off. Money thus spent mainly pays for the labor of many persons, helping merchants, farmers, everybody—your own community included. You therefore are vitally interested.

W. B. STOREY, President The Atchison, Topoka and Santa Fe Railway System

FREE

Three Pounds Granulated Sugar with Every Three Pound Can

PECAN VALLEY COFFEE

Beautiful Hand Painted Cup and Saucer Free in each Can

At All Grocers, Friday and Saturday, Oct. 21 and 22

COUNTY BRIEFS

Blanco

Sunday School seems to be progressing nicely. But we would be glad to see more.

Mr. and Mrs. A. H. Howell returned home Saturday night. They have been visiting in East Texas.

Mr. and Mrs. Bob Witty of McCoy community returned to their home today.

Mr. Gid Howell is working in Lorenzo this week.

Mr. Joe Bailey McPeak is working for Mr. Sam Smith of McCoy community this week.

Mr. and Mrs. Collier Smith and Miss Margaret Toon of Lubbock visited in this community and McCoy Saturday and Sunday.

We are glad to know that Mr. Ham Smith is feeling better this week. He

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When You Want To Specializing in Farm, Live-stock and Merchandise sales

W. H. SEALE
Floydada, Phone 120
JOHN McDONALD
Lockney, Phone 9020F3
AUCTIONEERS
Cups Furnished Free

ARTHUR R. DUNCAN

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

had a severe attack of rheumatism. Elmer and Olin Young returned to their home at Abilene last Thursday. Leach Martin accompanied them.

Mrs. H. B. Alexander has been sick for the last few days. Ruth Snell had a severe attack of appendicitis last week.

Alice Martin spent the week end with her sister, Mrs. Addie Jones of Floydada.

Miss Eura Smith spent Sunday with Miss Floy Alexander.

There was a large crowd attended the singing at Sand Hill last Sunday from this place.

Our school is growing some. We had several new pupils today.

Providence

Providence, Oct. 18.—We are all enjoying the beautiful warm days we are now having.

Farmers are very busy this pretty weather. Some are heading maize while others have begun picking cotton.

Many from this community attended Sunday School at Whitfield Sunday morning.

The Providence girls basket ball team played their first game in basket ball Friday afternoon with Prairie View, the score being 13 and 14 in favor of Providence.

The Providence boys also took their second victory off the Prairieview Mr. and Mrs. A. A. Brock attended church services at Whitfield Sunday night.

Mr. Ewald Saummons is the proud owner of a new Chevrolet roadster.

Mr. and Mrs. Bob Ratjen took Sunday dinner with W. J. Taylor of the Whitfield community.

A few from here attended B. Y. P. U. services at Prairieview Sunday night.

Robert and Mabel Veigel of Plainview were visitors in this community Sunday.

Miss Eva Lovvora was the Sunday guest of Miss Ola Mae Gamble.

A number of the school children are

being absent this week on the account of cotton picking.

Providence, October 16.—The home demonstration club will meet in their club room, October 25.

The farmers are very busy gathering their crops during this warm weather. Some are gathering feed and other are picking cotton.

The Providence boys and girls played Prairie View in basket ball last Friday afternoon. It was a double victory for Providence.

Several of this community attended the church services at Whitfield Saturday night and Sunday.

Mr. and Mrs. Doc Bennett were guests in the home of Mr. and Mrs. Phillips Saturday night and Sunday.

Miss Mable Veigel of Plainview was visiting friends in this community last Saturday night and Sunday.

Miss Roby Ratjen has been sick for the past week.

Mr. and Mrs. Golden attended the singing at Prairie Chapel last Sunday afternoon.

Allmon

Miss Blanche Wartz spent the week-end with her parents near Petersburg.

Misses Lou and Gladys Featherston went to Lubbock to the Simmons-Tech football game Saturday.

Miss Fay Wriston spent Sunday with Miss Laura Mayer of Lorenzo.

The Secret Club of W. A. W. A. met at the home of one of the members last Thursday night. A good time is reported by all.

Miss Ida Mae Willis, daughter of Mr. and Mrs. T. B. Willis, and Mr. Sherman Moore, son of Mr. and Mrs. Arthur Moore, were quietly married Sunday afternoon at the home of Rev. Draper in Petersburg. Only a few intimate friends were present. The young couple expect to make their home in the community. We join with their hosts of friends in extending our best wishes for a long and happy future.

A group of Allmon young people went to Sandhill to a singing convention Sunday afternoon.

It is reported that there is a case of Typhoid fever in our community. We hope that this is false. We believe that every precaution is being taken. As yet, no vaccinations have been given. We hope that no more cases will develop.

Roseland

Beather Jones Weathers held two services for the Baptist church at Roseland Sunday. Both services were well attended.

Several people from our community attended the singing convention at Sand Hill Sunday.

Miss Celia Mae Wicker visited her friend, Gertrude True of Floydada last Sunday afternoon.

Little Gilbert Roberson has been having trouble with blood poison in his hand. His condition is improving now.

Mr. and Mrs. Orris Lockhart of Wellington, visited Mrs. Lockhart's parents, Mr. and Mrs. Reed Harper, last week.

Mr. Horace Marble has recently returned from a visit to his old home in Collins county.

Miss Eva Lena Skeen and Cleora Turner of Silvertown visited Miss Jewel Montague at school last Wednesday afternoon.

Mr. Brag and Frank Long of Hermeigh visited in the R. W. Watson home last week.

Goodnight

Yesterday was regular church day here, but for some reason our Pastor, Bro. Stephens, did not come.

Little Geneva Wood who has been sick for the past week, went back

to school today.

I. L. Edwards and family spent Sunday in Quitaque.

Mr. and Mrs. Pete Clark are rejoicing over the arrival of a new boy in their home.

Mr. Cogdill and son Gerdis visited in Quitaque Sunday.

Mr. John Taylor and family spent Sunday afternoon with Mr. and Mrs. Davis.

Willy Hollway is sick this week. Mr. Ramsey and family attended church in Quitaque Sunday night.

Uncle Jimmie Bots has returned to Kress.

Our teacher, W. F. Cook, took the Goodnight basket ball team to Sunset last Friday, expecting to see a game between Sunset and Fairview. They came back disappointed, as Fairview failed to come.

The Ramsey boys spent Sunday afternoon with the Cable boys.

Elmer Tibbetts and family were business visitors in Quitaque Monday evening.

Mr. and Mrs. Ramsey spent Monday and Monday night in Floydada.

Cedar

Since the light frost of the past week the crops are rapidly ripening and are being gathered. This has caused a large number of absences from school.

Mr. and Mrs. Hawkings spent Sunday with Mr. and Mrs. W. W. Merrell.

Mr. and Mrs. Wainie Leach returned from California Tuesday afternoon. They are warmly welcomed back into this community by their many friends.

Miss Trudie Merrell spent Saturday with Mrs. W. E. Lackey.

Mr. and Mrs. R. L. Lackey spent Sunday in the John Boyle home at Quitaque.

Mr. and Mrs. G. H. Fienis of Lockney visited Sunday afternoon with the M. H. Taylor family.

Mr. and Mrs. Chester Strickland entertained a number of guests with a Sunday dinner. Among those present were Mr. and Mrs. J. C. Fortenberry, Mr. and Mrs. John Clendenen and daughter, Miss Odessa Clendenen.

Mr. John Fortenberry and family spent Sunday afternoon in the John Kelly home.

Mr. and Mrs. Ed Durham were Sunday dinner guests of the M. H. Taylor family.

Mr. J. S. Lackey and family visited the W. E. Lackey family Sunday.

Mr. and Mrs. T. Bumgarner spent Sunday at South Plains.

A cigarette carelessly dropped in a pasture west of the O. G. Cyfert farm Sunday afternoon ignited the dry grass and burned about two acres before it was extinguished.

Mr. E. W. Hart and his son, Lowell who have been working near Kirkland, Texas, have now returned home to gather their crops.

Misses Pauline Strickland and Nora Belle may visited Misses Marie and Agnes Taylor Sunday.

Miss Dorothy Belle Lackey spent the week-end with an aunt in Floydada.

Mr. Bradford Wilson of Fairview spent Sunday afternoon in the H. C. Randolph home.

There seems to be some sort of a lull on Uncle Billie Bartwood about (dragging and losing) tracks. For further information see Mr. Carl Lemons.

Mr. Lester Durham, who has been working at Amarillo returned home Sunday afternoon.

Mrs. Travis Mitchell spent the past week-end in Floydada.

Mr. Jim Dunlap and family spent Sunday with friends in Quitaque.

Prairie Chapel

Mrs. T. E. Cowart and Mrs. E. G. Foster went to Lubbock Friday afternoon to visit their children, three Foster and two Cowart children, are Tech students. They returned late Saturday.

Mr. and Mrs. W. A. Carthel are in Oklahoma at the bedside of her father, Mr. Steele. At last reports he was still alive, but very low.

Mr. and Mrs. Gay Ramsey and children are visiting relatives in East Texas.

Mr. and Mrs. William Wood spent the week-end with his parents in the Whitfield community.

The basketball game was with Whitfield last Friday and not with Sandhill as we stated last week. The game was played at Whitfield and our team won. The score was 14-8.

Mrs. W. E. Smith died at Spearman, Texas, Saturday and was laid to rest in the Floydada cemetery Monday afternoon. Mrs. Smith had been in bad health for several years. She was the mother of Mrs. France

City Market

For Quality and Service

None Better

E. L. Marshall Phone 101

Carthel of this community. Mr. and Mrs. Smith resided in this community when they first moved to the Plains. Mr. Smith died about two years ago. The community sympathizes with the children in this hour of sorrow.

Prairie Chapel will go to Liberty (Hale county) Friday afternoon to play basket ball.

Several people from here attended the singing convention at Sandhill Sunday.

LOCKNEY

Wednesday, Oct. 26, Afternoon and Night

ZELLMAR BROS CIRCUS

3 Times Greater 3 than Ever Before 3

EVERYTHING NEW THROUGHOUT

CARS
PEOPLE
ACTS
DOGS
PONIES
TENTS
MUSICIANS
ANIMALS

THAT ZELLMAR REPUTATION IS A POSITIVE GUARANTEE OF QUANTITY, QUALITY, HONESTY AND SATISFACTION

FREE Outside Exhibition ON THE SHOW SQUARES BEFORE EACH PERFORMANCE

TWICE DAILY RAIN OR SHINE

WINTER IS GOING

Buy your coal now and avoid possible disappointment next winter when it may be scarce.

We Have Plenty of Feed For Your Cows And Chickens

We are in the Market for your Grain

—PHONE 23—

SOUTH PLAINS GRAIN COMPANY

30 Days' Free Trial

On Any MEAD Bicycle

whether you buy from your Local Dealer or from us direct.

Save \$10.00 to \$25.00

On Your Bicycle Prices From \$21.50 Up. Get full particulars by mail today. Use coupon below.

Sold On Approval You are allowed 30 days' actual riding test before sale is binding.

Write Today for Catalog, Free Premium Offer and name of nearest Mead Dealer.

OUT ON THIS LINE

Mead Cycle Co., Chicago, U. S. A.

Please send full information and name of nearest dealer.

Name _____
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Special Offer 1013 State _____

Tires \$1.50 Each
Guaranteed.—Lamps, wheels, equipment. Low prices. Send no money. Use the coupon.

Mead Cycle Company Dept. X Chicago

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For the best policies and most reliable insurance let your policy be a Southwestern. We can write you a policy that will fully cover your desires.

FARM LOANS

I am in position to make loans on farm lands in this section of the country. If you are contemplating taking out a loan be sure to see me.

It Pays to Deal With a Home Concern

FOR REAL SOUTHWESTERN SERVICE SEE

W. R. CHILDERS

Office over First National Bank
Phone 185

ISIS THEATRE

Program Week Commencing
Monday, Oct. 24

Monday and Tuesday—
RICHARD DIX
—IN—
"Quicksands"
PATHE NEWS

Wednesday and Thursday—
ISIS THEATRE
Presents and Recommends
"Slide, Kelly Slide"

COMEDY—
"MUMS THE WORD"

Friday—
Title Unconfirmed
FOX COMEDY
PATHE NEWS

Saturday—
BOB COSTER
—IN—
"The Border Whirlwind"
COMEDY—
"NOW YOU TELL ONE"
PATHE NEWS

McCoy

The patrons of this school met last Friday night for the purpose of organizing a P. T. A. The first meeting will be held next Friday night at the McCoy school house.

Don't forget the carnival at McCoy school on Oct. 29.

Mrs. Jim Gambin spent the week-end with her sister at Wichita Falls, who has been ill for some time.

Miss Lucille Roley visited her sister, Miss Mildred Roley, last Saturday and Sunday.

Mr. Tim Nixon, Misses Minnie and Verna Nixon and Mr. Robert Harrell visited in the Brock home last Sunday.

Everett and Zell Fairchild, who are attending school at Plainview high, spent the week-end with home folk.

Thelma Smith visited in the Dudley home Sunday.

Mr. Edd L. Nixon and family of Crosbyton, and niece, Alma Nixon of Llano, visited in the home of J. T. Nixon Sunday afternoon.

Quiet a few of the McCoy people went to the singing convention at Sand Hill last Sunday. They all reported a fine singing.

Lakeview

Sunday school is progressing nicely.

The Junior B. Y. P. U. was so crowded last Sunday night that the meeting place had to be changed. The Seniors are doing fine work also.

The singing class met Friday night and had some real good singing. We will meet again next Friday night.

Several attended the singing convention at Sand Hill Sunday and they reported some fine singing.

Mr. and Mrs. Newton left Saturday to attend the Dallas fair.

Miss Hazel Jones returned Saturday to Austin to take up her work in the State University.

Miss Vera Readhimer spent the week-end with Mrs. Sims of Floydada.

Miss Louise Wright spent the week-end visiting her parents in Floydada. Her sister, Eula, who is teaching at Cone, and another sister, Ila, who is attending Wayland College, also spent the week-end there.

Miss Madge Donathan of Brownfield is visiting in the F. P. Donathan home.

Big Fall Sale

Now on in Full Swing

BIG CROWDS EACH DAY

Many Attending from Miles Away

New Offerings Each Day

E. GUTHRIE & CO.

Lockney Texas

Mr. and Mrs. Geo. Gilpin visited in the W. N. Jones' home Sunday afternoon.

About ten bales of cotton had been ginned at the Lakeview gin up to Saturday night. Cotton is not as plentiful as it might be.

Baker

Everyone in our community are now very busy gathering their feed. Not many people have any cotton to pick yet.

The Palvadore children are out of school this week working in the field.

Miss Velma Mae Moore, who has been out of school for some time on account of illness, is now back in school.

The party at the home of Mr. and Mrs. Jones, Saturday night was enjoyed by several of the community people.

The Fairview boys came down and played our boys a practice game of basket ball Friday afternoon. The score was 17 to 5 in favor of Fairview. Our boys did not have a fair chance as the team were not present that day.

Antelope

The weather at Antelope is fair at this writing.

Miss Donna Mae Aston spent the past week in Spur visiting friends and relatives.

Miss Vera Shepherd and Iris Howell, were visiting Miss Donna Mae and Marguerite Aston Sunday.

There was a large crowd present at Sunday school and church Sunday. It is only a few more weeks until the witebes and owls will be peeping in doors and windows.

Mr. Johnnie Wisdom and Bill Brown have moved to Brownfield, where they will be until after Christmas.

Mrs. W. W. Wilson gave Grandma Sudith a birthday dinner Sunday.

Mr. Noble Wolford has gone to Childress, Texas, on a visit.

Mrs. C. B. M. Jones and Mrs. Wilis Striblin, spent Sunday afternoon with Mrs. J. M. Aston.

Mr. Varley Welch, formerly of Antelope, who has been working in Floydada, is now back with the "Joe Bailey" mercantile store.

Mrs. Adolph Moore spent the week-end in Slaton, with relatives.

Mr. Clay Aston, of Spur visited Mr. John Aston and family Sunday.

Bob Hinsley went to Spur Saturday, looking for hands to pick cotton.

Homer Palmer of Floydada spent the week-end with his parents this week.

Mr. and Mrs. Ray Moreare of Amarillo are visiting his parents this week.

Mrs. Charlie Nichols underwent an operation at Floydada last week.

Mr. and Miss Cross visited their sister at Plainview.

Harmony

Friends of Mr. J. S. Hale were surprised to hear of his marriage to Mrs. Mattie Blackmon of Floydada, on last Tuesday. The happy couple left immediately for Dallas on a short honeymoon. They returned last Sunday to their home in this community, where they will reside.

Friends of this place extend hearty congratulations to both bride and groom, and offer a sincere welcome to Mrs. Hale in our neighborhood circle.

Mrs. L. E. Williams made a business trip to Lubbock Monday of this week.

A number of people from Harmony enjoyed the singing at Sand Hill last Sunday.

Miss Anna Carr returned home Sunday from the Lubbock sanitarium where she has been for medical treatment for several days.

Mr. W. C. Clubb underwent a major

operation at the Lubbock sanitarium last Friday. We are glad to report that his condition is satisfactory at this time.

Mr. G. L. Snodgrass returned home from Jerico last Monday. He was called to that place early Sunday morning because of the death of a nephew, the youngest son of Mr. and Mrs. Reeves. The young man was engaged in a football game Saturday afternoon, and death came that night during an operation, which was performed in an attempt to save his life.

We regret to report the death of Mr. John Hawkins of this community which occurred Saturday night following a week's illness of infantile paralysis. The young man was twenty-two years of age. He is survived by a wife and one child, beside several brothers and sisters.

The family moved here some two months ago from Red River county. Mr. Hawkins was a brother to Mr. Jack Hawkins, who has lived in this com-

munity for some time, and a brother of Mrs. J. S. Green of this place also. The people of this community extend their sincerest sympathy to the bereaved loved ones in this time of sorrow.

Mayview

Health of this community is good at present.

Sunday school was well attended Sunday morning, also B. Y. P. U. was well attended Sunday night.

An Epworth League was organized at this place Sunday afternoon.

R. M. Bullock and son, Clifford, are visiting in Shamrock.

Grandma Campbell is visiting her son, T. J. Campbell, and family.

Mrs. Readhimer has gone to Louisiana for an extended visit with a sister and other relatives.

The program Friday night at this place was well attended. There will

be another program rendered Friday night, Oct. 28th. An invitation is extended to all to attend.

Miss Katherine Davis left Sunday for the fair at Dallas. Miss Davis won a trip to the fair on her club work in Floyd county fair. Her work was sent to the Dallas fair and won first place there.

School is not quite so large this week on account of a few having stopped to pick cotton.

Lloyd and Floyd Readhimer, Burt Readhimer and wife left Monday for the Dallas fair to be gone several days.

Bro. Shannon will fill his regular appointment here next Saturday night and Sunday. Sunday school at 10 o'clock.

Mrs. A. R. Meriwether and daughters, Miss Maeson and Martha, and son Duane, spent the week end in Lockney, visiting with friends and relatives.



NEW SILK FROCKS

An Event of Interest to Every Woman
\$9.75 to \$49.00

THE woman who appreciates the chic of French creations, exquisite fabrics and high-type workmanship in Dresses—many of these are faithful reproductions of the original French models—will find this event of unusual interest.

Satin Frocks Crepe Frocks
Georgette Crepe Frocks
Velvet Frocks Kasha Frocks

Martin Dry Goods Co.

"The Store With The Goods"

FLOYDADA TEXAS

McClesky Gin Company

(North Gin)

We have our plant in first class condition and are ready to gin your cotton. We can assure you a good sample and a good turnout.

We buy cotton and seed and always pay the market price for same.

Give Us a Trial

A. B. COX, Mgr.



Why Chevrolet Performance is Thrilling Millions!

The COACH
\$595

- The Touring \$525
 - The Coupe \$625
 - The 4-Door Sedan \$695
 - The Sport Cabriolet \$715
 - The Imperial Landau \$745
 - The Top Truck (Chauffeur only) \$395
 - The Top Truck (Chauffeur) \$495
- All prices f. o. b. Flint, Michigan
- Close Chevrolet Boulevard Prices
- They include the low on handling and fuel saving design wheels.

Never before was a low-priced car so delightful to drive as today's Chevrolet. Fast get-away... easy, smooth operation... high speed roadability... unflinching power... and flashy acceleration—exactly the type of performance that everyone wants in an automobile today!

And the source of this matchless performance is the famous Chevrolet valve-in-head motor—a motor that has established a world-wide reputation for its remarkable power, dependability and economy.

In addition, there is all the finger-tip steering, all the positive braking and effortless gear shifting that have made Chevrolet so decidedly popular for congested traffic.

Come in! One ride at the wheel of your favorite model—and you'll know why millions have acclaimed today's Chevrolet as the finest performer in the low-price field!

DYER MOTOR CO.

Lockney, Texas

QUALITY AT LOW COST



Ramsey

Rev. F. L. Davis and wife of Floydada, and daughter, Mrs. L. L. Davis of Springfield, Missouri were guests at the W. E. Meador home Wednesday.

Miss Alla Mae Crawford who is attending school at Lodge spend the week end at home.

Miss Myrtice Meador and Miss Addie Williams were shopping in Plainview Saturday.

Mr. Jeison Miller left last week for a visit with relatives and friends in Tennessee.

Messrs Milton Davis and Reginald Landrum were Floydada visitors last Sunday afternoon.

Several from this community at-

tended the singing convention at Sand Hill Sunday. They report some very good singing.

Mr. Allan Schroeder of Altus, Oklahoma visited old friends here last Monday.

Mr. and Mrs. Luther Ryan spent Sunday in Plainview visiting Mr. Rhine's parents, Mr. and Mrs. C. K. Rhine.

Mr. Frank Vernon visited Mr. Floyd Landrum Sunday afternoon.

Lone Star

Mr. Robert Smith and Mr. Stovall spent several days of last week visiting the Dallas Fair.

Mr. and Mrs. Frank Ford have moved from our community to their home in Lockney. Mr. Allen and family

have moved into Mr. Ford's house. We are sorry to lose Mr. and Mrs. Ford but glad to welcome the Allen family.

Mr. and Mrs. T. J. Jarboe spent this week end in New Mexico.

Mrs. E. W. Walls of Floydada spent the past week with her sister, Mrs. T. J. Jarboe.

Miss Marie Luna had Misses Trapp, Wise, Chambers, and Thomas from Lockney as her guests this week end.

Rev. McGehee was not able to fill his appointment Sunday. Rev. Sherman, a Wayland student filled the appointment.

The Parent Teachers Association met Friday night. A very interesting program was given.

The new lights will be installed before our next meeting. There is to be a Hallowe'en carnival on the night of the 28th. We hope to have a large attendance.

Sand Hill

Don't forget the play Friday night. "Three Hats" is going to be very good.

Mr. Ivan Thompson and Miss Mabel Teems were married Saturday night. Their many friends wish them much happiness through life.

Miss Elva Beddingfield of Lorenzo, spent Sunday visiting Miss Alma Smith.

Aunt Sallie Mickey gave a birthday dinner last Tuesday for her sister Mrs. Flora Boone of Glenn Rose, who is visiting a large number of friends and relatives. Many enjoyed the afternoon and the dinner which was served.

A number of the young folks enjoyed a party at the home of Mrs. Earl Cates Saturday night.

The home demonstration club has announced that a short program will be given in connection with the Hallowe'en party at the school house. A prize will be given the one with the most clever costume.

Liberty

Several from this community attended the singing convention at Sand Hill Sunday. Among those attending were J. G. McGuffey and family, and Misses Nina and Ruth McCormick.

Mr. E. W. Thornton and family visited relatives at Plainview Sunday.

Mr. Joe and Woodrow Pittman returned home Sunday.

Mr. Sam Box and family visited at the Pittman home Sunday afternoon.

Mr. Jim Dunlap and family visited with relatives at Quitaque Sunday.

Mr. Alvis Bean sustained a broken shoulder last week. He is improving and we are hoping that he will soon be able to be back in school.

Mrs. P. L. Feagans visited Mrs. Pittman Tuesday.

Mr. Clifton Gilly has been sick for the past week with tonsillitis.

Pleasant Valley

The light frost has caused the housewives to be very busy getting in their green tomatoes, peppers and etc. And the farmers have been wishing for longer days so that they might get the feed before it falls over.

Mrs. Claud Harris had the honor of winning third place at the Dallas Fair on her pillow cases.

Last Friday evening the school children gave a short program for the entertainment of the parents. Following this a Parent-Teachers Association was perfected. Mrs. Ed Pratt was elected President, Mrs. T. B. Mitchell was elected secretary-treasurer. A number of committees were appointed to help carry out the work of the organization. Let everyone get behind this movement and boost. Plans have been laid to have a social Friday evening, October 28 at the school building. More concerning this will be published later.

Wilma and Agnes Cooper of Lockney spent Friday night with their aunt, Mrs. E. C. Martin.

Mr. Edd Pratt motored to Floydada Tuesday.

Mrs. W. E. Smith, mother of Al Smith of this community was buried at Floydada Tuesday. Let us not forget to extend a word of sympathy in their dark hour of trouble.

Mrs. T. B. Mitchell spent Tuesday with Mrs. Claud Harris.

The ladies of the community are planning to give a play in the near future. The school and club plan to work together on this.

Pleasant Hill

Mr. and Mrs. Morgan and family attended singing at Sandhill Sunday. They report a wonderful singing.

Several of the young people were entertained in the Wilk's home Saturday night.

Miss Mayes spent the week end at her home in Lorenzo.

Misses Lucille Eavers, Hazel Blankenship, and Winnie Rae Shelton spent Saturday night with Miss Elizabeth Woolsey.

Miss Juanita Hart spent Saturday afternoon with Miss Annie Jewel Fawver.

Mr. and Mrs. Joe Hart spent Sunday afternoon with Mrs. C. D. Hart and childred.

Grace Shelton visited in the Robertson home Saturday night.

There will be singing here next Saturday night. All are invited to attend.



THE RANGE FIT FOR A QUEEN

The Different Styles priced \$47.50
A reasonable allowance for your old stove \$29.50

Here is a partial list of parties in the city using the Detroit Jewel Range, without their permission, we refer you to them, as they are using the stove and should know how they like them.

- | | |
|--------------------|---------------------|
| Mrs. John Anderson | Mrs. J. D. Griffith |
| Mrs. H. B. Adams | Mrs. E. R. Harris |
| Mrs. J. L. Belt | Mrs. Gip Hudson |
| Mrs. John Broyles | Mrs. S. M. Henry |
| Mrs. Frank Busby | Mrs. Paul Shick |
| Mrs. W. K. Early | Mrs. Ryan Speegle |
| Mrs. Roy Griffith | Mrs. Noah Smalley |
| | Mrs. Estes Woodburn |

IT PAYS TO BUY MERCHANDISE OF GOOD QUALITY

THE REZNOR GAS HEATER

is a stove we recommend investigated

BE

We have a number

Baker

Miss Onie West is visiting her sister, Mrs. Fawver of Baker.

Fairview

The attendance in school is gradually falling due to the need of the children being in the fields gathering crops during the fair weather.

Mr. Walton Wilson who is attending Wayland College at Plainview spent the week end with home folks.

The Sunday School social which was given at the home of Mr. and Mrs. A. F. Culpepper Saturday was well attended and enjoyed by everyone.

Among those who are going to school in Floydada this winter and who spent the past week end at home are Misses Opal Horton and Ouida Crabtree and Mr. Henry Culpepper.

Miss Winnie Wilson the teacher at Center visited Saturday and Sunday with her parents, Mr. and Mrs. W. B. Wilson, of this place.

Bro. Y. F. Walker of Lockney will fill his regular appointment here at the Baptist Church Sunday.

Remember to see "For the Love of Johnny," which is to be given here Friday night with the permission of the Denison Publishing Company. Admission charges of 20 and 35c will be made.

Center

Every one is so busy here that there is hardly time to write news items. Its sowing wheat, maize heading, feed cutting, canning, etc until it keeps all the hands and the cook at work from sun up until two or three hours after sundown.

A number of Center folks went to the singing convention at Sand Hill last Sunday.

Otis Huckabee of Crosby county visited in this community Sunday.

Mr. Roy O'Brien was the Sunday guest of Mr. and Mrs. Tom Nolan.

Mrs. Elvis Gill has been real sick for the past two weeks. They have moved her to her parents home.

Mrs. Connor in company with Mrs. Montgomery spent Sunday at the Sand Hill Singing Convention.

W. A. Huckabee and family spent Sunday at hte Veach home.

Mrs. Craig, sister of Mrs. Veach is ill at this writing.

Mr. and Mrs. Felix Fred and children spent Sunday with Mr. and Mrs. C. O. Spence. They returned to their home near Abernathy late Sunday afternoon.

Mrs. Jim Higgins came home from Lubbock last Wednesday where she has been at the hospital there with her husband. She returned Sunday to spend the day. They hope to bring Mr. Higgins home in another week.

SOMETHING To Crow About!



MONEY in the bank! The depositor started with small sums, that quietly accumulated, until he had achieved a neat little nest egg—something to crow about.

The Security State Bank

LOCKNEY, TEXAS

Post Bran Flakes each	10c
Sun Kist Corn No. 2 size	14c
10 lbs. Pure Cane Sugar	75c
Pet Milk small size	05c
Pet Milk Large Size	10c
6 Large Boxes Matches	25c
Gooch Macaroni 8 oz. pkg.	7c
Green Hard Head Cabbage per pound	3 1/2c

LOCKNEY GIN COMPANY

Gins at Aiken, Lockney, and South Plains

—THAT THE PEOPLE MAY KNOW—

In order to keep up with the best there is in cleaning machinery we have added extra cleaners to our gins having boll extractors or picking machines in each gin.

Those that gin with us know our records for good turnouts and we assure you that this will be maintained and our extra cleaners will make the sample better than ever.

We are ready to gin at Lockney and Aiken and will soon be ready at South Plains.

We will appreciate your business and assure you that our service and prices on cotton will be the best the market affords at all times. We will have buyers at each gin with instructions to pay what your cotton is worth.

We have a nice souvenir to give with the first bale.

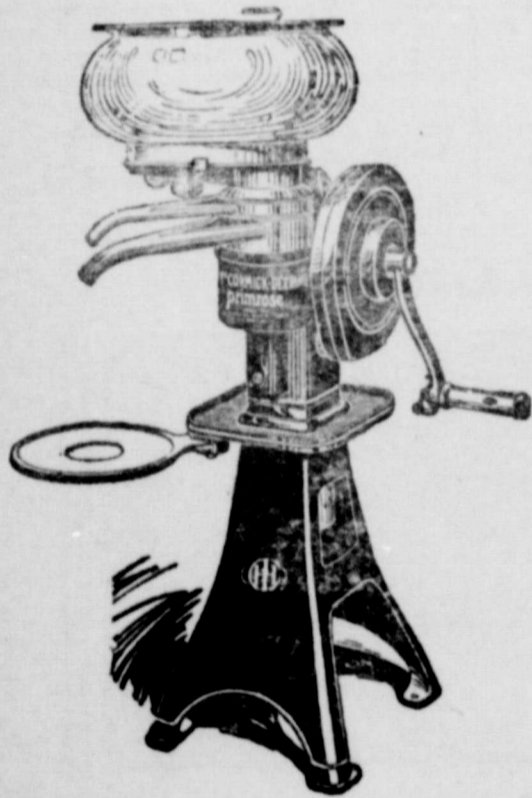
LOCKNEY GIN COMPANY

McCORMICK-DEERING PRIMROSE BALL-BEARING Cream Separators

CUSTOMER satisfaction is responsible for the sweeping success of the McCormick Deering Primrose Cream Separator. Here is a well designed machine with many outstanding improvements, built for years of profitable service, the kind of service you expect a good cream separator to give. The success of the McCormick-Deering Primrose—both in sales and popularity—has been a source of comment in dairy sections everywhere.

Don't fail to have the McCormick-Deering Primrose Ball Bearing machine demonstrated and compared with others. Sold by—

Morgan Bros. & Company



FIVE
SIZES
Hand,
Electric
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Driven

BARGAINS! BARGAINS!

—in secondhand stoves, oil stoves, heaters, ranges, and water heaters

We have a complete line of this secondhand material which we are very anxious to colse out.

Baker Mercantile Company



How to Play BRIDGE

Series 1927-28 by
Wynne Ferguson

Author of "PRACTICAL AUCTION BRIDGE"

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ARTICLE No. 1

It is really surprising what simple mistakes often are made by players who think they play a pretty fair game. Here are several examples that the writer noticed in a recent game:

Hearts—K, 6, 3
Clubs—J, 4
Diamonds—K, 7, 6, 3, 2
Spades—J, 10, 8

: Y :
: A B :
: Z :

Hearts—Q, 9, 4
Clubs—A, Q, 7
Diamonds—A, 8
Spades—A, Q, 7, 6, 2

Z dealt, bid one spade, A and Y passed and B bid two hearts. Z bid two spades, all passed and A opened the ten of hearts. Z's proper play, of course, is the king of hearts in dummy. B must either win this trick with the ace or allow the king to hold. If he wins the trick, Z must win the next two heart tricks, for he holds the queen nine of hearts over B's jack. If B should fail to play the ace, Z must win one more trick with the queen of hearts. In either event, therefore, by playing the king of hearts at trick one, Z is sure of two tricks, no matter how B plays. In the actual play, however, Z made a serious mistake. When the ten of hearts was led, he played the ten of hearts from Y's hand and B also played low. Z was thus forced to win the trick with the queen and B now held the ace jack of hearts over Y's king and was, therefore, assured of two tricks.

Z's mistakes in this hand, however, were not over. After winning the first heart trick with the queen, he led a low diamond and won the trick in Y's hand with the king. He now had two possible

plays. He could lead the jack of spades or the low club, with the purpose in view of finessing in either case. His proper lead was the jack of spades. If this finesse should lose, he would have a re-entry in Y's hand with the ten of spades. If B should cover with the king of spades, Z should play his ace and thus again have a re-entry with the ten of spades. If B held the king and failed to cover, Y's jack of spades would hold the trick and Z should then lead Y's low club and play the queen from his own hand. If this finesse loses, he will thus have a re-entry with the jack of clubs in Y's hand.

Z, however, thought of none of these facts. He proceeded to lead the jack of clubs from Y's hand and A won the trick with the king. He returned a low heart and B won two heart tricks with the ace jack. B then led a low club which Z was obliged to win with the queen of clubs in his own hand. He now had no way to get Y's hand in the lead except by trumping a club. He trumped with the eight of spades and B over-trumped with the nine. As B originally held the K, 9, 5 of spades, he also made the king of spades so that Y-Z scored only two odd.

On the other hand, if Z had played his finesses correctly he would have scored four odd and game, provided, of course, that he had played the king of hearts at trick one. It is mistakes such as Z made in this hand that lose so many games; and the sad part of it is that they are all so easy to avoid. Learn to think out your plays in advance and select the one that gives you the best chance for game.

Here is another hand that illustrates the value of planning your finesses so that you will get a double chance for game, instead of a single one:

Hearts—J, 7, 6, 2
Clubs—J, 10
Diamonds—none
Spades—9, 8

: Y :
: A B :
: Z :

Hearts—none
Clubs—A, Q, 9, 5, 4
Diamonds—none
Spades—A, Q, 10

Hearts—K, 10
Clubs—K, 8, 7
Diamonds—5
Spades—K, 6

is playing the hand, spades are trumps and Y's hand is in the lead. He has two possible finesses, one in clubs and one in spades. If he leads the jack of clubs, he is sure of the balance of the tricks for if B covers with the king, Z will play his ace and put Y's hand again in the lead with the ten of clubs. He can then finesse the spades. If B doesn't cover the jack of clubs, Z should then play the low spade and finesse the queen. He should then play first the ace of clubs and then a small club and trump in Y's hand. He can then trump a heart, lead the ace of spades and his clubs are good. Played in either of these ways,

Y-Z can win all of the tricks. Suppose, however, that Z at trick one takes the spade finesse before the club finesse. It will win, of course, but how can he get Y's hand in again to make the club finesse? He would thus have to lose a club trick and win one less trick than if he had first taken the club finesse.

There are numberless hands where these principles should be applied, so study them carefully and if you thoroughly understand them you will win many a game and rubber that you could not win otherwise.

Radio Will Hasten World Peace, Predicts White, Famous Announcer

That the radio is destined to become a potent factor in hastening universal peace, is the prediction of Major J. Andrew White, Dean of radio announcers.

Speaking recently in New York, Major White asserted that international broadcasting has already made sufficient headway from an engineering standpoint to justify the prediction that the peoples of all nations in the near future will be able to "listen in" on any world event.

"Radio can and will link the nations of the world in a bond of common understanding," Major White declared. "What could contribute more toward world unity and understanding, than for the debates of world parliaments and congresses to be heard by the citizens of all nations. The day is not far distant when the deliberations of the League of Nations, will be broadcast and heard in the four corners of the Globe, when the problems, ideas and ideals of the various nations as presented by their spokesmen in the League Tribunal will reach the ears, not only of the citizens of Geneva, but of the peoples of the earth from Tasmania to Timbuctoo and Cape Horn to Labrador.

"When diplomatic representatives find themselves addressing their remarks to the multitudes of the earth, when the message of great preachers is heard by a world congregation—then the great movement for world peace will reach fulfillment; for when rulers and spokesmen of nations know that the world is 'listening in' secret diplomacy will become as obsolete as the theory of the Divine right of kings.

It was Major White who broadcast the proceedings of the long drawn-out Democratic Convention in New York City.

The Dempsey-Tunney fistic contest, the great football classics, and other important national events, have all been vividly portrayed to radio audiences from Maine to California.

SUDAN GRASS SEED CROP MUCH LARGER THAN LAST

More favorable weather conditions particularly in the Texas Panhandle and northwestern Kansas, made possible a much greater production of Sudan grass seed than last year. When the crop was reduced by a prolonged drought. The U. S. Bureau of Agriculture Economics estimates the crop at about 50 percent greater than last year, while this year acreage was increased in nearly all principal pro-



Major J. Andrew White

fornia by Major White with his trusty 'mike.'

The veteran announcer, in his talk, which oddly enough was 'off the radio,' offered a word of friendly warning to the ambitious radio announcer.

"Don't be too intimate with your radio audience," he warned. "Don't be flippant. Remember, you are really invading people's homes, and if your tone is offensive you will be shown the door by the simple expedient of switching to another station. You can establish intimacy without being flippant or 'smart alecky.'

"You can always tell whether or not you are 'getting over' with your audience. I receive thousands of greeting cards from radio fans all over the country each year. This abundance of mail is an unerring indication of the success of the program. On numerous occasions I have received greeting cards from several members of a single family, each expressing his or her reaction to the program or event which I have broadcast."

ducing districts.

In general the season was backward and harvesting was much later than last year. The average dates of beginning of harvest were reported by growers as follows: September 5, western Oklahoma; September 12 to 14, northeastern Nebraska, southern and northwestern Kansas; September 15 to 18, western Texas, northeastern and western Colorado; September 21 to 24 southeastern and western Nebraska; and September 27 to October 2, western California and eastern New

If you do it with

HEAT

You can do it
BETTER and CHEAPER
with
NATURAL GAS



ATTAWAY PRODUCE

Successors to Rucker Produce
We want your poultry, eggs, cream and hides. We pay the highest market price at all times.

Purina cow, hog, and chicken chowder, (laying mash). Big stock of feeds on hand.

Let us figure on your produce and cream and sell you your prepared feeds.

ATTAWAY PRODUCE

Lockney, Texas

DO YOU KNOW?

THAT CHIROPRACTIC WILL SAVE YOU MANY
TIMES FROM CONTRACTING AN ACUTE
DISEASE

Dr. C. J. McCollum

CHIROPRACTOR

Office in Commercial Hotel

Phone 132

Mexico.

Cool, rainy weather retarded threshing in some districts so that there may be some damage to the quality in those sections. This condition usually occurs in some districts each year. In general quality is expected to be much better than last year, especially in northern Kansas and South ern Nebraska.

Carryover of Sudan grass seed by growers, country shippers and dealers was smaller than usual. The smalled production of last year was followed by an unusually heavy demand late in the spring, especially in the flooded areas.

Texas—Production in Texas is estimated at about 50 per cent greater than last year and possibly a record crop for the Panhandle district. Greater production is due principally to increased acreage. The crop was

about two weeks later than last year and matured somewhat unevenly. Some fields were harvested and threshed while others were still standing. Likewise yield per acre showed considerable variation ranging from 200 to 1000 pounds, and averaged as reported by growers about the same as last year.

LOCKNEY GIRL SECRETARY BAPTIST STUDENTS UNION

Canyon, Oct. 18.—Emma Sue Buchanan, daughter of Mr. and Mrs. L. Buchanan, of Lockney, Texas, is a freshman in West Texas State Teachers College this year. She is corresponding secretary of the Baptist Students Union.

CITY MARKET—Fish and Oysters.

Sylvia of the Minute

CHAPTER I

By HELEN R. MARTIN

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He did not know whether to be more amused or irritated at her temerity, not to say impudence, in keeping him waiting. He glanced at his wrist watch. Ten minutes past the time for their rendezvous and he had been here five minutes ahead of time. Waiting fifteen minutes—for a common little Pennsylvania Dutch girl! Really, she must be taught better. He would have to give her a lesson.

Hitherto it had been he who had kept her waiting here at their trysting place. Deliberately. To keep her in her place. Least she get it into her head that he wanted to marry her! Any girl might expect anything these days—all social barriers falling, no lines drawn—

She was not, as yet, spoiled. She had never presumed to resent his keeping her waiting. Regarded him with awe. Demure little thing she was—

He considered how he should impress upon her the seriousness of the fact that she had displeased him. Go home and not be here when she did finally get here after waiting three miles to meet him? No, he couldn't be quite so ruthless as that. Anyway, she would just think he had failed to keep their rendezvous and would not know he had been here and had gone away again.

Leave a note pinned to the tree! Not safe. Even if he did not sign his name. Commit yourself to writing and you're apt to have a lawsuit for damages or "heart balm" on your hands. Above all things he must avoid a scandal—just now especially—on the eve of becoming engaged—

Well, one thing was certain, she must not know he had been so eager as to have gotten here ages ahead of her and so forbearing as to have waited all this time. He'd hide and not appear until after she arrived.

Picking his way to avoid mud, he descended the hill on the slope opposite the one she would ascend.

He found himself surprised that he should be taking all this trouble for a little country girl. Unprecedented in his experience. Never, even for one of his own class, had he put himself out and he was nothing if not a stickler for "class" in these days of falling barriers. First time in his life he had ever been so lured by a girl of low breeding. A Pennsylvania Dutch farmer's daughter who talked the lingo—heavens! How on earth was it that he, usually too peniculate, nice, he admitted it, found the vulgar little thing so irresistible?

Ah, but the fact was she wasn't vulgar, really; only unsophisticated. If she were inherently vulgar, the gum-chewing type, he would not be here. No, not for all the seduction of that white throat so tantalizingly exposed when she bent back her head and laughed; and that unutterable sweetness of her lips; and the dazzling whiteness and evenness of her teeth; and that musical little gurgle when anything amused her. (And such unexpected things did amuse her, like his correcting her English and her manners.)

She puzzled him a little; had from the first; he did not "get" her exactly; something there was about her—it could not be subtlety, she was too simple. But he vaguely sensed that she was not quite so simple as she seemed; vaguely distrusted her; she did, sometimes, with an innocence that was almost suspiciously stupid, say such pointed things; things that did prick beneath the skin a little.

Youthfully priding himself upon his extreme modernism, and upon being a disciple of French decadent critics of art and life, he believed that he in common with all the new generation who did any thinking, had rejected all religion. But the truth was that in the face of the wreckage of faiths all over the landscape, he did most tenaciously and devoutly cling to the faith of his fathers—their deeply religious faith in the respectability of the Creighton family and its divine right to special prerogatives—the prerogatives naturally inherent in owners of anthracite coal mines.

St. Croix Creighton was glad that he looked much more like a man of letters than a man of business. He cultivated that "literary" look he thought he had; and he did have a good deal to go on—clear-cut features, cold, thoughtful eyes, a rather Byronic head.

Had he not been so well placed in life as always to command consideration, he would hardly have "got by" so smoothly as he did with his little assumptions of superiority and his little affectations. But as no one of his world had ever had the temerity to consider him ridiculous, he did not know he was. To be sure, there was his elder brother, Marvin, who some times waxed sarcastic at his expense—but Marvin, in the judgment of his own class, was not a person to be taken seriously, for the obvious reason that he did not take himself nor his great position in the world nor yet the Creighton family itself seriously.

All this is, however, digressing—we have left our young gentleman standing uncomfortably and perilously on the muddy slope of a hill, taking in the view.

His gaze sought out in the distance the red brick farmhouse set down in the midst of Sam Schwenckton's prosperous acres—the home of the girl for whom he waited; its ugliness softened by distance. Did she, he wondered, feel its ugliness? He had tried once to rouse her to some enthusiasm over this wonderful view from the hilltop

and all he had been able to elicit from her had been, "The vee-oo? Yes, it's nice." A "nice" view! So of course, far from feeling the ugliness of her father's farmhouse, she was probably proud of its fresh paint and generally well-to-do aspect.

From where he stood St. Croix could plainly see, five miles to the right of the Schwenckton's farm, his own home, rising from a hilltop, overlooking a wide area; the imposing estate, "Roehlands," that for two generations had been the home of the powerful Creighton family, visible from all points of the compass for many miles. And in the valley at the foot of their hill clustered the monotonous rows of ugly little houses in which the men and children lived who worked in the Creighton coal mines, creating the wealth which maintained the mansion



St. Croix Creighton Was Glad That He Looked Much More a Man of Letters Than a Man of Business.

on the hilltop, and at the same time under a wise and beneficent Providence earning their own subsistence, how ever bare and joyless—such was Nature's divinely ordained plan, the Creightons had always reverently and devoutly believed, and no religious believers had ever lived up to a creed more faithfully and consistently.

Our young heir to the great Creighton estate, as he started on his way back to the appointed meeting place, decided that if Meely (that was her silly name—"Meely") were not there this time he would certainly go home. "And," he told himself as he lit a cigarette and began his second ascent of the hill, "if I do go home without seeing her, I'll surely pay the piper!—If I don't decide to drop her altogether!"

He had an uneasy suspicion that this latter course would not hurt her nearly so much as it would fret him—though it had been she that had made the first advances in their intimacy; at a barn dance in the neighborhood of his home; outraging the rural conventions in her determination to attract his attention by boldly executing a dance solo down the length of the barn, stopping before him with a deep curtsy and holding out her lovely arms in invitation—after which he had danced with no one else during the remainder of the evening.

She had tried that evening to pin him down to a date for their next meeting, but though he had fully intended to meet her again, he had kept her in suspense; not only for that evening, but for two weeks following. Uncertainty—that was the weapon for winning and holding a girl.

He had confidently expected her to try to seek him out. But when a whole week had passed without a sign from her, he had begun to grow restless. Each succeeding day and night that he waited grew longer, intolerably longer, and he had finally realized, with an ironical amusement at his own expense, that all the "uncertainty" he had meant to inflict upon her, he himself was enduring with a poignancy that astonished and an-

gled him. A little busy like that, a peasant girl, play fast and loose with him, causing him sleepless nights, hungry yearnings to see her again and hold her, fresh and fragrant young beauty that she was, in his arms again, as he had ecstatically done at the barn dance!

But the trouble had been that he did not know where she lived nor even her name. So sure had he been that he would hear from her in a day or two that he had not taken the trouble to ascertain these unimportant facts about her.

It had been only when, quite benton, he had been about to give in and try to discover her that he had received from her a funny, crude little note. What sport he had at his club showing it around for the enjoyment of his fellow club members!

"Since you are the only Gentleman Friend I got that's a perfect Gentleman in whom I feel I know well enough to ask for such a favor, dear, I am asking you, now, to keep company with me and be my Steady Date."

That was a month ago and he had been seeing her several times a week, furtively, ever since; his "ridiculous infatuation," as he scornfully called it to himself, growing more irresistible with each meeting.

As he reached the top of the hill he was greatly relieved (and thrilled) to see her sitting there under the tree which was their appointed meeting place.

At sight of him she threw away the apple she had been eating with greedy abandon, drew the back of her hand across her mouth and hastily rose.

His peculiar sort of egotism derived an almost sensual pleasure from this girl's worshipful bearing toward him from her timid admiration of every thing about him, which she so helplessly betrayed—of his modish clothes, his finely shaped white hands, his cultivated speech, even his faintly supercilious and autocratic attitude toward herself.

She came toward him, just now, shyly, rubbing her soiled right hand on her hip before offering it to him.

But he waved it off, and resisting, with a strong self-restraint, the tenderness as well as the desire to which she powerfully moved him, he looked down upon her severely as she stood before him.

"Go and sit down again." She obeyed him like a child, her soft brown eyes fixed upon his face with a doglike anxious uncertainty that acted on his passion for dominance like a titillating stimulant.

She wore a cheap, dressy frock of blue voile trimmed with tawdry white lace, a bunch of artificial flowers on one shoulder, streamers of flimsy blue ribbon at the waist.

He frowned at the slovenly way she sat and she quickly straightened up, pulled her skirt over her knees and tried to look prim.

Spreading his handkerchief on a flat rock a few feet in front of her, he sat down, clasped his shapely hands about his knees and silently disapprovingly inspected her. She became uneasy, making a timid, tentative movement to come closer to him, evidently as eager as he was (though less controlled) to begin their "petting party," as she most vulgarly called it. But again he waved her on.

"Not yet," he said curily. He at ways held her off in suspense like this for a little while, partly to impress her with a proper sense of her inferiority, partly to prolong the stimulating contemplation of her charms and of her subservience, so that when he did presently permit her to come to him, the nearness of her beauty would be all the more thrilling.

She relaxed against the tree, her pretty head drooping, an adorably childish pout on her red lips. "I'm sure I don't know what I done!" she said in an injured tone, on the verge of tears.

"Did, say did."

"What I've did," she meekly repeated.

"Oh!" he sighed, "you hopeless child! Didn't they teach you any English grammar at the district school down there?"—with an inclination of his head toward the valley.

"Well, you see, I'll I was two years old already. Pop he wouldn't do it to leave me go to school no more. So I ain't just so good educated that way, like you, Mr. Creighton. You're got an awful nice education—ain't you have? And," she added, drawing a deep breath, "you become your clothes so! Ach!" She was given to lumping unrelated facts in this way.

(TO BE CONTINUED.)

"Star-Spangled Banner" Finished in Rowboat

The last lines of "The Star-Spangled Banner" were written in a row boat by Francis Scott Key and were not penned in the hold of a prison ship as the old school books taught.

Legendary history was that Key was a prisoner of war while watching the British bombardment of Baltimore and Fort McHenry during the war of 1812. The correct story has been brought to light by the Woman's Home Companion, which shows that Key was permitted to go to the British flagship under a truce signal to obtain the release of a friend who had been taken prisoner, and arrived just as the enemy was ready to open fire.

The young poet developed his verses during the anxiety of the night, but it was while returning to shore in a

small boat the following morning that he wrote exultantly "Tis the Star-Spangled Banner. Oh! long may it wave o'er the land of the free and the home of the brave."

Got Through, All Right

Recently there visited in this city a genuine old Georgia "cracker" from the outlying piney woods section of that state. While here he attended for the first time in his life an Episcopal church service. Later he remarked to a friend:

"It was all as interrestin' as a 'pos sum hunt. I never did know much o' what all the folks about me was a-do in, but I jest kept my wits about me an' fell an' ris with 'em every time."—Boston Globe.

"Spanish Town" Goes to Harlem

Colorful Section of New York Moves North With Cigarmakers.

New York.—New York's "Spanish Town" has gone north and those devotees of the city's year-round sport of finding new places to eat and new dishes to eat therein must hunt in Harlem hereafter if they hunger for arroz con pollo or paella a la Valenciana.

The vicinage of West Fourteenth street is being deserted by the city's considerable Spanish-speaking population for that district lying along Lenox avenue from One Hundred and Tenth to One Hundred and Thirty-fifth streets, and Harlem, the scene of the city's most rapid changes in residential complexion, is undergoing its fourth invasion in a decade.

Ten years ago or so that section of Harlem was predominantly populated by north Europeans—Germans and Irish mostly.

Then came an influx of Jewish residents, mostly of the second generation in America who sought to escape the crowded lower east side without getting too far north in the Bronx or in Washington Heights.

Gradually at first, then rapidly, negroes began to take over Harlem. Whole blocks were rapidly occupied by them, Harlem and negro became synonymous terms.

But through all of these changes a small Spanish-speaking colony, made up of a few native-born Spaniards and a larger group of South Americans, Central Americans and Mexicans, lived in Harlem in West One Hundred and Fifteenth street and nearby.

Spanish Town was far south, in West Fourteenth, Fifteenth and Sixteenth streets, but lately—in the last year and a half, noticeably—this community within the community has moved itself uptown.

There are two indisputable proofs of this—the restaurants and the libraries.

Although some Spanish restaurants still remain downtown, there are more of them on One Hundred and Sixteenth street than on Fourteenth street now.

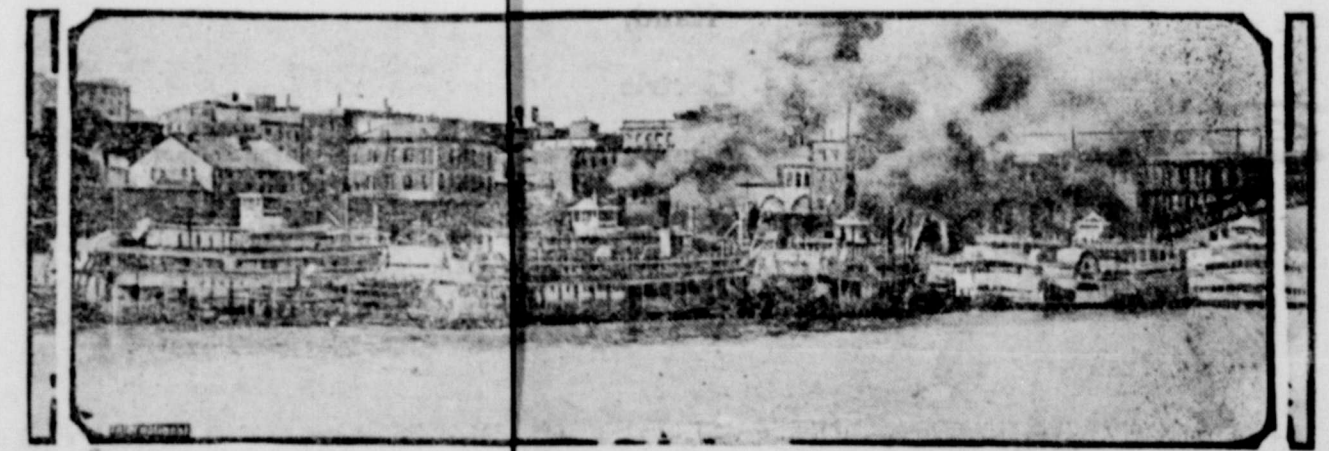
The libraries can show other proof of the migration.

Finds \$175 Black Pearl in 10-Cent Shellfish

New Bedford, Mass.—Raymond Curtis, a letter carrier, spent 10 cents for quahogs recently and as a result is \$175 to day.

One of the shellfish contained what he thought was a black shoe button. A jeweler examined it and declared it to be a black pearl worth \$175. Had not Curtis in his curiosity to decide just what he had found in the quahog cut a piece of the pearl off with his knife, the gem would be worth \$50 more, the jeweler said.

Mississippi River Is Staging a Come-Back



A group of steamboats at the St. Louis levee, their fires under forced drafts, about to depart for points along the Mississippi river from Keokuk, Iowa, to New Orleans. Last year more than a million tons of freight moved through St. Louis and this year is seeing further increases in river shipping. The Father of Waters is fast regaining the prestige it enjoyed during the glorious eighties.

PEARLS CHANGE COLOR AS MALTZAN IS BURIED

Legend of German Heirlooms Comes True as Family Decides to Lock Strand Up Forever.

Miltzsch, Silesia.—The casket holding the famous Maltzan pearls, which, legend says, came to the family by supernatural means and are said to change color whenever a death in the family occurs, was opened by the general desire of relatives in consequence of the death of Baron Ago von Maltzan.

It was found that all the pearls had turned a yellowish tinge, instead of only one pearl becoming discolored, as hitherto has been reported to have happened whenever a member of the family died.

The last occasion that this definitely was established, according to family records, was in 1892, when the baron's grandfather died.

In the One Hundred and Fifteenth street branch of the New York public library the shelf which formerly contained the Spanish classics has been expanded to several shelves. One hundred and seventy-five new titles have been added only this summer.

Miss Leah Lewinsohn, the chief librarian, said, and a Spanish-speaking assistant has been employed since spring to aid the Spanish-speaking members of the staff in caring for the wishes of the new patrons.

In West One Hundred and Twenty-fourth street, the Harlem branch of the library, has also felt the influx of Spanish-speaking residents, Miss Caroline Thorne, the chief librarian there, said.

According to a report just issued by the New York Mission society there are between 110,000 and 150,000 Spanish-speaking inhabitants in the city. Approximately 90 per cent of them are unskilled laborers, but there are also many successful professional men and merchants in this number. About 85,000 are Porto Ricans, employed in the cigar-making industry. The remainder are, roughly, 7,000 Spaniards, 2,000 Cubans, and the rest Mexicans, South Americans and recent immigrants from Santo Domingo.

The Sociedad Beneficida Espanola, on Fourteenth street and the Centro Hispano Americano, on Seventeenth street, near Eighth avenue, are their principal social organizations. There, frequent dances and entertainments are given and educational lectures delivered. Any passerby on Fourteenth street when a dance is being given in the building of the Sociedad Beneficida can look in upon a party and see more good tangoing than anywhere else in New York.

The Click of Castanets.

If he stops to listen he may also hear the rhythmic click of castanets coming from the studio of a dancing teacher in one of the nearby houses; and if one happens to be in a room on the third or fourth floor across the street, he may be treated to the sight of a senorita in dancing costume—or merely practice costume, which is more abbreviated—giving such an exhibition of graceful motion as one seldom sees except upon the stage. Many a Spanish stage dancer has been trained there, in fact.

But that will soon have changed. Virtually the entire population will have moved uptown—unless, of course, New Yorkers in greater numbers "discover" their downtown Spanish colony and make it one of the sightseeing centers.

The Mission society explains the migration northward by the fact that in the last three years many of the Porto Ricans working in factories have decided to go into business for themselves and have started shops in Harlem. Naturally, they set up their homes in that section and attracted employees of their own racial stock. Simultaneously many Spanish-speaking restaurants and shops sprang up in the section.

"Pug" Goes to College

Durham, N. H.—Pal Reed, who is a middleweight, fought 75 battles, is going to college, specializing in physical education.

Kaiser's Tub for Sale, Including Gas Heater

Essen, Germany.—Is there anyone who wants to buy an imperial and royal bathtub used by the former kaiser, with a warranty of its genuineness, all complete?

If so, here is an advertisement in the Rhenish Westphalian Gazette, to interest him: "For Sale—Historical bathtub with gas heater. Best copper, inscribed His Majesty Emperor William II used this bath at his first visit as Kaiser to Düsseldorf, May 4, 1891."

Cigar 37 Years Old Is

Soon to Be Smoked

Kansas City, Mo.—And now comes George C. Smeltzer, 4235 Prospect avenue, with a claim which puts to shame the puerile boastings of owners of ancient motor cars and growers of big peaches, tall corn, and long string beans.

Mr. Smeltzer, piqued by the efforts of the motorists and agriculturists to attain the superlative, recently revealed what he believes are the city's two oldest cigars, one thirty-seven and the other thirty-one years old. He is soon to smoke them.

Both are in a good state of preservation. Mr. Smeltzer asserts, and "as good as new." Except for a slight scent of mothballs, which of course is excusable, their aroma is unimpaired.

The older of the two was one of a box passed out to guests at the wedding of C. J. Prescott, brother-in-law of Darius A. Brown, former mayor, in 1890. Mr. Smeltzer says its preservation was no reflection on its quality, but the result of a desire to retain some memento of the event.

The younger is from the box distributed by Mr. Smeltzer when his son, D. K. Smeltzer, was born in March, 1894. The box was given to him, Mr. Smeltzer said, by the late Fred Harvey, founder of the chain of restaurants and hotels which bear his name.

He saved one cigar from the box for his son to smoke on his twenty-first birthday. Its prolonged existence is due to the fact the son never learned to smoke.

Bird Heroes of World

War Still in the Army

Washington.—A Canadian government request for information concerning War department pigeon lofts has revealed that a group of veteran birds that carried messages during the war still are serving the country. Several among them bear wounds received in action.

These are among the 465 pigeons in the army breeding loft at Fort Monmouth, N. J. There are also at the loft a number of pigeons captured from the German army in the war.

Among the pigeon heroes is "President," the bird that lost a leg from a wound received while returning with a message from tanks in the St. Mihiel offensive. "Spike" is another St. Mihiel veteran, being credited with having carried 53 messages back from front line units in that operation. "Mocker" is another of the war wounded, having had one eye shot out at St. Mihiel.

"Aunt Sarah," 100, Always Was Foe of Fresh Air

Sparta, Wis.—One can live to be one hundred without paying much attention to these modern "fresh air notions," declares Mrs. Sarah J. Irwin, who celebrated her hundredth birthday anniversary at the Morrow Memorial Home for the Aged here recently. She has slept with her bedroom windows closed all her life.

"Aunt Sarah," as the old lady is called, reads without glasses and follows carefully the events of the day in the newspapers, even taking considerable interest in sports. "Common-sense living" is her prescription for longevity. She always has eaten anything she wanted to, she says, declaring it "doesn't matter so much what one eats so long as one doesn't eat too much."

A native of Orange county, N. Y., she came West with her husband in 1836. Mr. Irwin died in 1901, but Aunt Sarah continued to keep house until she was ninety-three, coming to the home here seven years ago.

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We will trade for livestock or give you good terms.
LET US SHOW YOU
J. W. BOYLE & SON MUSIC STORE
 PLAINVIEW, TEXAS

PULLETS FOR SALE

Buff and White Leghorns, Anconas, Buff Orpingtons, and Silver Lace Wyandotte Pullets, 3 and 4 months old, and of the every finest pure-bred chickens. We have an unlimited number of these pullets for sale. These pullets will be laying during the late fall.

We have a wonderful Roop, Worm, Cholera and White Diarrhoea Medicine, absolutely guaranteed, for sale.

GRADY R. CRAGER



Do Your Marketing At Home

JUST call NUMBER TEN and give your order, and you will receive the same high quality etables you would have selected personally.

EVERYTHING FOR YOUR TABLE; GROCERIES, VEGETABLES AND FRUITS

RILEY & BREWSTER

SUPERIOR Orange EGG MASH

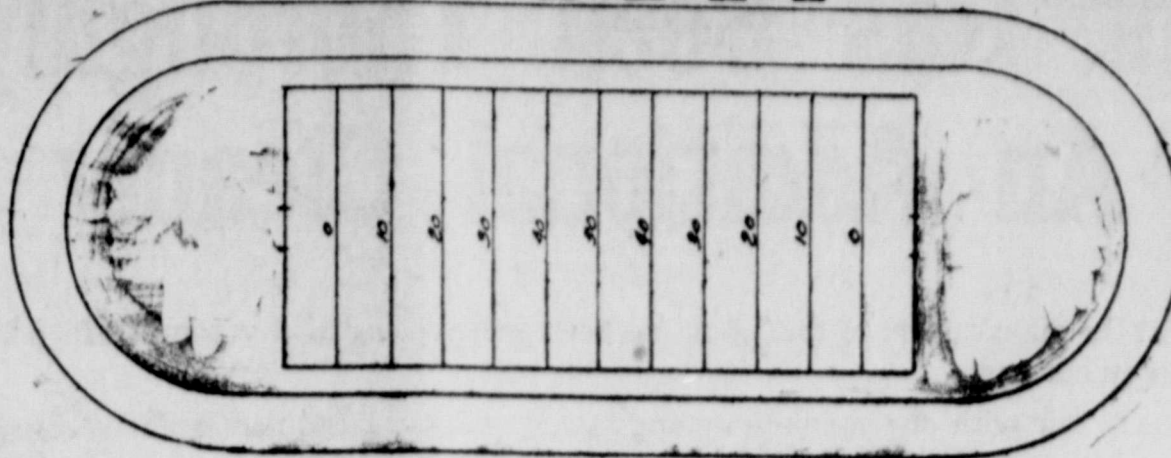


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Merchants Produce
 LOCKNEY, TEXAS
UNIVERSAL MILLS
 GAYLORD J. STONE, President
 FORT WORTH, TEXAS

THE FEED IN THE RED CHAIN BAGS

A B O D E



LUBBOCK, Oct. 5.—The illustration shows the football field of the Plains for the first time. Special Texas Technological college and the first unit of steel grandstands of the proposed stadium which will ultimately surround the entire field. This unit will seat 4,000 and while these will be used for the Simmons University game October 15 their installation was made necessary by the scheduling of the game with Texas A. & M. College on Friday, October 28, the first conference ever to invade the Panhandle of Texas.

day when the Aggies come to the Plains for the first time. Special trains will be run into Lubbock and many former Aggie students and football fans from all over the Panhandle are already reserving tickets for the big football classic. This will be the first major football game ever played in the Panhandle, but with Texas Tech likely to be admitted to the Southwestern Conference in the near future it is to be the forerunner of many big games later on. In addition to the 4,000 new steel bleachers there is a present seating capacity of 3,250, making a total of 7,250 seats. Enough temporary seats will be erected to make the total seating capacity for the A. & M. game at least 10,000. The admission price for all other Tech games on the home field this year is \$1.00 but on account of the heavy expense of the big game October 28 it is necessary to charge \$2.50. Reservations may be made by mail.

Mrs. N. E. Greer and sons, Doyle and Wayne spent the week end here visiting Dr. Greer.

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LOCKNEY BEACON, ONCE A WEEK, one year \$1.50
 STAR TELEGRAM, DAILY AND SUNDAY, one year \$10.00

\$7.45

TOTAL \$11.50

We will send you the Lockney Beacon and the Daily and Sunday Fort Worth Star Telegram, by mail, from now until November 1st, 1928 for

LOCKNEY BEACON, ONCE A WEEK, one year \$1.50
 WICHITA FALLS DAILY TIMES, Daily and Sunday, for one year \$6.00

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We will send you both papers for one year for
THIS IS THE BIGGEST NEWSPAPER BARGAIN OF YEAR.

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THE LOCKNEY BEACON,
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Please enter my name for one subscription to the Lockney Beacon and Fort Worth Star Telegram from now until November 1st, 1928, for which you will find enclosed \$7.45

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THE LOCKNEY BEACON,
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Please enter my name for one subscription to the Lockney Beacon and the Wichita Falls Daily Times for one year, for which you will find enclosed \$3.75.

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LOCKNEY BEACON, once a week, one year \$1.50
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TOTAL \$2.50

We will send you the Lockney Beacon and Semi-Weekly Farm News, both one year for

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Please enter my name for one subscription to the Lockney Beacon and Dallas Semi-Weekly Farm News for one year, for which you will find enclosed \$1.50

Name _____
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THE LOCKNEY BEACON,
 Lockney, Texas

Please enter my name for one subscription to the Lockney Beacon for one year, for which you will find enclosed \$1.00

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THE LOCKNEY BEACON
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Our Plant Has Been Thoroughly Overhauled and An Additional Cleaner Installed

This is the sixth year that the management of this plant has been endeavoring to give honest, efficient and courteous service—always anxious to please and to make good any mistakes on our part.

In trying to be thoroughly fair with our competitors and honest with our customers, we have tried to avoid making any exaggerated claims.

But we do assert positively that we can and do take as much lint off the seed as is consistent with good ginning, sample and the value of your bale considered, we make as good a turnout as anybody.

We assert positively that your cotton when ginned and marketed with us will bring as much as any one can make it bring—we leave it to you to say whether it is more.

We assert positively that there is no loss in lint turnout simply because the bale is ginned into an ACCO (Round) BALE.

LADIES! We are presenting to each customer with his first bale a beautiful ART PANEL with CALENDER—something that will be appreciated in every home.

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 2. A league letter from Manchuria—Hazel Graver.
 3. The first in the World—Erma Lee/Res.
 4. What our League is accomplishing in Cuba—Martha Wofford.
 5. Cuba has an Assembly—T. J. Rea.
 6. In far off Bohemia—Jettie Wells.
 7. Central Church of Prague—

Earl Ealy.
 8. A late report from Czechoslovakia—Evelyn Fields.
 9. A live Epworth League in Brazil—Winifred Fowler.
 10. A Junior Epworth League in Congo—T. H. Stewart.
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TYPEWRITER PAPER—Blank type writer paper, size 8 1-2 x 11, per 500 sheets, 16 pound stock, \$2; 20 pound stock, \$2.50.—Lockney Beacon, Phone 92.
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FOR SALE—F. F. F. Filling Station, Lockney, Texas. Terms. E. Harlan or E. J. Morehead, Plainview, Texas. 3 12tp

FOR SALE—Good Ford truck.—See J. F. Sewell and Company. 2 ttc

USED RANGES and heaters for sale or trade.—Baker Mercantile Company.

FOR SALE—Cheap, a good heater, also a four burner Perfection oil stove. See them at home, third house West of Security State Bank.—J. H. Henson.

STOVES FOR SALE—Good Round Oak cook stove used two winters, 3 burner Perfection oil stove used four months and good Hot Blast heater, also a good buggy for school children Will sell worth the money or consider a good milk cow in the trade.—See A. A. Suits.

FOR SALE—Five burner gasoline range.—See W. R. Childers. 4 2tc

FOR SALE—Five room house now under construction with bath. Will sell for small cash payment, balance easy terms.—Luther Wofford. 4tf

FOR SALE—334 acres of unimproved land within five miles of Black, Texas in Parmer County. Price \$17.50 per acre \$1,200 cash, balance 1 to 14 years at 6% interest.—M. A. Crum, Friona, Texas. 4 2tp

FOR SALE—Hoosier kitchen cabinet white porcelain top.—Mrs. C. L. Covert. 4 ttc

FOR SALE—At a bargain. My place east of the High School building.—L. B. Stinebaugh.

WANTED—Hear from owner of ranch for sale. State cash price, particulars. D. F. Bush, Minneapolis, Minn. 4-6

FOR SALE—My place of 5 rooms, bath, breakfast room, two porches, east front lots, 75 x 140, good well, wind mill, upper ground tank, water piped in house, three piece bath fixtures, good garage, storm house and out buildings, priced right.—A. A. Suits.

FOR SALE—520 acres of good farming land in New Mexico, 60 miles southwest of Clovis, 50 acres in cultivation, good improvements. \$1,000 cash good terms on balance.—E. M. Whorton. 5 2tp

FOR SALE—Good milk cows.—See Roscoe Moreland. 5 2tc

CITY MARKET—Fish and Oysters

COME to the School Carnival Monday, Oct. 31st.

STRAYED—From my place 4 miles east of town, a black and red spotted pig. If found please notify Cash Grocery. 1-tf-c

STRAYED—Two mules, one mare mule, one horse mule, one gray mare. One of the mules has a scar on back leg. Return and receive reward.—J. B. Moore, Route 2, Lockney. 5-2t-pd

COME to the School Carnival Monday, Oct. 31st.

CARD OF THANKS—We take this method of thanking our friends and neighbors for every kind word of sympathy and deed shown us in the death of our dear mother and the beautiful floral offering. May God bless you all in our prayers.—Mr. and Mrs. Al Smith, Messers, and Misses Emmitt Morris, Vige Smith, Litch Sparks, Francis Carthel, Jap Pennington, Jim Pennington, Claud Payne

CITY MARKET—Fish and Oysters

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Good Salt Bacon 18c

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One pound of Axle grease still 4 for 25c

Quart Jars Peanut Butter 55c

Macaroni or Spaghetti 4 for 25c

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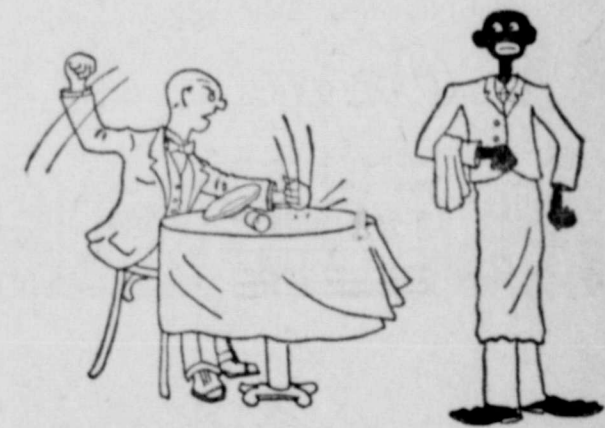
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Ladies Patent one strap, per pair\$7.75

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No one tells a waiter, "Bring on some food." A fellow orders what he wants—right? Name your article—that's the dope. "Stead of saying, "A pair of shoes, please," take a tip from the best dressed man in town. Insist on FLORSHEIM Shoes. They all do.

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