

LOCKNEY COTTON OIL MILL EDITION

THE LOCKNEY BEACON

OFFICIAL PAPER OF THE CITY OF LOCKNEY

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-SEVEN

Lockney, Texas, Thursday, November 17, 1924

Number 9

Lockney Cotton Oil Mill To Begin Operation

Barbecue Will Mark Opening of Oil Mill

LOCKNEY'S GREATEST INSTITUTION WILL BEGIN OPERATION TOMORROW—BIG OPENING IS ANTICIPATED

What the people of Lockney and Floyd county has looked forward to for the past several months, will take place tomorrow when the Lockney Cotton Oil Co. begin the operation of their immense cotton seed oil mill in this city.

The opening of the mill will be celebrated with a big barbecue tomorrow at noon, after which a short program will be rendered and the people of the town and visitors from the surrounding towns and country will be shown through the mill while it is in operation, and explained the operation of same.

The Lockney Cotton Oil Mill is the latest in the way of an oil mill plant, consisting of all the latest and best machinery for the separating of the hulls and lint from the seed and making the kernel of the seed into oil and meal, and the by-products that are derived from same.

Every person in this section of the country is invited to attend the opening of the mill, arrangements have been made to take care of about two thousand people, and a big free barbecue will be served at the noon hour, after which there will be a short program and then everyone will be shown through the mill and explained the workings of the mill, while it is in operation.

The barbecue and program will be held under the direction of the Lockney Chamber of Commerce, but the Lockney Cotton Oil Co. is defraying the expenses of the occasion.

The Lockney school pupils will attend in a body, and be shown through the mill.

Mr. and Mrs. J. Ross Richardson, of Houston, Texas, and Mrs. J. F. Matthews of Abilene, are here and will attend the opening. Mr. Richardson is a member of the firm of Anderson, Clayton & Co., and is president of the Lockney Cotton Oil Co. Other prominent men from over the state are expected to be present.

The Lockney Cotton Oil Mill will be in actual operation on Friday, Nov. 18th. At that time the public is cordially invited to attend the formal opening that is to be held at the mill. A short program will be rendered, the visitors shown through the plant, after which the Lockney Cotton Oil Company will serve barbecue in true western style to all present.

Special invitations have been mailed to the ginners and seed handlers all over the Plains section and to the chief executives of the Anderson-Clayton Company. Several noted rail officials have also been invited.

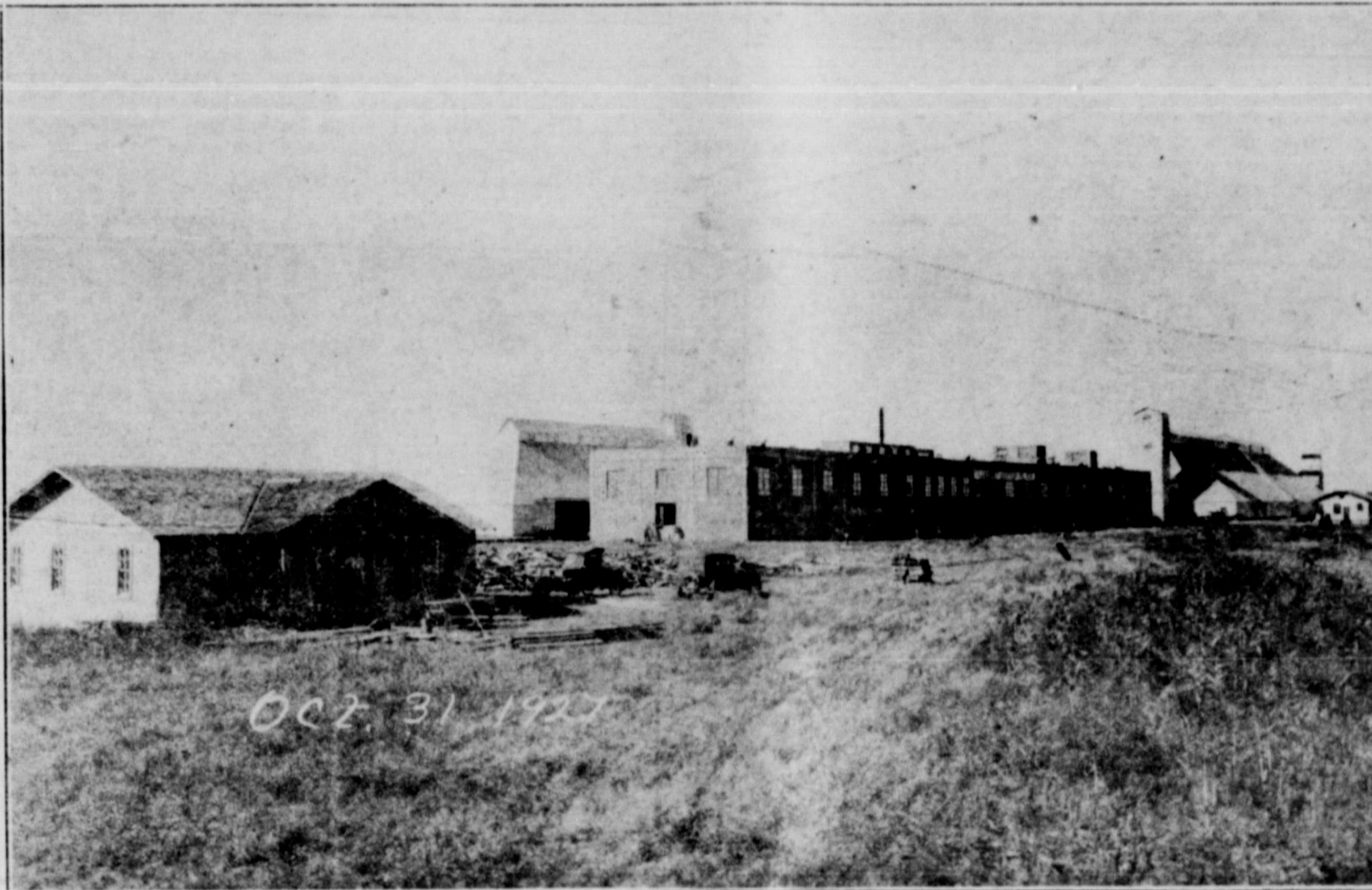
The completion of the Lockney Cotton Oil Mill Company's plant is a forward step for Floyd county and is the fulfillment of a necessity that has been needed for many years.

The Lockney Cotton Oil Company, in placing their mill in Floyd county, have bestowed a compliment to the people who have been far-sighted enough to come here and proceed with the development of the country.

The last word in oil mill construction, that is about the only description that would apply, for the Anderson-Clayton Company have spared neither money nor pains in placing in Floyd county one of the outstanding mills in Texas.

Let's show our appreciation and

View of the Lockney Cotton Oil Company's Plant Which Begins Operation Here Tomorrow



View of Lockney Cotton Oil Company's Plant showing from left to right, the office, seed house, mill building, Hull House, and one of the company's residences for employees. The cattle feeding pens are across the R. R. tracks South of the plant shown above.

Railway Development in Floyd County

ENTRY OF THE F. W. AND D. S. P. R. R. AND THE Q. A. & P. PUTS COUNTY IN FIRST RANKS IN STATE

With the coming of the Fort Worth and Denver South Plains Railway and The Quanah, Acme and Pacific into Floyd there is no county at the present time that is getting as much rail mileage as is this county.

The Fort Worth and Denver South Plains railway company are building approximately 68 miles of track in Floyd county. The Quanah, Acme and Pacific are now at work building 21 miles of track in the county. The Santa Fe has 19 miles of trackage already in Floyd county. The total amount of trackage will be 108 miles when all of the construction is finished.

According to County Judge Wm. McGehee, there is no place in Floyd county that is further than 14 miles from a switch and the average haul of farm products will be approximately 6 miles. The increase in trackage will greatly benefit the farmers of this section and especially those who have heretofore been a long distance from a market.

The average cost of hauling wheat has in the past been one per cent per mile per hundred and if a farmer lived on a farm located 25 miles from the nearest elevator, he was forced to pay 25 cents per hundred just for the hauling or in other words he must pay more for transportation than it cost to harvest the crop.

The railroad tends to better prices of farm products in this county as it causes more buyers to come here and therefore more competition. The competitive railroads will naturally give better service.

According to Judge McGehee, Floyd county will have more rail mileage than in any other county west of Tarrant.

The coming of the Burlington and the Q. A. & P., brings with its bright prospects of the entry of other concerns to Lockney and Floyd county.

At this time the Fort Worth & Denver South Plains line is about two months ahead of their building schedule, according to an interview given by Hale Holden, president of the Burlington System, while he was in Dallas, the last of the week. It is the belief of the company that the rails on the new line will reach the top of the cap rock about the first of January, and should such be the case, trains will be running on the Plains by Feb. 1st, and over the entire Plains extension by Spring.

The work on the Q. A. & P. is also progressing at a rapid rate, and it has been given out that that line expects to have trains operating into Floydada by the 1st of March.

The coming of these two roads to Floyd county will mean much to our transportation facilities, and will place our people in much better shape to reach the markets with their products.

CHAMBER OF COMMERCE MEETING LAST MONDAY

At the regular session of the Lockney Chamber of Commerce, Monday, Nov. 14, a committee was appointed to assist with the entertaining and serving of the barbecue at the mill's open house.

Both Floydada and Lockney are represented and it is with regret that it is impossible to obtain members from the other towns of the South Plains to serve on this committee.

The group from Floydada consist of: Homer Steen, Edd Bishop, R. E. Fry, O. P. Rutledge, and J. B. Jenkins.

The Lockney committee as follows: Arthur Barker, Dr. C. D. Henry, Melvin Stokes, Dr. H. H. Ball, Artie Baker, Fay Guthrie and R. E. Patterson.

The committees are urged to be present at the oil mill at 10:30 o'clock Friday morning.

Birthday Party for Addie Barker

Mrs. E. J. Barker entertained a number of the little folks at her home Monday afternoon in honor of the 11th birthday anniversary of her daughter, Addie Barker. The party was composed of members of the A and B Fifth grade in school. Hot chocolate, punch and cake were the refreshments.

Harmony Dedicates New School Building

DR. HORN OF TEXAS TECH WAS PRINCIPAL SPEAKER FOR THE OCCASION

Marking the opening of Harmony's new brick school building, the Harmony Home Demonstration Club under the leadership of Miss Blanche Bass, Home Demonstration Agent, served a banquet to the people of Harmony and surrounding communities featuring home grown products produced in one of the most co-operative communities in Floyd county.

Dr. Horn pronounced the invocation after which those present enjoyed one of the most delicious repasts ever set in Floyd county.

Mrs. D. T. Scott, wife of the first school teacher in the Harmony community welcomed those present in a way that is especially peculiar to the pioneer.

Edd Bishop with the help of Miss Blanche Bass delivered the response to the welcome in a very unique manner which ended with a toast to Harmony from the people of Floydada and Floyd county.

Dr. Paul W. Horn, President of the Texas Technological College was the principal speaker of the evening in which he dedicated the new school building as a shrine to the cause of education, religion, beauty and a co-operative community spirit, stressing especially the importance of these factors in the time changing period that the people of to-day are undergoing.

Several beautiful solos were rendered by Mrs. C. S. Smith of Amarillo featuring negro folk-songs in a delightful manner.

Present day philosophy of youth was the principal theme of an address by Mrs. Lon V. Smith. Mrs. Smith urged the people of Harmony and Floyd county to press forward with the youth of the land in their everending race for educational and moral success. Choice passages of poetry illustrated from time to time the point that was being carried forward.

Mrs. M. D. Ramsey of Harmony entertained with a piano solo that was well taken by all.

One minute talks by the visitors were enjoyed, especially those made by Homer Steen, Editor of the Floyd County Hesperian and Mr. Knox, prominent Boy Scout Executive of Post, Texas.

There were about 250 people present in Harmony and the surrounding communities.

consideration for the people that have meant so much in our forward march to development.

LOCKNEY'S FIRST RESTRICTED RESIDENTIAL ADDITION

Lockney's march ahead along industrial lines has begun to bear fruit and the residential district is fast assuming greater proportions.

In McKoy Place, Developers Stokes and Shields, are offering to the prospective home-owner the choicest building site that Lockney affords. These men are even going farther than that and are now busily engaged with the beautification of this plat. Gravel is being placed on the streets and with the advent of a few days, McKoy Place will be the only residential district in the city that offers mudless streets. Still further these men proceed and announce that within a few days they will plant beautiful poplar trees along all lot fronts, as well as the sides of the corner lots. It is their intention to mingle evergreens in with the poplars making an effect that is not usually attained in the cities of West Texas.

Already the residents of this city are beginning to take notice and the sale of the lots are going forward at a rapid pace. Several new residences are to be built in the near future, that will be more than a credit to the town.

3 CAR CRASHES IN THREE HOURS IN LOCKNEY

Three automobile accidents occurred in Lockney and vicinity Thursday in less than three hours.

The Lockney Grocery Company delivery car and a touring car driven by Elmer Shackelford of this city ran together at a street intersection in West Lockney. Shackelford suffered severe lacerations and bruises about the head while the driver of the delivery car emerged unscathed.

A truck owned by C. O. Simpson of this city and driven by a hired man ran into the small son of J. H. Goode, injuring him internally. The accident occurred one mile south of Lockney on the Petersburg Highway. After running over the boy the driver drove the truck into a barbit to prevent the hitting of two of the boy's companions.

Negotiating difficulties on a recently graded road on the Lee Highway, nine miles west of Lockney, a truck driver overturned his truck, injuring himself internally. His wife and six small children escaped injuries other than head and body bruises.

Mrs. J. F. Mathews of Abilene, arrived Saturday of last week to visit her husband, J. F. Mathews, who has charge of the electrical installation work at the Lockney Cotton Oil Mill. Mr. and Mrs. Mathews are the parents of Mrs. J. Ross Richardson.

Rea Goes to Post McReynolds Here

CONFERENCE CHANGES MANY METHODIST PREACHERS TO NEW CHARGES AT BIG SPRING

In the proceedings of the Methodist Annual Conference held at Big Spring last week most all the Methodist preachers of this district were removed to other charges than the one held by them the past year. Rev. T. J. Rea, who has been pastor at Lockney for the past two years, was sent to Post City, and Rev. J. B. McReynolds, pastor of Post City, was sent to Lockney for the coming year.

Rev. J. N. Webb, was returned to the Lockney Circuit for another year, and is now back on the job.

The following is assignments in the Plainview district: Presiding elder, M. M. Beavers; Canyon, W. E. Hamilton; Cone-McCoy, A. J. Brown; Dimmitt, E. L. Naugle; Floydada, Ben Hardy; Floydada Circuit, G. B. Patterson, supply; Happy, H. C. Smith; Hale Center, J. P. Patterson; Hart, G. B. Roberts, supply; Kress, W. H. Terry; Lockney, J. P. McReynolds; Lockney Circuit, J. N. S. Webb; Matador, Ed A. Tharp; Olton, J. E. Payne; Petersburg, M. P. Hines; Plainview, C. L. Cartwright; Plainview Circuit, A. D. Moore; Roaring Springs, H. W. Carter; Silvertown, L. Jenkins; Tulia, W. J. Hendrix; Turkey, J. P. Watson; Vigo Park, J. P. Cole; Quitaque, J. E. Stephens; Flo-mot-Whiteflat, to be supplied; Supernumerary, V. H. Trammell; Professor Idaho University, D. H. Munson; Professor Southern Methodist University, John H. Hicks; Conference Evangelist, A. D. Jameson.

Party Honoring T. J. Rea, Jr. Misses Leona Wells and Evelyn Fields were hostesses Tuesday evening at a farewell party honoring T. J. Rea, Jr., at the home of Miss Wells.

Among the enjoyable features of the evening were the fishing pond, in which the honor guest won the lucky fisherman; the Fortune game in which everyone made three wishes for T. J.'s future; and the photograph gallery where the guests saw themselves as others see them.

Refreshments were served to twenty-six guests.

T. J. Rea, Jr., during his residence in Lockney has won a host of friends, who sincerely regret his departure and wish for him all the good things of life in his new home.

Miss Floy Marshall of El Paso, is here visiting with relatives.

West Texas Sheriffs At Floydada

FLOYDADA ENTERTAINS SHERIFFS WITH BIG BANQUET FRIDAY NOON AND FOOT BALL IN AFTERNOON

The West Texas Sheriff's convention closed a two days session at Floydada last Friday afternoon, with a shooting match at the base ball park and the witnessing of a game of football between Post and Floydada. Many sheriffs from over the state were present and an enjoyable business and social meeting was the result.

At noon Friday the Floydada Chamber of Commerce entertained the convention with a big banquet, where the good eats were plentiful, and a good program of speaking and music was rendered.

After the banquet the party of sheriffs and many others retired to the ball park where the shooting contest was held. Sheriff P. G. Stegall offering as a prize for the best shot \$50 in gold. In the finals of the contest, which was judged by A. P. Barker and H. B. Adams of Lockney, it was found that Mr. C. B. Johnson of Seymour, chief of police in that city, had won the \$50 in gold, by making a score of 70 points; C. V. Worrell of Seymour came second with a score of 55 points, and Sam Faith, sheriff of Hale county, got third place with 49 points to his credit.

The sheriffs were very loud in their praise of Sheriff Stegall and the citizens of Floydada for the royal entertainment that had been extended to them.

The next meeting of the association will be held in Vernon some time in February.

Aiken Home Demonstration Club

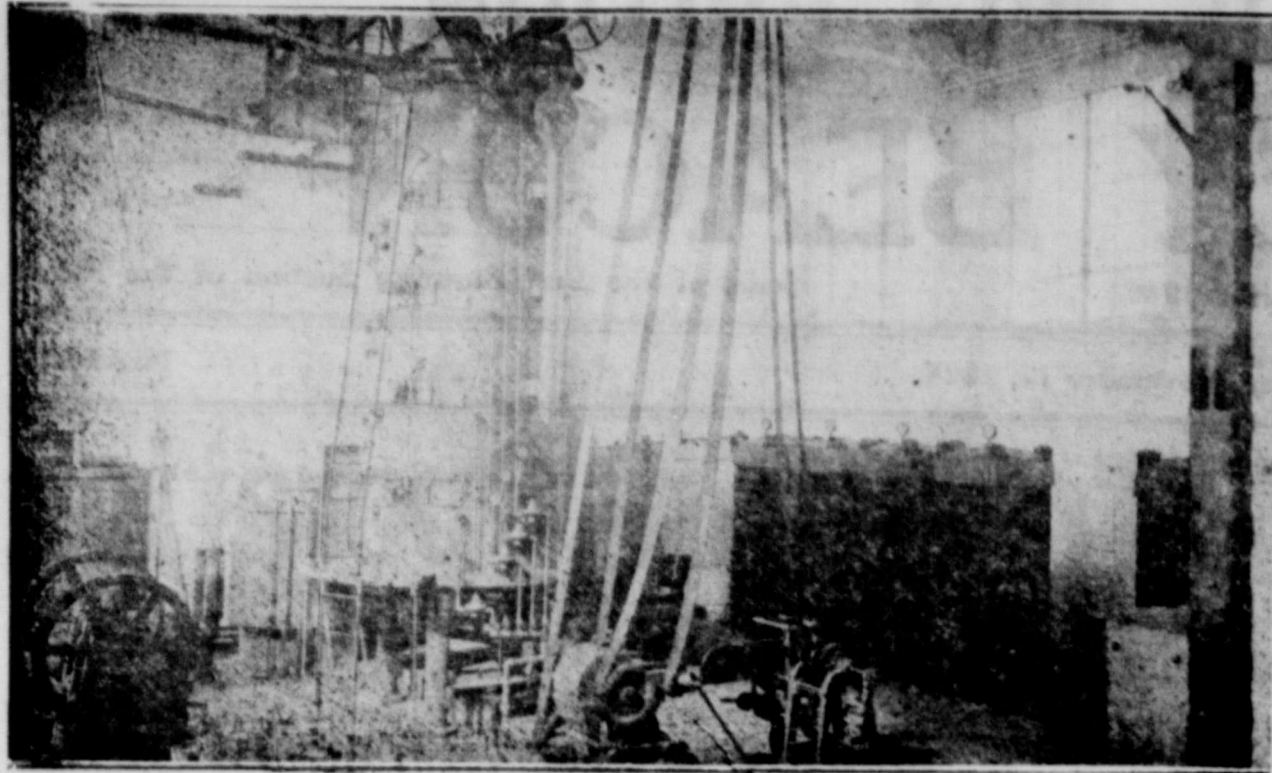
On account of our regular meeting day coming on Thanksgiving, we have postponed our meeting until the Monday following Thanksgiving, Nov. 28.

Every woman in the community should attend this timely demonstration "Meat Canning." Hostess, Mrs. M. C. Henry. Roll call, a hint on meat canning. Leader, Mrs. Guy Ramsey. Convenience and economy of meat canning, Mrs. Jno. Lloyd. Varieties in canned meat, Mrs. G. M. Tate. Demonstration in canning meat in tins, Miss Bass.

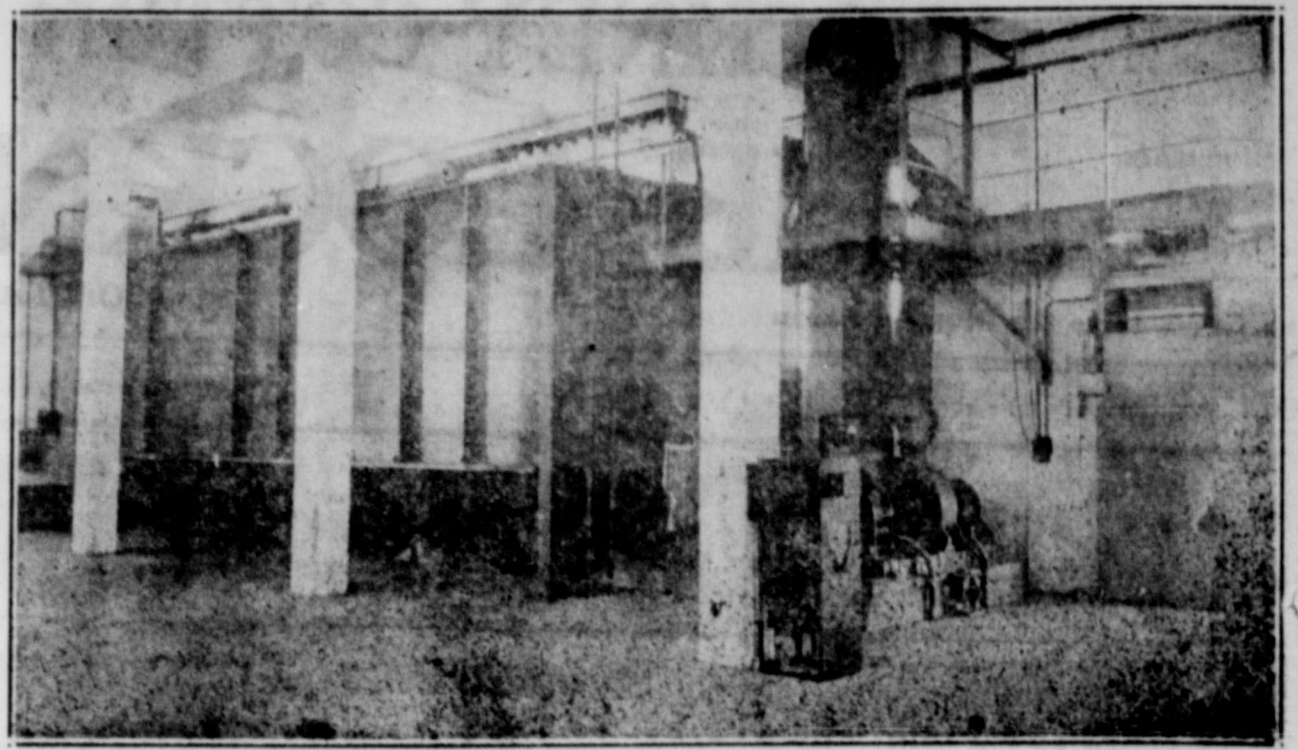
Adjournment.—Reporter.

Mrs. M. F. Shaw and daughter of Tulia spent the week-end with Mrs. Collier of this place.

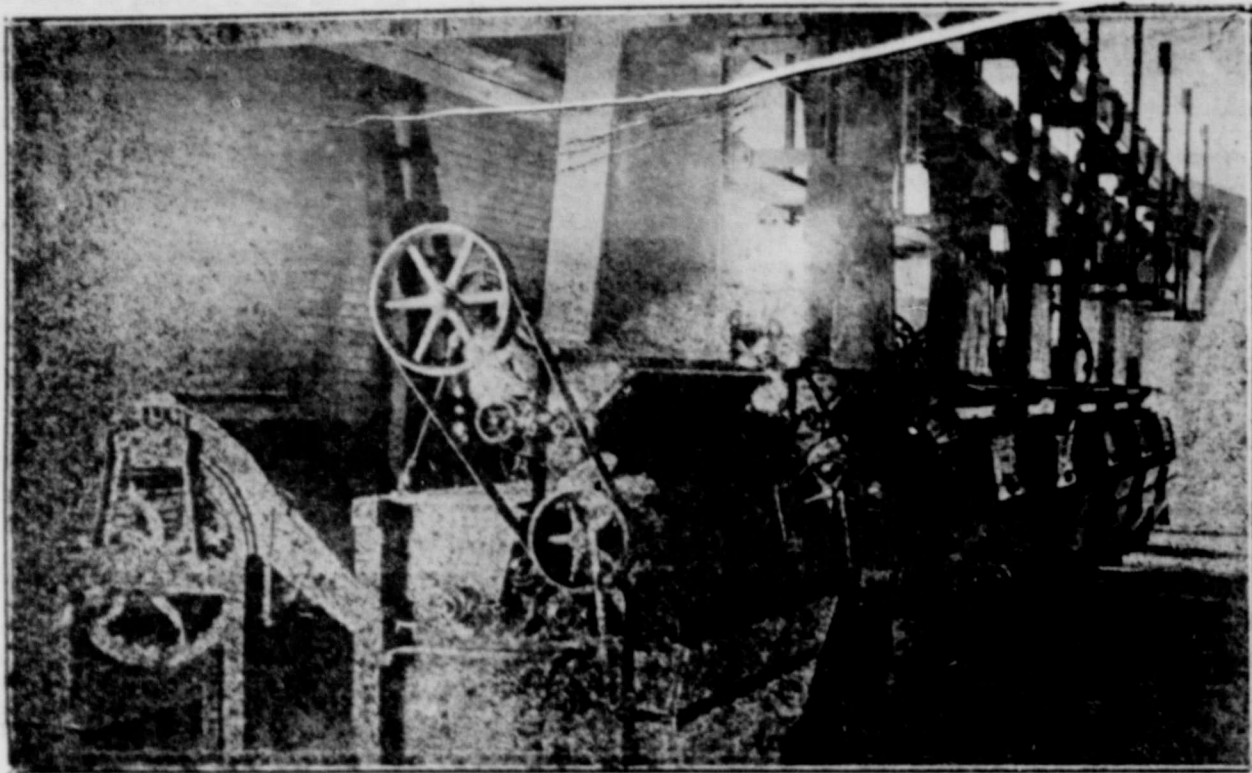
J. W. Dines has gone to California to visit his father for about a month.



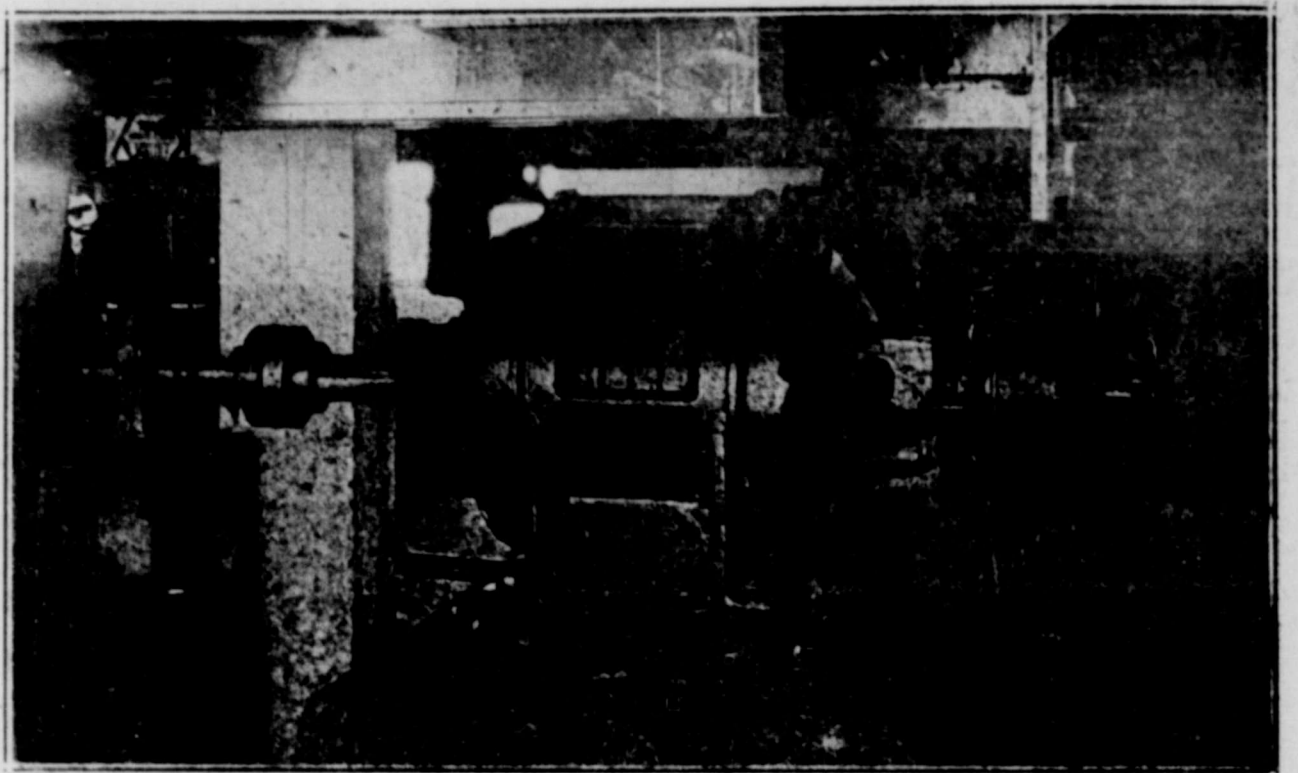
View of Press Room showing the Automatic Steam Cooker which cooks the cotton seed meats before being formed into slabs for placing in the hydraulic Presses, shown at right, which, under 4,000 pounds pressure extract the oil. The hard slab of cake remaining after the oil has been pressed out is stripped of its cloth cover after which it is cracked into small pieces by the machine shown next to the stripper.



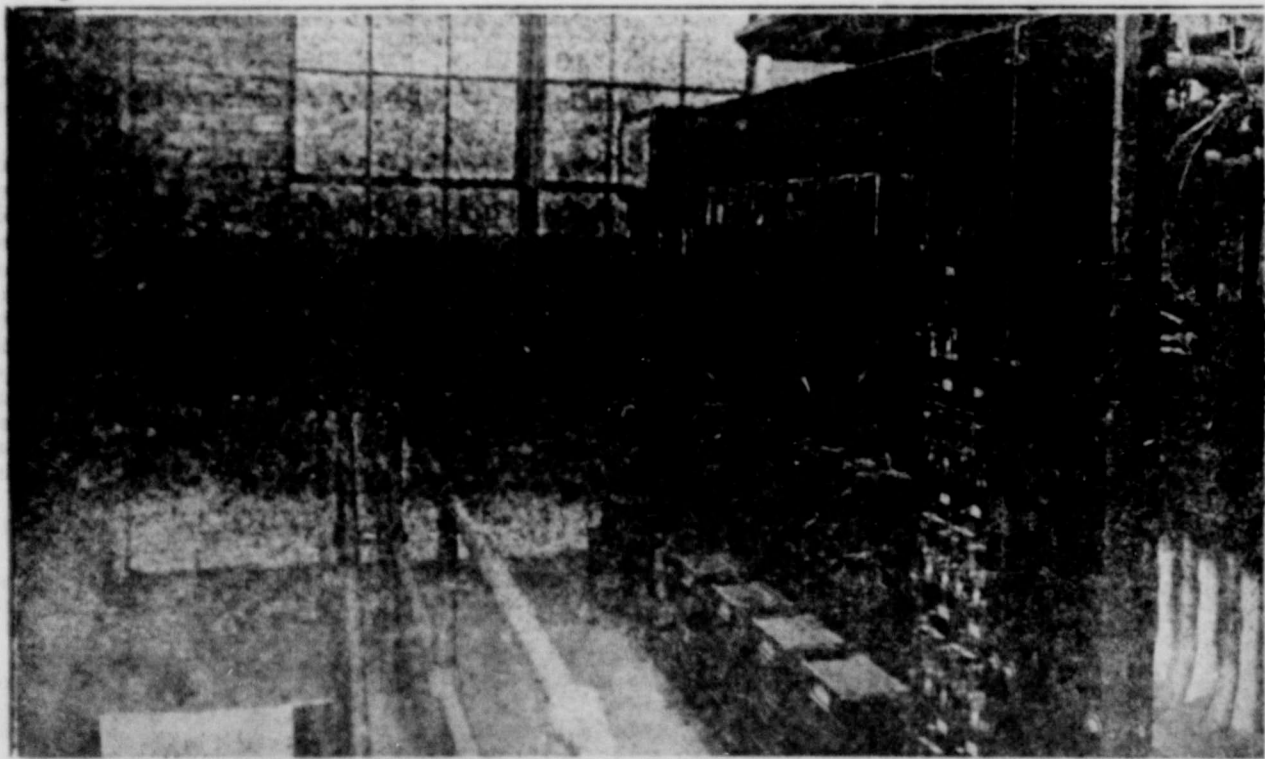
View of one corner of Meal and Cake Room, showing the large cracked cake storage bins from which the cracked cake is automatically fed and conveyed to the electrically operated automatic weighing and sacking machine shown at the right or to the Attrition Mill, shown between the cake bins and scale, which grinds cracked cake into meal, after which it is conveyed to the scales. The remainder of this room, which contains 168,000 cubic feet, is used for the warehousing of products which are loaded into freight cars on one side of the building and into trucks on the other. The floor of this building is at car door level for convenience in loading.



View of Section through Linter Room showing single batteries of linters which remove the longer staple from the seed before it passes through the double battery of linters, not shown, which removes practically all of the short lint before the seed is conveyed to the Hulling and Separating Room where the hulls are removed and the seeds separated from them before passing through the crushing rolls and to the cooker. The lint removed by the second cut linters is pneumatically conveyed to the press room where it is baled.



Two of the latest type Super-Synchronous Motors which are direct connected to the line shaft and furnish power for the Mill. These motors carry 2300 volts and to the layman are unique in the fact that when the Power Companies lines are overloaded suddenly they generate electricity themselves and helps the power company hold up their lines. These motors also can be individually controlled to consume the least amount of electricity necessary to carry their loads which vary at times.



The Switchboard which controls and regulates the high voltage current through the various circuits which supply electricity to the 26 motors with which the Mill is powered and also the low voltage lines for lighting purposes. The total connected horse power required to operate the Mill is close to 1000 h.p. The switchboard is equipped with meters for recording the amount of power used in the separate departments, and a recording power factor meter and a curve drawing volt meter for keeping a permanent record of the voltage.

PLAINS ROUND-UP AT FLOYD-ADA NOVEMBER 25th-26th

Floydada will be the scene of the "Great Plains Roundup" Nov. 25-26 when the climax to motion picture, being filmed by and produced by Jack Armstrong of Hollywood, Calif., is made. Preparations are being made by Armstrong for the greatest crowd that ever assembled on the South Plains for a similar event and \$1,000 in cash and trophies and a barbecue will be served the contestants and visitors each day of the rodeo. \$1.10 admission for everything, 50c for children under 12. Twenty towns in this section will be included in the filming of the picture which will be titled "The Coming of Dan Noble." Popularity contests will be staged in each town for the selection of the most popular girl and the winning contestants will be given a part in the picture.

In order that the people of the South Plains might actually see the filming of a motion picture and at the same time be entertained by a real rodeo and roundup, Armstrong is arranging contests in which the best dressed cowboy or cowgirl will be selected, calf roping, wild horse riding, broncho riding, steer riding and various other events that go to make up

a real western rodeo. A "whirlwind" advertising campaign is being put on by Armstrong and his secretary, Doris Burchell, and from the interest being manifested by the "old timers" and lovers of "frontier day scenes" the event will no doubt eclipse any previous one held in West Texas.

ANNOUNCEMENT—I have taken over the Davis Produce Company and in the market for all kinds of Produce, Cream, Hides and Eggs.—R. L. Knox.

3000 big bundles kaffir corn for sale, 3c in field.—T. J. Pemberton, 7 miles southwest Lockney.

Judge I. R. Keiso, president of the Texas Utilities Co., was in Lockney Wednesday, looking over the improvements that the company is making in this city.

CAREON PAPER—Sizes 8 1-2 x 11, 8 1-2 x 14, and 25 x 38 inches, for sale at the Lockney Beacon, Phone 92

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. Second sheets \$1.50 per 1000 sheets, size 8 1-2 x 11.

BARGAIN DAYS ARE NOW ON

LOCKNEY BEACON

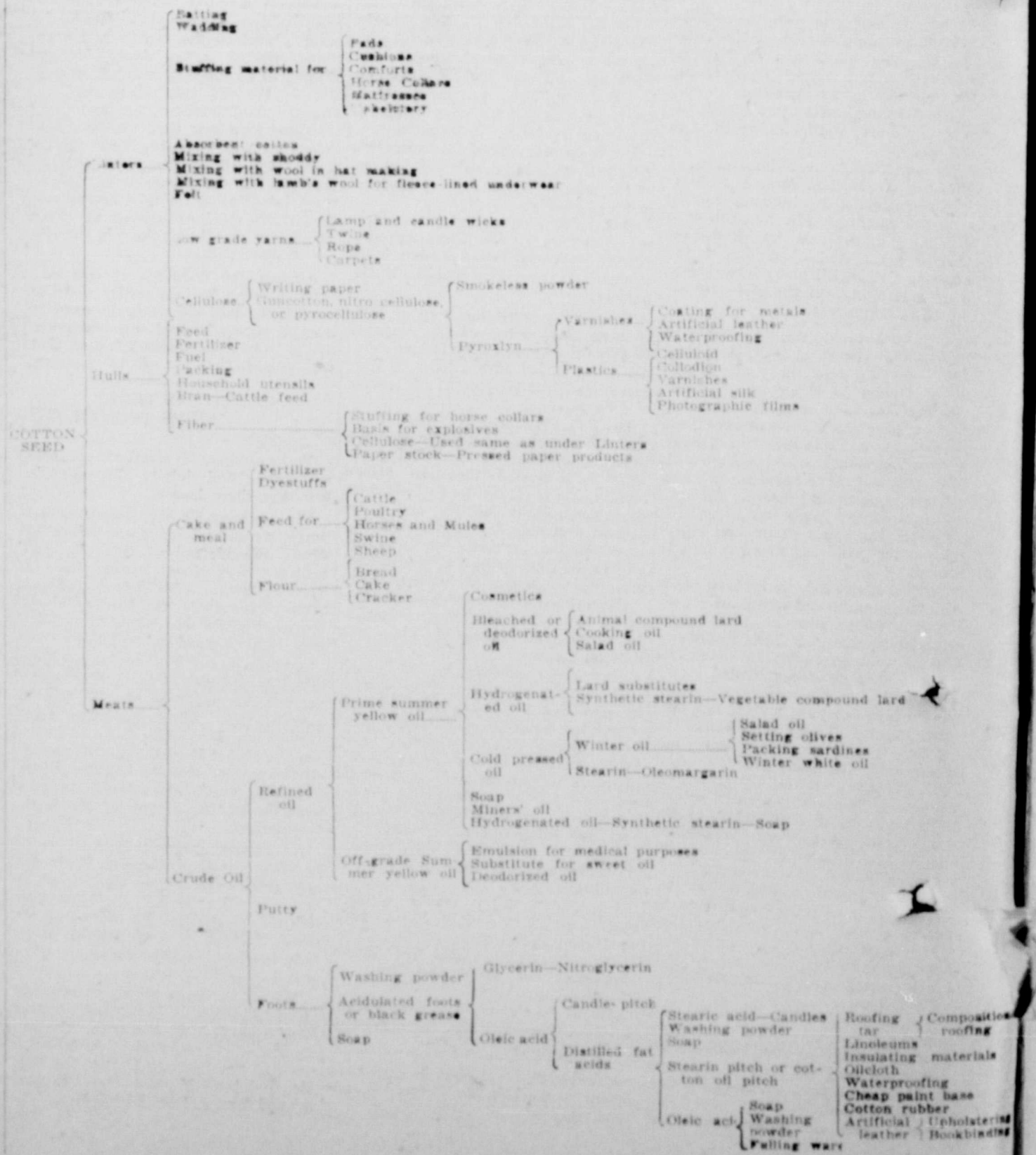
\$ 1.00 for One Year

Subscribe Now

To people living in Floyd, Hale, Briscoe, Crosby, Motley or Lubbock Counties. Regular rates to subscribers living out side of these counties.

By-Products of the Cotton Seed

The chart, shown below, diagramming the various derivatives of linters, hulls and meats, will give some idea of the far-reaching magnitude of the cottonseed by-product industry.



CONGRATULATIONS

LOCKNEY COTTON OIL COMPANY

It is indeed a pleasure to this institution to have an opportunity to welcome the Lockney Cotton Oil Company to Lockney, and congratulate those in charge and the parent company, Anderson, Clayton & Co., on the wonderful oil mill structure they have built in our little city, and to wish for them many years of prosperity in their undertaking.

We will be more than glad to co-operate with this great industry at all times in helping to bring a larger volume of business to their mill, and in building a larger and more prosperous community from which to draw trade, and will at all times co-operate with them in helping to further the cotton industry in this section.

THE FIRST NATIONAL BANK

A. B. BROWN, President

R. E. PATTERSON, Vice-President

BURTON THORNTON, Cashier

M. R. SNYDER, Assistant Cashier

MRS. VERTIS SMALLEY, Assistant Cashier

DIRECTORS:

A. B. BROWN

R. E. PATTERSON

BURTON THORNTON

E. G. FOSTER

MRS. J. F. CONNER

J. ROSS RICHARDSON, President

MISS G. M. CLINE, Sec'y.-Treas.

J. C. JONES, Vice-Pres. and Gen'l. Mgr.

H. M. MASON, Manager

W. W. BROWN, Superintendent

THE

LOCKNEY COTTON OIL COMPANY

ANNOUNCES

The Opening And Completion of Their New Mill

ALLIED WITH

- ABILENE COTTON OIL CO..... ABILENE, TEXAS
- SAN ANGELO COTTON OIL CO., Inc..... SAN ANGELO, TEXAS
- BALLINGER COTTON OIL CO., Inc..... BALLINGER, TEXAS
- WINTERS COTTON OIL CO., Inc..... WINTERS, TEXAS
- PLAINVIEW COTTON OIL CO., Inc..... PLAINVIEW, TEXAS
- MUNDAY COTTON OIL CO., Inc..... MUNDAY, TEXAS
- SLATON COTTON OIL CO.,..... SLATON, TEXAS

Manufacturers of Cotton Seed Products

THE LOCKNEY COTTON OIL CO.

Desires to express their appreciation for the co-operation of the individuals and firms who contributed time, material and machinery in the construction of their mill, as follows:

- | | |
|---|---|
| ROBERT J. CUMMINGS, Houston, Texas
Consulting Engineer | GRAYBAR ELECTRIC CO., Houston, Texas
Power Wiring and Supplies |
| J. S. HARRISON CONSTRUCTION CO., Waco, Texas
Contractors—Mill Building | ATLANTA UTILITY WORKS, East Point, Ga.
Motes Beaters |
| MUSKOGEE IRON WORKS, Muskogee, Okla.
Contractors Seed and Hull Storage Building | BLACKMEYER PUMP COMPANY
Oil Pumps |
| H. W. CALDWELL & SONS CO., Chicago, Ill.
Engineering and Fabrication of Elevating, Conveying and Transmission Machinery—Mill Building | MORROW-THOMAS HARDWARE CO., Amarillo, Texas
Hardware and Supplies |
| DODGE MANUFACTURING CORPORATION, Houston
Engineering and Fabrication of Elevating, Conveying and Transmission Machinery—Seed and Hulls Houses—Dodge Tinkem Bearings | MORRISON SUPPLY CO., Amarillo, Texas
Pipe Lines and Plumbing |
| FRENCH OIL MILL MACHINERY CO., Piqua, Ohio
Press Room and Rolls Room Machinery | AMARILLO IRON WORKS, Amarillo, Texas
Structural Steel |
| CARVER COTTON GIN CO., East Bridgewater, Mass.
Linters—Hulling and Separating Machinery | TEXAS UTILITIES CO., Plainview, Texas
Electric High Lines |
| BAUER BROS. CO., Springfield, Ohio
Seed Cleaning Machinery and Attrition Mill | WEST TEXAS GAS CO., Amarillo, Texas
Gas Lines and Fuel |
| LUMMUS COTTON GIN CO., Dallas, Texas
Linter Press Room Machinery | THE TEXAS CO., Plainview, Texas
Oils and Greases |
| FORT WORTH STEEL & MACHINERY CO., Ft. Worth
Lint Flue System—Hoppers and Dust Collector—Helm Cake Breakers | W. W. ELECTRIC CO., Lubbock, Texas
Contractors—Light Wiring Mill Building, Seed and Hull Houses |
| BRIGGS-WEAVER MACHINERY CO., Dallas, Texas
Mill Supplies | CLONIGER & HILL, Lockney, Texas
Contractors—Office Building and Employees Residences |
| HARDWICKE-ETTER CO., Sherman, Texas
Mill Supplies | THE LOCKNEY ELECTRIC CO., Lockney, Texas
Light Wiring Office and Employees Residences |
| DALLAS BELTING CO., Dallas, Texas
Leather Belts | LOCKNEY SHEET METAL WORKS, Lockney, Texas
Sheet Iron Works |
| ATLAS METAL WORKS, Dallas Texas
Oil Storage Tanks | BAKER MERCANTILE CO., Lockney, Texas
Hardware and Supplies |
| HOWE SCALE CO., Dallas, Texas
Scales | CRAGER FURNITURE CO., Lockney, Texas
Hardware and Office Furniture |
| THE GRINNELL CO., Dallas, Texas
Water Mains and Fire Protection | WOOLDRIDGE LUMBER CO., Lockney, Texas
Lumber and Cement |
| GENERAL ELECTRIC CO., Schenectady, N. Y.
Electric Motors—Switchboard and Equipment | HIGGINBOTHAM-BARTLETT LUMBER CO., Lockney
Lumber and Building Supplies |
| SOUTHWEST GENERAL ELECTRIC CO. Houston, Texas
Power Wiring and Supplies | GENE SIMPSON, Lockney, Texas
Oxo and Electric Cutting and Welding |
| | ANGEL & CHILDERS, Lockney, Texas
Insurance Coverage |
| | THE P. & S. F. RY. CO., Lockney, Texas
Co-operation |

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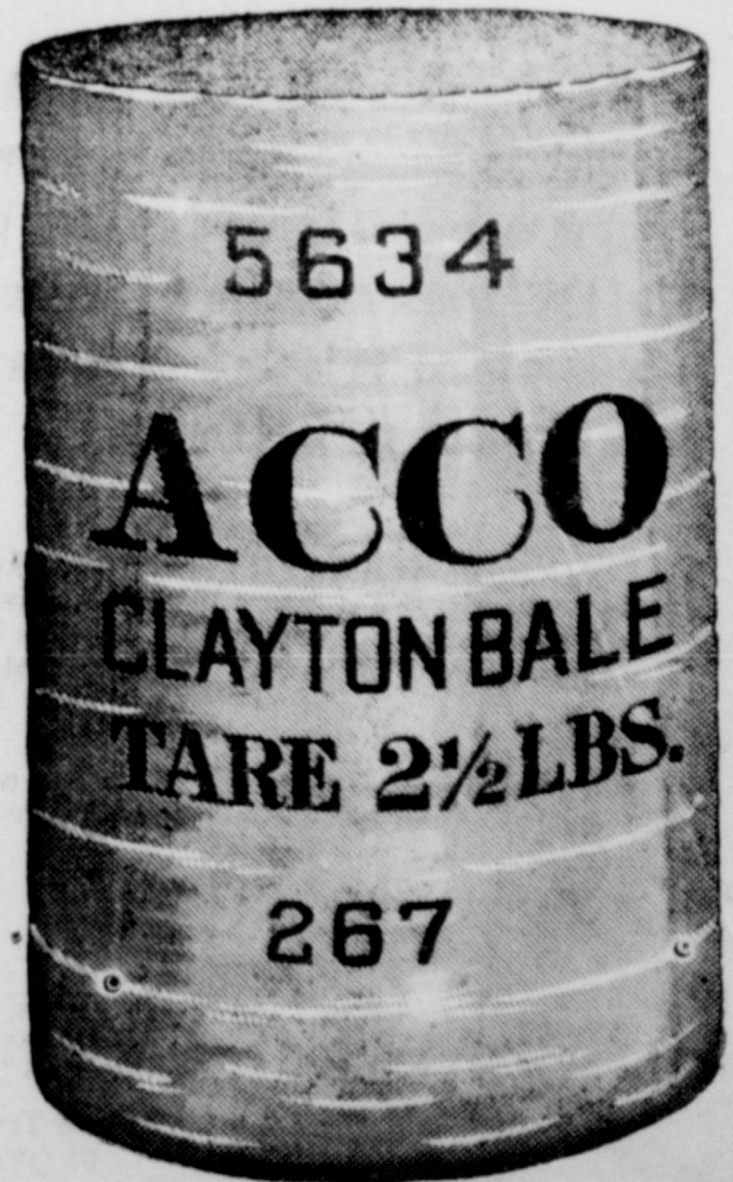
OUR OWN EMPLOYEES

COMPLIMENTS

TO

**LOCKNEY
AND
WEST TEXAS**

**Anderson, Clayton & Company
Houston, Texas**



Specials Friday & Saturday

- Sweet Potatoes bushel \$1.15
- Oranges, per dozen 20c
- School Tablets, big ones 7 for 25c
- 24 lb Fresh Meal 69c
- 10c Tar Soap 4 for 25c
- No. 2 Cans Pork & Beans each 09c
- Maxwell House Coffee 3 lb. Can \$1.41

See Us For Your Fruit Cake Ingredients

Cash Grocery

Phone 59 WE SELL FOR LESS Lockney

WANT COLUMN

FOR SALE—F. F. Filling Station, Lockney, Texas. Terms, E. Harlan or E. J. Morehead, Plainview, Texas. 3 12tp

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

FOR SALE—160 acres of land two and one half miles east of Lockney. All in cultivation. \$60 per acre. \$2,500 cash, balance good terms 8% interest.—Mrs. J. T. Burnett, Canyon, Texas.

We have bred 68 sows the past season for 34 farmers. It will be money for you to let us breed your sows too. Bring them to the farm or write us to come after them.—Holmes Bros. Hilltop Farm.

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

FORD TRUCK FOR SALE—In A-1 condition. Generator, starter, and battery. New pump and Jack. Nearly new stake body and rear casing.—J. F. Sewell & Co., Lockney, Texas.

If you are not equipped to haul your sows we will come and get them and deliver them back to you at \$1 each.—Holmes Bros. Hilltop Farm.

WANTED—Party owning a small farm who will trade it for a second hand furniture business in Dallas, and which is said to be making good money.—Baker & Carter. 7 tfe

BREEDING SEASON—For spring pigs is here. We have added two more good young boars to our string of herd boars.—Holmes Bros. Hilltop Farm. 7 4tc

FOR SALE—14 lots, 1, two room house, 1, one room house, well, chicken yard in East Lockney priced for immediate sale at \$1,000.—See or write E. Guthrie, Lockney, Texas.

OUR TERMS—Sows bred for \$5.00

each payable at weaning age if you raise 6 pigs. If 5 or less—FREE, come again you can't lose.—Holmes Bros Hilltop Farm. 7 4tc

LOST—Pair of boys glasses in case from C. D. Clough, reward.—A. A. Suits.

FOR SALE—Home Laundry for sale or trade.—See J. R. Davis, Home Laundry, Lockney, Texas. 1t-pd

FOR SALE OR TRADE—Motorcycle in A1 condition.—See L. D. Ochsner, Santa Fe Depot.

FOR RENT—160 acre farm—Call at Brewster House. 1t-pd

FOR EXCHANGE—Do you want a home in the Winter Garden of Texas, can exchange one for good property here.—Baker & Carter. 9-tf-c

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CONGRATULATIONS TO THE Lockney Cotton Oil Co.

We welcome them in our town, and appreciate their business relations to our surrounding country.

For the benefit of our customers we have a full stock of Zero Pipe Covering to keep the water pipes from freezing, in connection with a complete stock of Hardware and Furniture.

The Best Steel Windmill on the market. See us for particulars and demonstration.

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Licensed Embalmer

WELCOME TO

Lockney Cotton Oil Co.

Congratulations to Lockney in their good fortune in locating an industry like the Lockney Cotton Oil Company in their city and Floyd county. We sincerely hope that the Anderson-Clayton & Company will never have occasion to regret in the least for having cast their lot with the people of Floyd County.

Let's keep going Boys. If Floyd County keeps on landing good strong concerns in the future like she has in the past three years it will soon be one of the strongest counties in the state. It is beyond question one of the best counties at this time.

We rejoice in your coming and extend a cordial invitation to the several employes to come to our store and buy your Dry Goods and save money.

BAKER, HANNA & CO.

"Where Most People Trade" South Side Square FLOYDADA, TEXAS

CONGRATULATIONS TO THE Lockney Cotton Oil Co.

We take this method of expressing our appreciation of the wonderful industry that has just been completed in our city by Anderson-Clayton & Co., and wish for the parent firm and the Lockney Cotton Oil Company many years of prosperity and big returns for their investment in our little city, and in the words of Rip Van Winkle of old, "May they all live long and prosper."

We wish to especially thank Messers J. Ross Richardson, President, and H. M. Mason, Manager of the Lockney Cotton Oil Company, for making it possible for us to get out this edition of the Lockney Beacon which you are now reading, and also thank Mr. C. M. Wilson of Floydada, for his services in furnishing photographs of the mill from which the cuts in this issue of the paper were made.

The Lockney Beacon

H. B. ADAMS, Editor and Owner

LOCKNEY COTTON OIL MILL EDITION

PUBLISHED
EVERY
THURSDAY

THE LOCKNEY BEACON

OFFICIAL PAPER
OF THE CITY OF
LOCKNEY

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

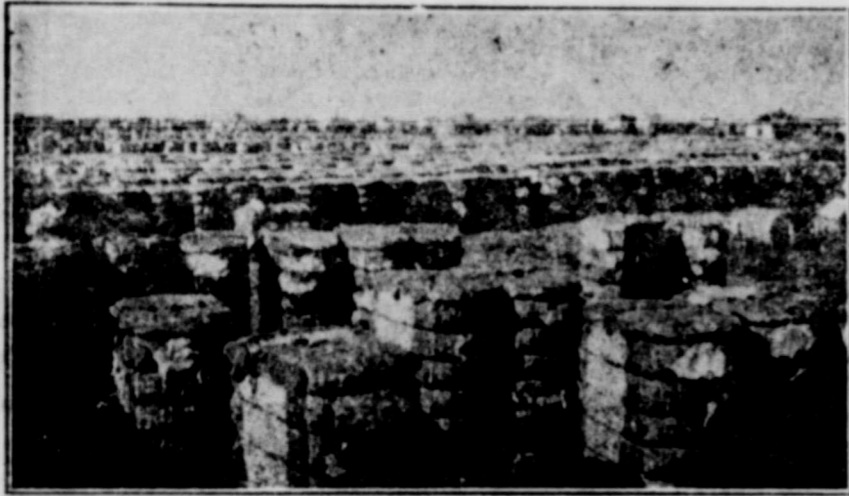
VOLUME TWENTY-SEVEN

Lockney, Texas, Thursday, November 17, 1924

Number 9

Floyd County Leads All West Texas in Diversification

People Are Learning That Several Crops Bring More Revenue and Have Quit One-Crop Idea



Cotton scene in Lockney last year.

Floyd County, as you ascend the Llano Estacado, or Staked Plains, from the east, where once the Buffalo, Coyote and Indian once roamed and the man of the east believed to be a desert country, but in fact the much loved country, where the Indian took refuge when being followed by the white man, after making his raids down state, and properly and truly named by the Red Man as the "Green Valley", is fast developing into one of the greatest diversified farming sections of the entire southwest, and today leads all West Texas, Plains and Panhandle counties in the production of a number of the most important crops.

It is almost impossible to enumerate the crops that can be raised upon the Plains of Texas, and in saying this the assertion is correct in every sense of the word, for there is no crop

that can be raised in the temperate zone that cannot be successfully raised on the Plains and in Floyd County. Every kind of field crop that is raised in the South or Middle West has been tried in this section of the country, and every one of these crops have proven a success.

The three main crops of this county for the past few years have been wheat, cotton and sorghum grains, and these crops have been planted on a large scale, as land values have been very cheap in comparison with the prices that farmers have had to pay for land that will not produce anything like the land of Floyd County, in other sections of the state.

When we say that these crops have been raised on a large scale in Floyd County the past few years is clearly brought out by crop statistics, as will be shown by the government report

for the past few years. Last year (1923) Floyd County raised and marketed more than 1,850,000 bushels of wheat, and then again this year the wheat crop reached above 1,750,000 bushels and with the exception of one short wheat crop, which was in 1925 the crop has run from 1,500,000 to 2,000,000 bushels every year since 1919.

Cotton has always been raised as a second crop in Floyd county, due to the transportation facilities of the county, as Floyd County in past has been cut off from the world in the way of transportation, having to go in a very round-about way to reach the markets with her products; then again the cotton farmer has been handicapped in getting the necessary labor at the right time and at prices he could afford to pay, and many large fields of cotton have been plowed under, or gather in a way that half of the crop was left on the ground to decay and rot and never reached the gin or the spinner. This largely was due to the fact that many farmers planted excessive acreage, expecting to secure an abundance of labor at the right time, and the price of cotton did not justify the gathering of the crop, and hence, more cotton was wasted than was raised in many counties in the cotton belt of this state. However, there was raised and marketed in 1923 55,000 bales of cotton in Floyd county, in face of the fact that cotton prices were low, and that the county had raised and marketed a wheat crop of 1,850,000 bushels, and the cotton and wheat crops were not the only crops raised in the county, as the Grain Sorghum crops, which are familiarly known as maize, kaffir, etc., was even larger than either the cotton or wheat crop, there being more

acreage planted to these crops, and there being thousands of tons of the sorghum grain crops harvested and used for home feeding purposes, and train loads after train loads that found markets in other sections of the country.

The three chief crops as they might be termed, are not the only crops that are considered money crops in Floyd county and the Plains counties, as there are dozens of other crops that do equally well but as extensively planted. This section is the natural home of Alfalfa, and many farmers have alfalfa fields, where they graze their milk cows and other livestock, and then gather several cuttings of hay each year. Well does this writer remember what Col. Joe Wing, of Chicago, who was an authority on alfalfa in the world, having visited every section of the world investigating the soil and conditions necessary for the proper growing of alfalfa, told him back in 1912. Col. Wing said, "I have traveled over the entire world, testing and investigating lands relative to the growing of alfalfa, and I can truly say that the Plains country of Texas, which is embraced in what is known as the Shallow Water Belt, has no rival in the proper production of alfalfa. Here I find every ingredient in the soil that is necessary for alfalfa growing, and with the shallow water that this country is blessed with, there is more money to be made in the growing of alfalfa than any one crop that can be planted. There is only one other spot in the world that can compete with the Shallow Water Belt of the Plains in the growing of alfalfa, and that is a strip of country near Sidney, Australia." Col. Wing spent his life investigating the growing of alfalfa, and probably knew more about the crop than any living man. Alfalfa has never been a chief crop on the Plains to this date on account of the fact that irrigation machinery has cost so much that few farmers have seen fit to dig and equip a well, and to successfully grow alfalfa, the water must be put on the land at the proper time. However, there are many fields of alfalfa grown in this section under dry farming methods, and from two to three good crops are cut each year, and where irrigation is used from four to five crops each year are the result.



Cotton farm near Lockney in 1926

alfalfa, and probably knew more about the crop than any living man. Alfalfa has never been a chief crop on the Plains to this date on account of the fact that irrigation machinery has cost so much that few farmers have seen fit to dig and equip a well, and to successfully grow alfalfa, the water must be put on the land at the proper time. However, there are many fields of alfalfa grown in this section under dry farming methods, and from two to three good crops are cut each year, and where irrigation is used from four to five crops each year are the result.

Oats and Speltz are also good grain crops in this section of the country, and thousands of bushels of these crops are harvested each year.

Grass, Amber and Red Top Cane, Barley, Rye, Darso, and several other kinds of hay and small grains, and they do equally well when planted, and good yields of these crops are shown each year.

Greatest Country for Truck Growing

It has oftentimes been said that it is the little thing that count, and this is literally true in Floyd county and the Shallow Water Belt, as here is to be found one of the best countries for the growing of small crops, commonly termed truck crops, in the entire nation. This fact has been proven on many occasions in a small way by the farmers and their wives in the way of raising gardens, and from this proof this country is gradually, but surely, developing into a genuine farming section, where the planter is making a good living for

Continued on next page

CONGRATULATIONS

LOCKNEY COTTON OIL COMPANY

It is with great pleasure that we extend congratulations to the Lockney Cotton Oil Company for the erection of the best Oil Mill Plant in Texas in the best country, and the best little town in Texas, and welcome them as a member of Lockney's industries.

SOUTH PLAINS GRAIN COMPANY

Phone 23

OAL—GRAIN—FEED

Lockney, Texas



Baling Alfalfa Hay Near Lockney

his family and himself at his home, and raising what is commonly termed, the "money crops" on his surplus land. The development along this line has been wonderful in the past seven years, and today there are very few people who live on the farms of Floyd county that fail to bring enough products to town every time they come, to buy the groceries and dry goods they need, and oftentimes their products pay the bills and leave them a balance to carry back home or deposit in the town banks. This is where real prosperity begins, and if judiciously followed will make the most profitable commonwealth that can be imagined. This country is especially adapted to the raising of such crops as celery, lettuce, beans of all kinds, turnips, asparagus, spinach, potatoes, tomatoes, okra, black-eye and chowder peas, and in fact most of the garden vegetables, and with small tracts of land under irrigation, with proper transportation facilities, this immediate section is destined to become the rival of Southern California and Rocky Ford in the truck markets of the world.

Great Melon Country
 "Plenty of watermelons and no negroes to eat them." This caption has appeared under a cut of some watermelons that were raised on the J. F. Dollar place, and at that time was perfectly true, but today the title will not hold good, as there are negroes in West Texas and Floyd county to help consume the crop.
 Both watermelons and cantaloupes are a perfect success in the Plains country and are a good money crop where properly cultivated on a large scale, but the successful marketing of these crops has been handicapped by the transportation facilities, and therefore, the crops have been limited in the past.
Strawberries of the Best Quality
 Floyd county and the Plains are gradually becoming known as a section of the country where strawberries abound and will figure prominently in the future years.
 It has not been many years since the people of this section diverted their attention to East Texas and Arkansas when the word strawberry was mentioned, but the pioneer of

this country pioneered in experimenting with the strawberry, just the same as he experimented with all other kinds of crops, and he found that East Texas and Arkansas had nothing on Floyd county and the Shallow Water Belt when it came to the raising of a strawberry and one that would make your mouth water, and today there are hundreds of patches of strawberries in this section, and while the supply is limited as far as supplying the market is concerned there is no better grade of strawberries than those raised on the Plains and the size of the crop will be greatly increased when our transportation facilities are sufficient to take the over-production to the section of the country where the good markets are to be found.

One of the best things about the growing of truck crops on the Plains is the fact that our truck crops are ready for the market just at the time when the truck from the other regions is off the market, or in other words the truck crops from the Rio Grande have been gathered and sold before our crops are ready for the markets, which insures the truck growers for this section a good market price for his products.

Poultry A Money Crop
 Not so many years ago the farmer or rather, rancher, of Floyd county believed that the only need of the hen was to supply his wife eggs to make corn bread, and the value he placed on this "American Lady" was very insignificant; but today the little hen is cackling another tune, and the farmer as well as the business man and merchant are dancing to her tune.
 Today Floyd county raises more chickens, and markets more eggs and chickens than any other county in this section of the country, and there is a good reason for this being true. The Plains is an ideal place for the raising of poultry, and the chicken thrives and produces in this section as well as in any poultry section of the Nation.

The chickens of Floyd county the past year were valued at more than \$100,000 and this does not include turkeys, etc. There were 163,771 chickens raised and sold in Floyd county in 1925 bringing to the poultry raisers of the county \$163,176; these chickens produced 438,091 dozens of eggs, which brought the poultry raiser \$109,523 during 1925, or a total sale of chickens and eggs for that year of \$212,699, and during the year 1926 the gain was at least one third over the previous year, and the past year has run the figures up to where 1927 will probably double the 1925 value.

The turkey crop of 1926 brought thousands of dollars to the farmers of Floyd county, in some cases the wives of the farmers cleared more

Continued on next page



Watermelons grown near Lockney

Congratulations The Lockney Cotton Oil Co.

That it may be the beginning of
INDUSTRIAL LOCKNEY



Lockney Drug Co.



TWO REGISTERED PHARMACISTS

E. L. Woodburn

S. G. Miller

Congratulations

LOCKNEY COTTON OIL COMPANY

It is more than a pleasure for us to welcome this great institution to Lockney and Floyd county, and wish for them many years of prosperity in this new field.

We are exceedingly proud of the wonderful mill they have erected here, which is our greatest asset at this time.

Wooldridge Lumder Co.

LOCKNEY

BUILDING MATERIAL

TEXAS

Congratulations

Lockney Cotton Oil Co.

On the completion of the best Oil Mill Plant in Texas
The pride that we feel in your progress is exceeded only by our wishes for your immediate and continued success.

D. F. McDuffee THE TAILOR

CLEANING—PRESSING—ALTERING
Suits Made To Measure

Phone 114

Lockney, Texas



Wide Row Kaffir Corn Making Two Tons Per Acre

money off their turkey crop than the husband did off his field crops. The turkey crop is always a good money crop in this county, due to the favorable conditions for raising turkeys and the good range for them to run on.

There are many farms in the county where hundreds of chickens are raised annually, and the farmer who uses the poultry business as a money crop generally pays cash for what he needs to supply the wants of the farm home and has a nifty little bank account in the town. That poultry pays is very much in evidence in Floyd county, and if you will canvass the accounts of the local grocery stores you will find that the number of farmers that have a balance due them from the grocer, instead of owing the grocer, is very large. The produce business has grown to such proportions that it has become necessary for nearly a dozen produce houses to be operated in the county to take care of the business.

Cream Can Being Filled
Expert dairymen say that the

Wisconsin in the second place as a dairy products producing section. Here the number of milk cows is growing very rapidly and every week finds the number of cans of cream leaving the cream stations of Floyd county increasing. The cream business is proving one of the most valuable assets the farms of Floyd county possess, and has proved a God send to the man who has bought a home and become a landholder in this section of the state.

Nearly every farmer in Floyd county has found that it is very profitable to have a few good milk cows on the farm, and as a consequence today most every farmer is a regular visitor to the cream stations with several pounds of butter fat to place on the market each week. One farmer, who is just one among the many, has been milking two cows the past year and selling eggs from a few hens, and in our daily rounds a few weeks ago in conversation with a groceryman, we found that this man had supplied his table with groceries for the year, had bought and paid for

another cow, had bought his cotton sacks to pick his cotton crop and had spent money for several other purposes, and paid for them all from the products of these two cows and about fifty hens, and that the grocer owed his a balance of about fifty dollars. This man farmed 160 acres besides milking these cows and caring for the chickens, and that all he got out of his crops, after paying the harvesting would be clear money. There are many such men in Floyd county, and the dairying industry is becoming quite popular and growing by leaps and bounds, as these men are demonstrating to their neighbors the diversified farming program that they are carrying out. There are also several men in the county that are milking a good size dairy herd, and are finding the business quite profitable. The dairy business can be handled on the Plains at a expense less than most any other section, as here an abundance of feed can be raised each year, the season is open the year around so that the cattle can graze in the pastures, no large expense is necessary in the way of pens and enclosures to carry the dairy herds through the months of extremely cold and bad weather, and there is no necessity for large expense in importing feed from afar to take care of their herds. The building of the Lockney Cotton Oil Co's. Mill here will add materially to the dairy industry, as these people will place on the market in a short time a well balanced dairy feed that will increase the production of dairy herds of the county, and this feed will be accessible in the home market, without necessitating ending off and having it imported. Special drives will be made from time to time in this county under the supervision of local concerns and the A. & M. College to improve the herds in both size and grade, and thereby the farmers will find more profit and prosperity to the country will become more general.

Stock Cattle Still Profitable

The days of the big ranch and the shaggy dough-gutted cattle have long past, and this country is no longer considered a cattle raising country, but the fact still remains that there are a good many beef cattle raised in the county and the men who are engaged in this ranching business are finding it profitable. The cattle being raised in Floyd county today are principally the White Face and Jersey varieties—the white face for the beef trade and the Jerseys for the dairymen.

A large herd of beef cattle will be fed out at the Lockney Cotton Oil mill during this winter to go on the fat cattle market at the proper time.

Hogs are on Increase

A few years ago Floyd county was known as the "Hogopolis" of the

Continued on next page



A Milo Maize field South of Lockney in 1926

CONGRATULATIONS AND BEST WISHES

Lockney Cotton Oil Co.

On the completions of the Southwest's best oil mill in the best little city in Texas

Lockney Coal & Grain Co.

COAL—GRAIN—FEED

Phone 60

Lockney, Texas

THE PLACE WHERE QUALITY BREAD IS MADE IN LOCKNEY

CONGRATULATES

Lockney Cotton Oil Co.

ON THE COMPLETION OF THE BEST OIL MILL PLANT
TEXAS

Quality is what the people of Floyd county want; the Oil Mill company has given us a mill of the very best quality that money could buy to take care of the needs of this country. The City Bakery has the best machinery that money can buy to make the highest Quality Bread and Pastries to take care of the needs of the people of Lockney and Floyd County.

THE CITY BAKERY

G. H. PHENIS, Prop.

Lockney, Texas



Modern dairy methods used on Albert King's Farm

world, but owing to prices going so low in the hog market practically all the hog raisers sold off their stock and quit the hog raising business, and for the last few years hog raising in the county has been at a low ebb. Due to the fact that pork prices are better now, and the farmer can raise a few hogs profitably more hogs are to be found on the farms, and the hog business is getting gradually better in the county. The reason for Floyd county becoming the "Hogopolis" of the world a few years ago was that the conditions are ideal in this county for raising hogs. On the Plains country the hogs are free from disease, the climate the year round is ideal for the growing and maturing of meat hogs, the feed is plentiful and good ranges are to be had, alfalfa can be raised for the hogs to graze on, and where alfalfa is grown it does not take long for the pigs to make hogs of themselves. It has been found very profitable to have a few hogs to follow dairy herds, because the pick up a good part of the feed that is wasted, also the milk that has passed through the separators can be fed to hogs profitably, and in fact, all things necessary for the proper developing of the hog can be had in this section, and here hog diseases are practically unknown, and there is no hog cholera in this country.

Fruits Also Grow Here
The Plains section has always been looked upon as a vast stretch of country, where there were no trees, and this is true, but many people from afar do not realize that trees will grow in this section as prolific as they will in any section of the country where there are natural forests. The towns of this section can be made more beautiful by the fact that trees can be planted here where you want them, and they will grow, than if there had been trees here in the beginning; where trees are to be found planted in regular rows about the town and farm homes of the country and these trees are well cared for and are an ornament to the country.

Fruit trees of nearly every variety thrive and produce fruit in this section of the country, there only being a few varieties that are too early for the Plains. Peaches, apples, plums, cherries, pears, and other fruit trees are easily grown and produce good crops nearly every year, where given practically any attention at all, and the fruit that is grown on the Plains compares favorably with fruit grown in any other section of the state in flavor and size.

Grapes is one crop that the Plains country can compete with the irrigated district of Southern California. No better varieties of grapes nor

no larger crops can be grown in any section than can be grown on the Plains. Those who have cultivated vineyards have found that this country is especially adapted to the growing of the very best varieties of grapes, and have found the growing of same very profitable.

Beats the World on Beets
A mighty sound like an exaggeration to say that this immediate section of the Plains has no rival in the world when it comes to growing sugar beets, from the standpoint of size of the beet and the sugar test of the beet.

There is one thing that has kept this country from being in the sugar beet industry head-over-heels, and that is the fact that we have no sugar beet factory, and the cost of getting beets to the factory is so high on account of transportation facilities that it is not as profitable as it should be to raise beets. The Plains sugar beet is of the best quality, growing to an exceedingly large size under proper cultivation, and contains a ten per cent higher sugar beet than does the sugar beet of Colorado or Utah.

This crop will be wonderfully increased in the next few years as with the better transportation facilities that are now at hand, and with the development of the irrigation projects in the Shallow Water belt, more acres will go into beet culture and sugar beet mills will be located at hand for the manufacture of sugar, as the sugar industry must seek this territory within the next few years.

4 Things Necessary For Development
There are just four things that are necessary for the development of any farming country, and this immediate section has three of these essentials, and we expect to get the other one. These are: Soil, Water, Climate and People.

You might spend your entire life traveling to the four corners of the earth, seek out every nook and corner, or dig clear through to China, and you could not find any country or any part of a country, where the soil was richer or deeper that goes to make up Floyd county and the Shallow Water belt. It must have been that God in His creation of the world had been very stinting with his best material, and had held it back as he poured over the rocks and the mountains of the land, and that he had preserved it so well that when the job was finished he had a surplus left upon his hands, and so the deep rough country that he had formed between the Rocky Mountains and the Caprock, He decided to fill this section with the best he had, and as a result the man who now inhabits the Plains is blessed with the deepest

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Making Money out of Chickens in the Lockney section

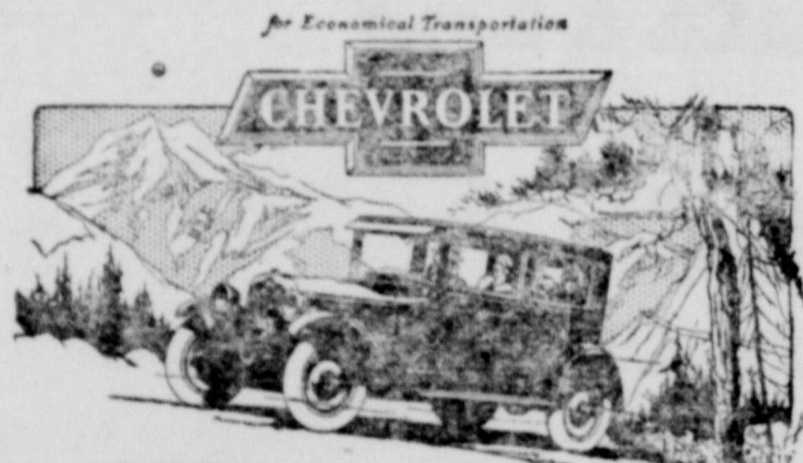
Greetings to The LOCKNEY COTTON OIL CO.

The biggest step forward for Lockney, which with the incoming Burlington Railroad, we welcome an era of development in general for Lockney and surrounding country.

We are still making good turnouts and our sample has been improved by adding additional cleaners and now we offer the best in ginning and the market price for your cotton daily.

LOCKNEY GIN COMPANY
AIKEN, LOCKNEY, SOUTH PLAINS

CONGRATULATIONS TO THE LOCKNEY COTTON OIL CO.



Why Chevrolet Performance is Thrilling Millions!

The COACH \$595

- The Touring or Roadster \$525
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- The 4-Door Sedan \$695
- The Super Cabriolet \$715
- The Imperial Landau \$745
- The Ten Truck (Chassis only) \$395
- The Ten Truck (Chassis only) \$495

All prices f. o. b. Flint, Michigan. Check Chevrolet Delivered Prices. They include the low handling and financing charges available.

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 COMPANY

CONGRATULATIONS TO THE Lockney Cotton Oil Co.

On the completion of the Best Oil Mill Plant in West Texas in our little city, and appreciate the fact that Lockney and Foyd County were chosen for the location.

INTERNATIONAL McCORMICK-DEERING LINE

Good equipment makes a good farmer better
MORGAN BROS. & CO.

Lockney, Texas



2,000 gallons per minute irrigation well near Lockney

and richest soil for the production of crops that can be found on the globe.

From the accompanying photograph you will note that the soil is of the depth of a full yard stick, or three feet deep, and there is very few places in the Shallow Water Belt that this is not true, and in most parts of Floyd county the soil will measure to a depth of from three to six feet. This soil is underlaid by clay, or what is called a hard pan, and is known as a soil that will hold moisture longer than most any other soil in the state. For example of the richness of the soil and the length of time it will hold moisture, the past Spring has proven beyond a shadow of a doubt the possibilities of crop production in this section. There was no moisture to speak of during the first of the year, and no rain at all in the spring, yet Floyd county harvested 1,750,000 bushels of winter wheat, of the best grade in the history of the country. No other section of the country, outside the Shallow Water Belt can say this, for all other sec-

tions where wheat was raised in this country, suffered and the crop was cut to minimum, and in most places there was practically no wheat harvested, while here in Floyd county, practically every wheat field that was properly seeded in the Fall of 1923 turned out from 12 to 25 bushels of highest test wheat that was ever produced on the Plains. This year cotton was planted by some of the farmers in Floyd county in April or early May, when there had been no rain fall for several months, and most farmers said that these men were wasting their seed, but this cotton came up, and today these fields are turning out the most cotton per acre, and the grade is better than the cotton gathered from the later crops.

The soil of this section is so rich and deep, and of such moisture preserving quality, that when properly cultivated the crops can be made on less moisture than in any other section of the country.

Irrigation as Insurance

No other country in the nation is

blessed with the water supply that the Shallow Water Belt of the Plains has at its command. The Shallow Water belt covers an area about one hundred miles in length and sixty to seventy-five miles in width, and the western half of Floyd county is embraced in this territory. In this Shallow Water Belt any land owner can have his own irrigation well, and an unlimited supply of water for irrigation purposes can be had at a depth of from 60 to 80 feet, however, most irrigation wells are dug about 100 feet deep and to give a sufficient pit for water above and below pump. The discovery of this unlimited water supply came to light on the Plains in 1911 when the first irrigation wells were unearthed at Plainview, after which there has been a well dug each year until several hundred wells are scattered over the Shallow Water belt at this time. The irrigation projects have been backward in this section of the country to this good day on account of the high price of equipment. Before the World War broke out, wells were being dug and equipped at a very lively rate in this field but with the declaration of war prices on engines and machinery soared to a height that made it prohibitive for the farmer to install pumping equipment, and as a result the number of wells has not increased materially the last few years. The farmers who have irrigation wells however, find them profitable at this time, as the country becomes more normal, and we get away from the high prices brought on by the war, more wells will come into operation.

Various men and organizations are at this time trying to bring about inventions and conditions so that the farmers can buy pumping machinery at the right kind of prices and get electric or other power by which they can use irrigation at a low cost for power and operation expenses, and we feel that it will not be very far in the future when all the farms in the Shallow Water belt can have irrigation on a more profitable basis than they have at this time.

Irrigation is not essential to common crop raising in this section and is only used as a crop insurance at this time. Practically every year, and at all seasons of the year, we have sufficient rainfall to make a fairly good crop, and as we have a country that is on the line where wheat and cotton overlap, we are assured of a good crop of one or the other of these two major crops every year, and as for the sorghum grains we raise a fair crop of these every year, and bumper crops most of the time.

The day for irrigating is fast approaching, however, and within a few years this country will all be under
Continued on next page



A few Hereford Calves are still Profitable in Floyd Co.

CONGRATULATIONS TO THE Lockney Cotton Oil Co.

We congratulate you on the building of your immense oil mill plant in Lockney and Floyd County, and wish for you every success in your line of business.

**ZOEL'S CAFE
AND HAMBURGER FACTORY**
Lockney, Texas

CONGRATULATIONS TO THE Lockney Cotton Oil Co.

On the completion of their big Oil Mill Plant in Lockney. We are very proud of the fact that this plant is located in our city, and appreciate its worth to the town and county.

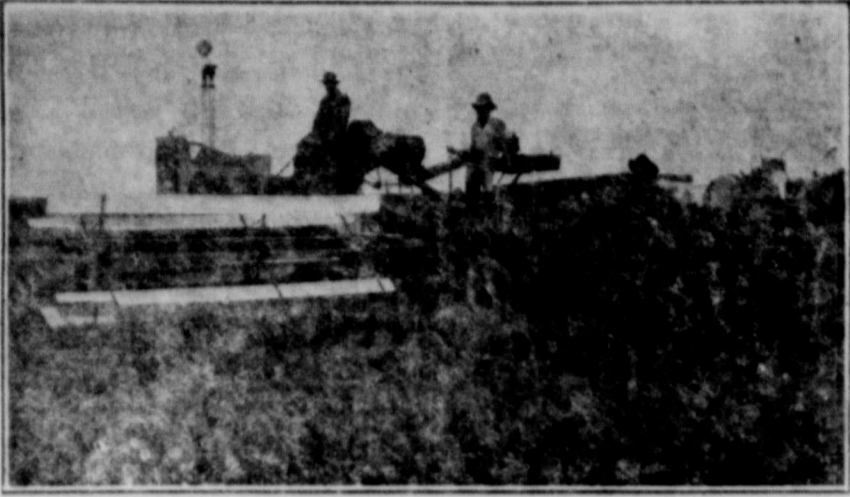
E. L. AYRES
DRY GOODS, LADIES' AND GENTS' FURNISHINGS
Lockney, Texas

CONGRATULATIONS TO THE Lockney Cotton Oil Co.

We are glad to see your big Oil Mill Plant ready for operation and join with Lockney in showing our appreciation.

WILLIAMS & MOORE
PLUMBING AND PIPE FITTING
THE BETTER KIND
At Baker Mercantile Company

WE TREAT YOU RIGHT
Lockney, Texas



Combining Wheat near Lockney

irrigation for the reason that men are now becoming aware of the fact that when they mix the Plains water with the Plains soil and inject a little grain and brown into the mixture they can produce the most wonderful crops of all kinds that can be imagined. Gradually, but surely, the large farms are giving away to smaller farms, and the big fields are being cut into smaller fields, and where one man in the past has been riding over a large area, today several men are farming the same plat of land.

The day is drawing near at hand when this Shallow Water Belt will be cut to 80 acre tracts and on these 80 acre tracts there will be an irrigation well; men will farm 20 acres to cotton, 20 acres to wheat, and 20 acres to feed and the other 20 acres will go into truck crops, vineyards, orchards, chicken lots, alfalfa patches, cow pens, hog pens, etc., and each farmer will have a regular diversified program which he will follow; he will have his water where he can put in on the ground when he wants

it and how he wants it without being under obligations to any one for its plant belonging to the man who uses use, as this irrigation system has no channels, and is an individual it.

When farming development reaches this section of the country farmers will raise more bales of cotton on fewer acres, grow the best staple and get the best prices; have more bushels of wheat per acre, plant better grades and get better tests, will raise more tons of sorghum grains per acre, get heavier heads and better grain; will raise more chickens hogs and cows and milk more cows, and this commonwealth will come into its own, and really and truly be the garden spot of the world.

Climate

The climate of the Plains country is second to none in the universe, as the sun shines not less than three hundred days out of the year, and the weather is always as good as the best and better than the rest. The altitude is high, the summers being cool, with the most ideal nights of

any country for sleeping; the winters are mild, having cold weather only in short snaps which soon fade away to the bright balmy days, when the air is crisp and bracing. There are few dreary days, and outside a few blustery days scattered through the year, the weather as a whole is as ideal as one could wish for.

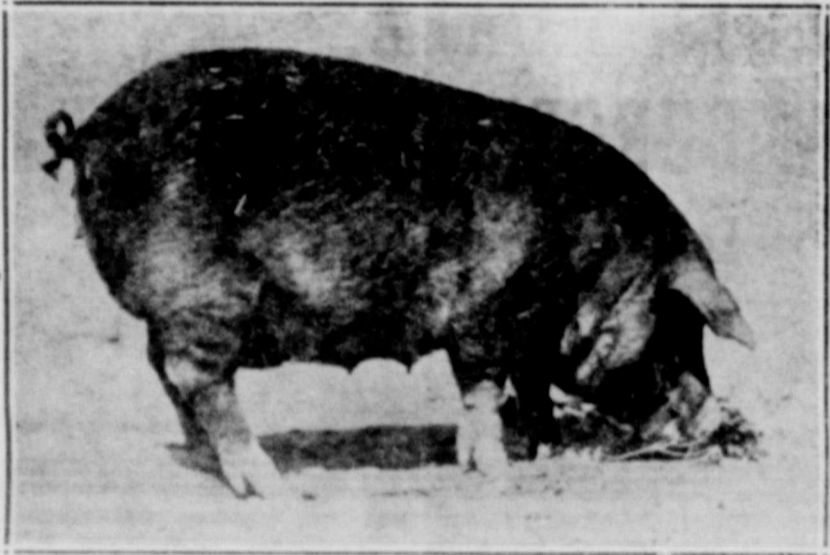
One Thing Needed

There is one thing lacking to finish the story and bring about a climax where "The Hero and the Heroine Got Married and lived happily ever Afterward" and that one thing is having the country populated with people to carry the work in hand on to a triumphant finale.

Today there is 470,522 acres of farm land in Floyd county that is termed under cultivation; of this amount more than one-third of the land is in small pastures, used for grazing purposes, another third of this land is in large wheat farms, where the seed is planted each year and the planter depends on good luck and the elements to bring him a crop the coming year, or in other words, the farmer works thirty or sixty days during the summer and fall, watches the elements and luck play with his living for the other nine months of the year. The other one third is cultivated in good, bad and indifferent ways, and as a result we harvest more than ten million dollars worth of crops per year. After counting all the land that is under fence for farming purposes in the county, we have 176,522 acres of tillable land that is lying idle with no attempt being made to put it into cultivation, and as a consequence not more than 50 per cent of the tillable land in Floyd county is under any kind of cultivation, and every acre of this land is crying for good men to redeem it from its uncivilized state and bring it into the producing class.

Land is still cheap in price in this section of the country, the price range being from \$40 to \$100 per acre, owing to location and improvements, and there is still some uncultivated lands that can be had at even a lower price than \$40 per acre. Today men are farming land in other sections of the country that will not produce one-half as much crops as Floyd County land that they have paid \$250 to \$500 an acre for. This is the land of opportunity for the man who wants to farm, the man who knows how to farm and wants to work. There is no hinderances in cultivation in this country, and the farm work is much easier as a whole in the Plains country than in any other section, as the fields are level there are no stumps, rocks, etc., and practically every acre is tillable, with no gullies and ravines to cut your farm land in pieces. Here your family is thrown among the highest type of civilization, with good

Continued on next page



A pork producer in the Lockney section

We Congratulate The Lockney Cotton Oil Co.

UPON THE COMPLETION OF THEIR OIL MILL PLANT IN
LOCKNEY

The medical Fraternity of Lockney desires to express their congratulations to the Lockney Cotton Oil Company for the erection of the fine Oil Mill Plant in our little city, and wish for them much prosperity in this venture.

LOCKNEY'S MEDICAL FRATERNITY

Dr. S. M. Henry, Dr. N. E. Greer, Dr. Mary Mitchell Henry
Dr. Colvern Henry

CONGRULATIONS

Lockney Cotton Oil Co.

Your new plant will stand long as a monument to your faith in the future of this town and community. We too, believe that McKoy Place will stand a monument in the future building and development of Lockney.

Lockney's newest and only restricted addition offers an unequalled opportunity for the home builder or investor.

With wide graveled streets and ornamental shade trees, home sites with fifty foot frontage, close in, protective restrictions, reasonable prices and terms. You will eventually want to live in McKoy Place.

Stokes & Shields

First National Bank Building

DEVELOPERS

Lockney, Texas

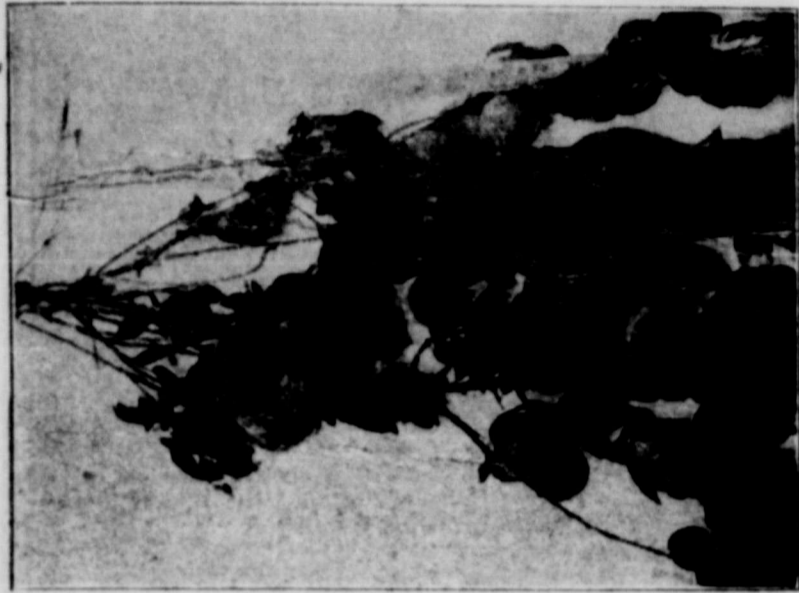
churches, schools, and white men and women that equal the best class of people to be found anywhere for your neighbors. Where the people as a whole are law-abiding, sober and in-

dustrious, and are living on a high plane, enjoying life and in most cases enjoying the comforts of life. Can you ask or hope for a better country or better living conditions.

Come to Floyd county and help populate the best farming section of the Southwest, and find happiness, prosperity, and a home in the sunshine of the "Magic Plateau."



Picking Strawberries for the Market



Juicy Peaches by the bushels raised here



A farm home north of Lockney

WILSON STUDIO & ART SHOP

FLGYDADA, TEXAS
PORTRAITS, VIEWS, PANORAMA VIEWS

KODAK FINISHING, ENLARGING, ART PICTURES AND FRAMING
Have Your Abstracts Made By ARTHUR B. DUNCAN
The Old Reliable Abstract Man
Floydada, Texas

GRADY R. CRAGER

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

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

DIRECT MEDICATION
Special Attention to Diseases of Children and Chronic Diseases.
Office Phones 100 or 19
Res. Phone 146
Office over City Meat Market and Grocery

PIANO TUNING

We have an expert Piano Tuner and Repairman.
PLAYER PIANOS
A SPECIALTY
All Work fully guaranteed.

J. W. BOYLE & SON
PLAINVIEW, TEXAS

A. C. GOEN M. POLK GOEN

GOEN & GOEN

Real Estate Loans an Insurance
Farm Lands, Ranches and City Property
First Texas Joint Stock Land Bank.
Houston, Texas. 6% Farm Loans.
Quick Inspection and prompt closing of loans. Call us about your loan.
PHONE 170
Surginer Bldg. Floydada, Tex.

Congratulations

Lockney Cotton Oil Company

We are more than glad to join in welcoming and taking part in the opening of the Lockney Cotton Oil Company's mill at Lockney.

WE ARE NOW BUYING HEADS AT OUR ELEVATOR IN SOUTH PLAINS

Thornton & Bean

South Plains, Texas

Congratulations Lockney and Floyd County

Lockney Cotton Oil Company

We take pleasure in extending a cordial welcome to the opening of the Lockney Cotton Oil Company in Lockney next Friday and urge the people of this section to attend the opening on that date.

South Plains is growing very rapidly and we invite the people to visit our little city and take a look at this section of the country.

South Plains Townsite Company

A. B. BROWN, Lockney, Texas, and
J. S. EDWARDS, Slaton, Texas,
DEVELOPERS.

We Extend Congratulations to the **LOCKNEY COTTON OIL CO.**

We are exceedingly glad to join in welcoming this great Oil Mill Company to our town and county, and are elated over the wonderful mill that they have erected at this place. This is the greatest industrial institution that has thus far smiled upon our city, and we wish for them an abundance of success, and that the mill will grow to even larger proportions as the years go by, and that the men who have invested their capital in the institution will reap great dividends from same.

Security State Bank

OF LOCKNEY, TEXAS

CARL McADAMS, President

J. C. BROYLES, Cashier

DIRECTORS:

GEO. T. MERIWETHER
CARL McADAMS

MRS. W. D. LONG

A. C. WIMBERLY
J. C. BROYLES

THE BANK FOR YOU

PUBLISHED EVERY THURSDAY

THE LOCKNEY BEACON

OFFICIAL PAPER OF THE CITY OF LOCKNEY

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-SEVEN

Lockney, Texas, Thursday, November 17, 1924

Number 9

County's Schools and Churches Best Quality

SCHOOLS

Lockney has a number one high school employing twenty-four instructors, with an annual enrollment of more than 550 pupils and steadily growing each year. The building was erected at a cost of about \$100,000 and has twenty-four class rooms and a large auditorium. In this school, besides the regular grades from the first to the eleventh, there is a music department and a home economics department, all thoroughly equipped for training in each department. The building is of red brick material, with electric lights, sewer, sanitary drinking fountains, plenty of play ground equipment, and all the necessities to carry on the work of a first class high school.

Rural Schools

Another thing of which Floyd county is justly proud is her rural schools. There are thirty rural school districts

in Floyd county, and with the exception of seven, each district has a fine brick school building. The above picture is of the Prairie Chapel school five miles north of Lockney, and this is only a specimen of the kind of school building that are to be found over the county.

The farmers of the Lockney country believe in educating their children and the best of buildings and the best of instructors have been provided for this purpose. Communities surrounding Lockney who have provided brick school buildings are: Prairie Chapel, five miles north; Lone Star, twelve miles north; Irick, seven miles southwest; Aiken, six miles west; Pleasant Valley, four miles south; Sand Hill, 10 miles south; Cedar Hill, fourteen miles northeast; Sunset, seventeen miles east; Providence, fourteen miles northeast; Center, ten miles east; Roseland, seven miles northeast; Harmony, 16 miles southeast; and there



\$100,000 High School Building

are smaller schools at Ramsey, Allmon, and Muncy in the Lockney vicinity, and good brick school houses at Bellview and East Mound, which school districts are just over the line in Hale county. The schools in the Lockney country have been so thoroughly distributed that farmers living in this section cannot possibly be more than three or four miles from a good schoolhouse.

CHURCHES

Lockney boasts of being populated with a Christian citizenship. The Churches of Christ, M. E. Church, South, and Baptist Church all have a very large membership and have good substantial buildings, with regular full time pastors for three of the organizations. The Methodist and Baptist congregations each have a magnificent brick church building of the modern types. The Church of Christ

has under construction a new brick church that will cost \$30,000 when completed, while another Church of Christ has a frame building. Other denominations have quite a following here, and other churches will be erected in the town before long.

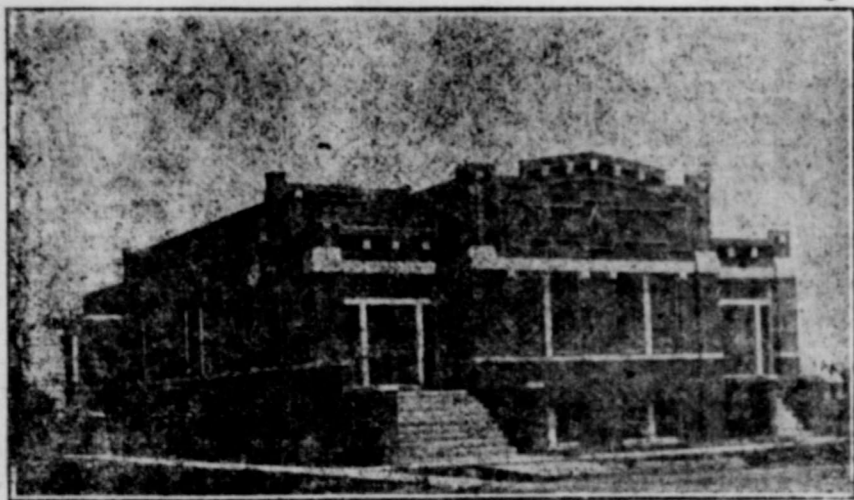
LOCKNEY, TEXAS

A thriving little city of 2500 population, at the intersection of the Santa Fe and Fort Worth & Denver South Plains Railroads, that believe in good farming, stock and poultry raising, and good churches and schools. Lockney has: Four good church buildings—Methodist, Baptist, and two Churches of Christ, and there are a number of members of the Presbyterian and Christian Churches, who contemplate organizing and building church houses before long; the school building in Lockney was erected at a cost of \$100,000.00, and is of red brick ma-

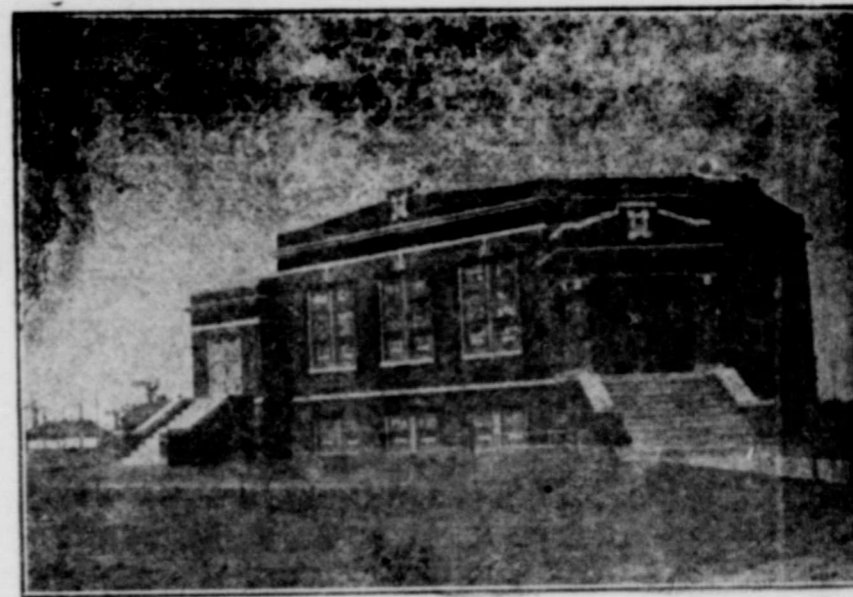
terial, with all modern conveniences and equipment, employing twenty teachers, and has an enrollment of more than 600 pupils, all the credits accredited to a high school of this size are given to the Lockney school by the State Board of Education. Lockney has three of the largest and most complete gin plants, with a daily capacity of 400 bales of cotton; four large grain elevators, with ample facilities for the handling of the small grain crops; two good strong banks; three big lumber yards; five hardware stores; two implement houses; one furniture and undertaking store; eight grocers; three dry goods stores; three tailor shops; two confectioneries; two jewelry stores; two drug stores; four cafes; four barber shops; four produce houses; seven garages;

nine filling stations; three wholesale oil houses; four coal dealers; three blacksmith shops; three auto agencies; one shoe and harness repair shop; one variety store; one exclusive electric supply; one picture show; five physicians and surgeons; one dentist; three insurance agencies; electric light, power and ice company; local and long distance telephone office; one laundry; one newspaper and job printing office; three regular real estate agencies; one modern bakery; four plumbing and pipe fitting shops; and the following improvements have been added this year, or at this time are under construction; \$35,000 addition made to water system of town has just been completed, giving the town one of the best water systems

(Continued on Page 4)



First Baptist Church, Lockney, Texas



First Methodist Church, Lockney, Texas

HOME GRAIN COMPANY

FORMERLY "LESS FLOYD GRAIN CO."

BUSTER ARMSTRONG, MANAGER

Lockney, Texas

CONGRATULATIONS TO THE

Lockney Cotton Oil Co.

We welcome the Lockney Cotton Oil Company to industrial Lockney, and are glad to greet them as one of our neighbors. We are proud to have such an industry numbered among our institutions, and wish for them much prosperity and advancement.

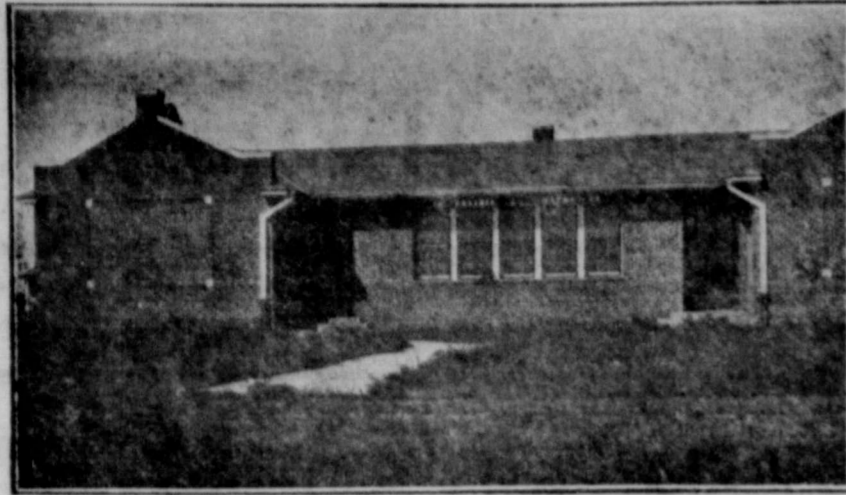
WELCOME TO LOCKNEY

Lockney Cotton Oil Co.

The people of Lockney and the South Plains consider your plant a compliment to the country.

E. GUTHRIE & COMPANY

Lockney, Texas



Prairie Chapel School Building

County's Educational Facilities Are Good

FLOYD COUNTY EXPENDS MORE THAN HALF MILLION ON NEW SCHOOL SYSTEM

In the building of the best cities and towns of West Texas their growth and development is often attributed to many different sources, such as location, climate and so forth, but it is the belief of the citizens of Floyd county that the development of any city depends upon the interest taken in the education of the "future generation," and so they have built one of the strongest school systems in the state.

Often described by different writers as the game of life in which the highest stakes are paid to the best player and the one who plays poorly is check mated without haste, but with remorse, education has been primary reason for the growth of this great section.

Endeavoring to offer their children school buildings that are inviting as well as serviceable, Floyd county citizens have spent approximately \$526,100 for school buildings alone. These buildings will house an enrollment of 3,545 at the beginning of the 1927-28 term of school.

Teachers' Home Considered
In the establishment of better schools the trustees of the rural communities as well as the cities have realized the value of good teachers' homes. Sometimes it is a very difficult problem to keep a teacher who is capable and willing even when the salary is sufficient, if there is no teacherage. In order to overcome this proposition of homes for teachers have been constructed near the rural schools. There are now 16 of these homes in the county and before the beginning of the 1927-28 term it is

thought that there will be several more. The 16 does not include the \$3,000 home in Floydada.

The days of the "little red school house" are passed in Floyd county. In their stead stands modern brick buildings that would be a credit to any county in the state. Nineteen brick buildings house the rural scholastics, costing approximately \$216,100. Before the opening of the next term the Harmony school district will have completed an \$11,000 building.

The rural scholastics now number 2306, according to Price Scott, county school superintendent, who has endeavored to encourage better schools in Floyd county for many years. Previous to entering the superintendent's office, Mr. Scott was a teacher in several different rural schools in the county and was well acquainted with the problems of the school when he took up the burdens of the office. He is now serving his second term in office. A contest for the selection of a motto resulted in the selection of "No rest, until our schools are the best." And this is serving as the theme of Mr. Scott's work.

Enrollment Totals 3,545
Leading in the scholastic enrollment of the county the Floydada independent school district has an enrollment of 744. The Lockney district has 495 and the rural districts a total of 3,545, or a gain of 58 over the 1927 term.

Within a short distance of every rural school in the county is located a high school where the pupils may finish their high school education at a small cost. Twenty-three and one-half credits of affiliation are offered by either of the schools. This entitles the graduate to enter any college or university in the state without the necessity of passing an entrance examination.

Citizens of Floyd county are not content with the present school system and realizing that the development and growth of this section will mean large and better buildings they

are preparing to take care of them in every possible way.

Many Teacherages in Floyd County

FLOYD COUNTY, TEXAS, KEEPS ITS RURAL TEACHERS BY BUILDING HOMES FOR THEM

By Virgil E. Hobby

The best possible way to retain a good teacher in a rural school is to furnish him a comfortable and attractive home near his school, is the opinion of Price Scott, superintendent of schools of Floyd county, Texas, and Mr. Price has carried out this idea in a way that is making Floyd county known far and wide as the home of good rural schools.

There are at present sixteen of these homes for rural teachers in the county. Perhaps the best and most modern has just been completed in the Fairview community.

The average cost of these homes is less than \$900 because they are usually built by patrons of the school district and in many cases the teachers themselves do a considerable part of the work. In some instances the homes are built to accommodate the entire faculty of the school but in most cases they are occupied by only the principal or superintendent, or both.

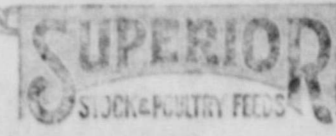
This policy of providing homes for the teachers is responsible in large measure for the records of long service made by many of the county's rural teachers. One teacher has been connected with the same school for twelve years and several have had the same positions for six or seven years. Mr. Scott was a teacher in the rural schools of the county for several years himself and knows what the rural schools need.

There are now thirty rural schools in Floyd county. Nineteen are housed in modern brick buildings costing from \$5,000 to \$20,000 each. The value of the rural school houses alone is \$216,000.

The city schools, which are attended by many pupils from the surrounding rural districts, show the same spirit of progress. The Floydada and Lockney independent school districts are constantly improving their equipment and raising their standards. The Floydada district has three large buildings valued at \$210,000, with an enrollment of more than nine hundred. Lockney high school is valued at \$100,000, with 600 students.

Virgil Threet, who is now located at McLean, Texas, was here over the week end, visiting with his parents, Mr. and Mrs. T. T. Threet, and friends

CONGRATULATIONS TO THE LOCKNEY COTTON OIL CO.



GROWING MASH



The Orange-Vitamine Feed

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

UNIVERSAL MILLS-GAYLORD J. STONE, Pres.-FORT WORTH



Also a Full Line of DAIRY AND SCRATCH GRAINS Oyster Shell, Grits and Charcoal POULTRY, EGGS, CREAM AND HIDES
MERCHANTS PRODUCE CO.
LOCKNEY, TEXAS

CONGRATULATIONS TO THE LOCKNEY COTTON OIL CO.

We consider that the location of this great mill in Lockney is one of the greatest steps forward that our town and country has been blessed with, and that it will prove an investment that will bring much prosperity to our farmers and the men who have seen fit to make the investment.

Some good improved farms that can still be had at exceedingly low prices, ranging in price from \$30, \$35, \$40 and \$50 per acre. See or write me for location, discription, etc. In the land business for the past 24 years

C. A. WOFFORD LAND COMPANY
LOCKNEY TEXAS

CONGRATULATIONS TO THE LOCKNEY COTTON OIL CO.

BUILDING SERVICE

LONG-BELL LUMBER
U. S. G. SHEET ROCK and UPSON WALL BOARD
Devooe Paints Kyanize Varnish
Trinity Portland Cement
Demster Windmills
All Leaders of Their Kind.

FLOYD COUNTY LUMBER CO.

The Shallow Water Belt

With its Natural Endowments and A Diversified Farm Program is Truly The Wonderland of Texas

"While we confine our activities to the manufacturing and merchandising of Cotton Seed Products, we know that should the farmer plant all cotton, the farming industry would be economically inefficient, therefore, the Lockney Cotton Oil Company are strong advocates of a diversified farm program."—J. Ross Richardson, Pres.

Experiment has shown that a farmer planting only one crop is at a disadvantage on account of having only one chance per year to make money, also, a farmer who depends on two crops is also at a disadvantage, however, he works to a better advantage than does the one-cropper. In West Texas, a survey would show that the farmer who is "Ahead of the Game Financially" diversifies his crop as a merchant diversifies his merchandise. His aim is to live independent and then if he makes a crop, that money is clear profit, and if he does not make a crop he is not in debt as the man who lives out of a tin can. A few examples of diversification that have proven profitable in the South Plains section are shown below:

GRAPES

A good example of this industry is shown on the farm of L. P. Cox, 9 miles west of Lockney, in the Shallow Water Belt. Cox has a 3-4 acre of land upon which he has a vineyard that averages netting him \$400 per year. This vineyard is watered by two small wells pumped by use of a walking beam, operated by a three-horse-power gasoline motor. Cox states that there is very little expense attached to his pumping plant and that the land upon which his vineyard is located is the best paying portion of his farm, taking into consideration the small amount of money he has invested. Even though there is no marketing system in this territory that would take care of large vineyards over this section, it behooves all farmers to have this commodity in order to furnish themselves with a fruit that can be put up for winter use, thus saving a part of the winter's grocery bill.

TRUCK AND BERRY FARMING

There is also a ten-acre garden located one mile southwest of Lockney that is irrigated from one windmill. Upon this plot, the owner, M. S. Lusby, plants practically everything that is usually termed a garden truck. His strawberry patch is the retreat for all the hungry people of Lockney and his garden is famous for the quality of vegetables grown there. His "ranch" as he calls it, is an illustration of the wonderful productivity of which this section is capable.

DIVERSIFICATION AS PRACTICED BY ALBERT KING

14 Miles North of Lockney

Aided by his wife and son, King had in 208 acres of wheat, 130 acres of row crops, milked 19 cows and tended 1150 chickens besides taking care of 25 head of sheep.

According to Mrs. King, the cream from the cows net them \$135.00 per month, besides the skim milk that was fed to the chickens. Mrs. King is well prepared to take care of this business as they have a milking barn with a concrete floor, a milking machine, cream separator, feed grinder, silo, and a room especially fitted to take care of the milk and vessels. Everything is conveniently arranged and constructed in such a way that permits no contamination of the milk. At the present, these people are feeding kaffir bundles ground to a meal and a small portion of cotton seed meal. They grow all of their feed with the exception of the cotton seed meal and the cows graze the wheat in the fall and early spring.

Mrs. King has 450 white Leghorn hens that lay an average of 100 dozen eggs per week and at a low price, adds to their income about \$60 per month, bringing the total income to \$195 per month, not counting the money received from the sale of the crops or increase in the dairy herd or the sale of the poultry.

King does not raise hogs on his farm, but raises sheep instead. He states sheep make more money with less work. Instead of having one crop to market during the year, these people have a steady income and at the same time have their living at home, thereby, cutting their overhead expenses.

IRRIGATION AND DIVERSIFICATION—ZIMMERMAN

Farmers utilizing the irrigation facilities existent in the shallow water belt have been rewarded for their foresight this year.

Charles Zimmermann, living seven miles west of Lockney, states that he has 132 acres and from one well he waters the 132 acres at a minimum cost of \$2.25 per acre. According to this man, his crops have failed very few times to double the yield of crops raised by farmers not taking advantage of irrigation facilities.

CATTLE FEEDING AS PART OF PROGRAM

Many discussions of the different phases of diversified farming have been printed, but C. F. Harris, living south of Lockney, presents a different type of diversified farming by raising Jersey heifers for the market instead of milking the cows and selling the products of his dairy.

This man started in business in January 1926, by buying 12 well bred Jersey heifers, paying from \$15 to \$20 per head for them. When the heifers brought calves they were sold at \$50 to \$75 with calves. He has followed this business, stating that the cost of raising has been less than \$1 per head per month, as he let them graze a 150 acre pasture, both in summer and winter.

According to Harris, he has made his living out of this venture and has more cows now than he had when he started. This phase of his farm is only a side-line, for he had 360 acres of wheat this year and planted 50 acres of grain sorghums and 15 acres of forage.

REGISTERED HOGS AND DIVERSIFICATION—ED HOLMES

Many farmers in this section have adopted a diversified farming program, and a great many are using only registered stock in carrying it out.

At the Holmes Bros. Hilltop Farm, 11 miles south of Lockney, Duroc-Jersey hogs occupy the major portion of this program. These farmers have been in the registered hog business since 1922, starting with one prize winning sow, and since that time have added a registered male to their sty, and today they have nothing but registered hogs. According to the bookkeeper on the farm, their sows have averaged farrowing 10 pigs to the litter, showing one advantage of registered stock over scrub stock.

Each year the brothers have a sale, selling only bred gilts that are from 9 to 11 months of age. They say they do not sell the small pigs on account of many of the buyers not taking proper care of them, resulting in dissatisfaction of the buyer. In many cases they sell bred gilts at \$125 each, and the buyers have paid for their purchase out of the first litter farrowed.

The original sow purchased by the farm cost \$250 and farrowed 104 pigs up to the time of her death.

These people consider their business as a science and feed and take care of the hogs in the most scientific manner possible.

Animals of the purest breeds are the only kinds found on this farm. All of the scrub cows have been sold off, retaining seven Jersey cows that are subject to registration. Holmes says he owns one of the few five-gallon Jersey cows in this section.

White Leghorn chickens take care of the poultry end of the program, and they generally pay the greater part of the grocery bill for the family. Mrs. Holmes says that she sold \$677 worth of cream and eggs during 1926, besides having plenty for home consumption.

Besides the aforementioned factors of the program of diversification, these people farm 320 acres of land as well as any farmer in this section.

These people have a steady income and a steady demand as they raise products that are always wanted.

POULTRY

A section well stocked with poultry, plenty of feed, a climate adapted to poultry culture with the best of market facilities along with several large hatching machines—that is the condition of the poultry industry on the South Plains and more especially in Floyd County.

Practically every farmer in the Lockney section uses this industry as a part of his program of diversified farming, and there are only a few cases where this industry alone does not provide the farmer's family with food and clothing.

COTTON

The greatest factor of the diversified farm program of the Plains Agriculturist is Cotton, a product that is a proven money maker for the landowner, the tenant, and the day laborer during normal years. Merchants and Bankers state that cotton puts more money in circulation than any other three crops, the reason for which is easily seen.

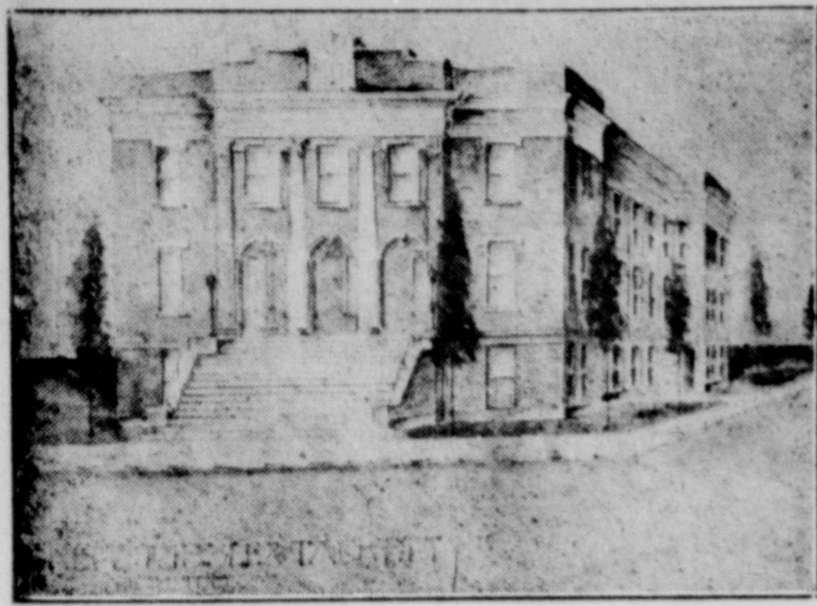
The product that furnishes both food and clothing has proven a success in the Plains section for many years and since the advent of irrigation in this territory, its culture has assumed added proportions.

Floyd county is the center of South Plains cotton production, thus the Lockney Cotton Oil Company's plant at Lockney, truly a compliment to the industry.

GRAIN SORGHUMS AND FORAGE

"Feedstuffs," the Backbone of the South Plains section, holding an important position in the diversification program that will grow to greater proportions with the development of the section, and a product that will develop the section rapidly.

Lockney Chamber of Commerce



\$30,000 Church of Christ under Construction

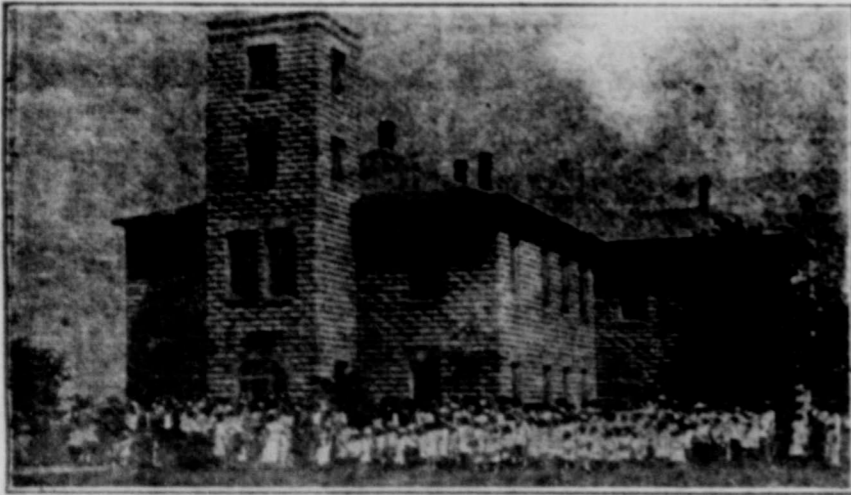
LOCKNEY

(Continued from Page 1) in this section; making the present system worth \$100,000, and giving to the people of the town the cheapest water rate in effect in all of West Texas; the biggest and most modern Oil Mill Plant in West Texas is now ready for operation, being built in the Southeastern part of Lockney by Anderson-Clayton Co., of Houston, Texas; The Lockney Cotton Oil Co., which is the firm name, is of the very latest improved type and is the most efficient oil mill in this country; the West Texas Gas Co., have just completed their lines into Floyd county, and are now supplying the people of Lockney with natural gas for cooking and power purposes; a \$40,000 sewer system for the town of Lockney is now under construction, the main having been laid to the center of the town, this system will be complete by spring; The Texas Utilities Co. have just completed installing a new sub-

station in Lockney to take care of the electric light and power system of the town; The Southwestern Telephone Co. has been making considerable improvements and extensions in the city the past few weeks; the Farmers Grain Co. is just completing the erection of an unloader and threshing machine plant, where the heads of maize, etc., are unloaded automatically and carried into a thresher on the inside of a large building, the new enterprise will cost several thousand dollars, and is the first of its kind in existence.

PLEASANT VALLEY

The program rendered Friday in honor of Armistice Day was enjoyed by all. Mr. Arceaneux gave a splendid address. One beautiful thought he brought out was that the greatest service we could render was our service to man kind. He urged that we



Old Christian College, Lockney, Texas

the community first. Work for the good of all.

Let us think on those things and become one of the important spokes in community life.

If you are not a member of the P. T. A. come and join. The P. T. A. needs you and you need the P. T. A.

Mr. and Mrs. Wess Eiland and sons, Orbia and Day, visited their friends, Mr. and Mrs. Easley Standfer, twenty-two miles north of Lockney Sunday.

Mr. and Mrs. Claud Harris and children visited Sunday in the home of W. L. Craft.

Mr. and Mrs. T. B. Mitchell and children made a pleasant trip to Plainview Saturday evening visiting Mrs. Mitchell's parents, Mr. and Mrs. R. L. Mosley. They returned home Sunday afternoon.

Mr. A. E. Reeves of Delwin, Texas, is visiting his brother, Mr. Lee Reeves.

Mrs. Elbert Harris and children spent Sunday with Mr. and Mrs. Fields.

Mrs. A. L. Watson has been on the sick list for over a week. She is some better at this writing. Let us hope she is soon up again.

Mr. and Mrs. E. C. Martin took dinner Sunday with Mr. and Mrs. Ed Pratt.

Mr. and Mrs. Wade McClure and children went to Floydada Saturday afternoon.

Miss Shook of Grayson county is visiting her sister, Mrs. P. A. Rivers.

Mrs. L. E. Reasonover spent last week in East Texas. She says the Plains looks better than ever to her.

Mr. Scott Melton, Mr. and Mrs. Willie McMillan from Sulphur Springs, are visiting with relatives in and around Lockney.

Mrs. D. M. Jordan of Mertens, Tex., left Saturday morning after a pleasant visit with her daughter, Mrs. W. C. Hubbard.

Mr. and Mrs. W. C. Hubbard made a flying trip to Bovina, Texas, Saturday.

SAND HILL

Mr. Tom Knight has been very sick the past week, but is somewhat better now. Mr. and Mrs. Talor Knight of Cone visited him the first part of the week.

Bryan Wales visited in the community Sunday.

Some improvements are being made on the school house this week. Some window lights are being put in.

A new play, "Am I Intruding" has been started by the P. T. A. This play will be put on during the Christmas holidays.

Rev. E. B. Mullins of Floydada preached at the Church of Christ Sunday at eleven. Rev. Mullins preaches here ever second Sunday.

Greetings to The LOCKNEY COTTON OIL CO.

TO WHOM THIS MAY CONCERN:

We as one of the business firms of the city of Lockney take this method and opportunity to express to the Oil Mill Company and all parties concerned in the construction of so great and profitable institution in our city, our most gracious appreciation, believing as we do, this to be one, if not the most profitable investments in our city. We especially wish to thank both the employee and employer for their good behavior and efficient citizenship during their stay with us, and bespeak for them a profitable business in the operation of this mill, and a full cooperation of our citizenship.

We beg to remain the CITY GROCERY, the place of high-class Fresh Meats, Staple and Fancy Groceries.

RILEY & BREWSTER

CONGRATULATIONS TO THE Lockney Cotton Oil Co.

We congratulate the Anderson-Clayton Company upon the erection of the Lockney Cotton Oil Mill in our little city, and wish for them much prosperity in this new field. Such institutions are the backbone of any community, and we feel that Lockney should be justly proud of this institution, and can point to it with pride and truthfully say that it is the best Cotton Oil Mill in all the land.

HIGGINBOTHAM-BARTLETT CO.
BUILDING MATERIAL
"Everything to Build Anything"

G. A. BARTON, Manager

LOCKNEY, TEXAS

CONGRATULATIONS TO THE Lockney Cotton Oil Co.

We welcome you to Lockney as the greatest institution in our fair city, and the greatest of all institutions of the kind in all West Texas, and we congratulate you on the magnificent structure you have built and the wonderful machinery you have installed, and wish for you much success in this location.

To those in the market for good farm lands, ranches or city property, we will be more than glad to serve you.

J. B. DOWNS LAND COMPANY
FARM, RANCH AND CITY PROPERTY

Lockney, Texas



Santa Fe Station, Lockney, Texas

A Slumberless Party

Last Saturday night, Nov. 1, was quite a slumberless night for several anxious girls in this community.

After being dismissed from the singing at the school house, nine girls had but to find a truck waiting to deliver them at the home of Miss Lily May Taack. After leaving the school building the girls had only to wait longer for the glowing fire that would warm their feet, for alas! the truck stopped and the chauffeur found, to her surprise, that it contained no gas.

But, girls are bound to get help, for Mr. C. W. Murphy, Jr., came to their rescue and made his way to a gas barrel, to get the drink for which the truck so longed. The girls made warm their aching feet by leveling off the rough spots in the road, as they

wearily walked, thinking, "What a world! What a world!" Nope of the girls were excited or scared in the least, because the moon quietly watched over them, and as would naturally be the case at a slumberless party, there were no boys along for them to protect.

Presently the truck was at their service again, and they had only to straighten out the corners and stay between the fences until they reached the welcoming light, where fate promised a glowing fire to warm them through.

As the girls anxiously entered the back door of the Taack residence, their appetite was quickly satisfied by a great pan of roasted peanuts and apples.

Then for the beds! As they gath-

ered in the bed room, they found that three beds, one which had been beautifully decorated, silently awaited for snores, which usually comes from slumber. Alas! The beds were disappointed, for surprising as though it might seem, the bed occupants happened to be girls instead of boys, and girls don't snore.

As the girls proceeded to get ready for bed, they took notice for the first time, who it was that helped make up the joyous party. Those present were as follows: Misses Lily May Taack, Eathyl and Glaysd Murphy, Edith Glass, Gladys Elis, Opal Ashby, Lela Dollar, Sue Blanton, and last, but hardly the least, Jeane Jackson. Mrs. W. E. Taack and little daughter, Aileen, acted as chaperones.

After the girls had settled themselves as though they might be satisfied, they suddenly became quite active. Quite a thrilling show was put on by each and everyone as they did not hesitate to show their talent as an actor.

Finally, as there were plenty of pillows in the room, which promised to upset any girl who might not have a good standing foundation, a great pillow fight took place. Pillows flew high and low, but no one was seriously hurt, not even a temper.

Then three girls actively hopped in each bed, after which funny stories were told, giving the girls a chance to strengthen their giggles. Later, when the lights were turned low, spooky stories were told, giving them a chance to calm their nerves. This continued until about 2:00 o'clock.

Three of the most lively girls in the room discovered that three more seemed to be sleeping peacefully. They proceeded to pull the cover off the sleepers. This caused quite a noisy riot, for the three mischievous girls were suddenly attacked by the other six. Only one girl received a bruise, and that did not amount to much, because it was only a slight "sock" in the eye, which must have come from someone's foot.

Finally the clock struck four and the room was filled with silence, for at last three girls had decided to let the other six sleep. About nine o'clock, the girls were almost wide awake as they silently enjoyed breakfast.

As they were not in the least grouchy, as would seem to be expected, they quickly helped straighten the house, and made ready for Sunday school.

Each and every one left the Taack residence, in the Trick community, reporting a grand and glorious time, and wishing for another slumberless party.—Reporter.

Miss Ethel Gilbert is spending several days this week in Plainview, visiting her sister, Mrs. L. C. Hicks.



Peaches are not all on the trees in Lockney

CONGRATULATIONS TO THE Lockney Cotton Oil Co.

For having completed one of the best plants in the South, and in one of the best farming sections, too.

J. F. SEWELL & CO.
HARDWARE, FURNITURE, NOTIONS, SCHOOL
SUPPLIES

Phone 185

Lockney, Texas

GREETINGS TO Lockney Cotton Oil Company

IT IS A GREAT PLEASURE TO WELCOME LOCKNEY'S FIRST GREAT INDUSTRIAL PLANT.

Having had three years of pleasant business relations with the people responsible for this institution's coming to Lockney, and knowing the spirit of real service that is a part of their every business activity, we predict a greater future for this community and all this section of West Texas as a result of their having come among us. That they may succeed with us in this venture is our sincere wish.

PATTERSON & THORNTON

GINNERS

We Know That

"A CLAYTON PRESS MAKES A GOOD GIN BETTER"

LOCKNEY COTTON OIL CO.

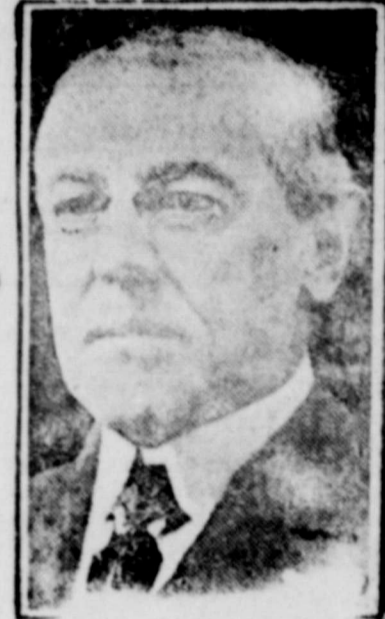
WE WELCOME YOU



CALVIN COOLIDGE

Every one knows that it is not what is earned, but what is saved, which measures the difference between success and failure. This is a difference so slight from day to day as to seem unimportant and of no consequence, but in the aggregate of even a few years, it amounts to a sum of great importance. The ability to save is based entirely upon self-control. The possession of that capacity is the main element of character. It passes over at once into the realm of good citizenship. He who sells and insurance policy sells a certificate of character, an evidence of good citizenship, an unimpeachable title to the right of self-government.

HON. CALVIN COOLIDGE,
President of the United States



WOODROW WILSON

If a man does not provide for his children, if he does not provide for all those dependent upon him, and if he has not that vision of conditions to come, and that care for the days that have not yet dawned, which we sum up in the whole idea of thrift and saving, then he has not opened his eyes to any adequate conception of human life. We are in this world not to provide for ourselves, but for others, and that is the basis of economy.

HON. WOODROW WILSON,
President of the United States.

Life insurance has grown to be one of the greatest factors in modern life. The necessity of protecting one's home and family through insurance has been well established for years. But the extension of this idea into business, so that a man's company and associates who follow him in its control are protected against his death, is one of the insurance business' latest ramifications.

Big insurance policies for big business men is the newest movement. Life insurance has become indispensable in every executive's business calculations. He protects his company against its loss of his business leadership through death in much the same way as he protects the concern's physical assets, including buildings, stocks, records, etc., against loss by fire, or flood.

The bigger a man's business and its dependence on his personal leadership and direction, the more important it becomes for him to be adequately protected by a life insurance policy. There are already many business executives in this country who carry more than \$2,000,000.00 in insurance. That number will increase rapidly in the future because of the practical business utility of insurance. This same rule will apply in proportion to the smaller business man.

Faith of big business men in adequate insurance protection sho

uld be a convincing demonstration of its value to the average citizen. Steady increase in the demand for life insurance is proof that people everywhere appreciate more and more its indispensability. The average worker, of course, may never have a business to protect through insurance against the loss of his leadership, but he can protect himself and family against loss of his own earning power through plenty of good insurance. The well insured worker is the most valuable to his employer. He has protected his family against future vicissitudes. He has proved that he appreciates the value of safety and is more to be trusted and relied on.

THE PRESIDENT OF THE UNITED STATES SAYS: There is no argument against the taking of life insurance. It is established that the protection of one's family or those near to him is the one thing most to be desired, and there is no medium of protection that is better than insurance. Our government has given close attention to insurance companies, and they are on so sure a foundation that it is in substance a guaranty method of protection for our people.

We would welcome an opportunity to tell you more about this sound and sensible protection for yourself and family.

Angel & Childers

Insurors

OFFICE IN FIRST NATIONAL BANK BUILDING

PHONE 185



W. C. Watson's Farm Home Near Lockney

FARM HOMES

In the Lockney country, one thing that bespeaks the prosperity of the successful farmer more than anything else is the class of improvements that are to be found on the settled farms of the country. Here the farmer has practically all the conveniences that can be found in the cities of the Plains country—modern houses, freshly painted and built along the lines, of the latest city homes, and many of them are electric lighted, with individual light plants, with bath, running water, sewer, and the things that make a real home out of the house they live in. Seldom ever do you find a dilapidated building on a Plains farm. The farmer who plants his

crops and works them has funds sufficient to build modern improvements, and keep his farm home up to the standard of the modern city home. And most of the farm homes in the Lockney country are surrounded with good barns, garages and outbuildings, and have a good supply of work stock, milk cows, turkeys, etc., the revenue getters that bring a constant supply of funds to keep the family table well supplied with the necessities of life, and this is one of the reasons that most people are happy and contented on the Plains. New farm homes are being rapidly built in the Lockney country, as there are many new families moving here each year and put-

ting into cultivation the fertile lands of this country.

LOCKNEY'S WATER SYSTEM

Lockney boasts of one of the best water systems in the South Plains section, serving all of the industrial district as well as most of the residential district at a cheaper rate than is usually had in any of the Plains cities.

During the past 5 years, Lockney's water system has proven adequate up until this summer. At that time realizing the needs of a much better system in order to take care of the incoming industries the city council called an election for a bond issue of \$25,000 that was passed with but few dissenting votes. With this money, there was installed one of the largest of oil engines to supplement the one already in use along with an extra reservoir that was needed to provide the necessary fire protection. Mains were laid to the industrial districts giving them the cheapest of insurance rates as well as furnishing water for their use and a large portion of the residential section was also covered with fire protection. At the time these improvements were made the city council lowered the water rate to the lowest on the Plains; one dollar for the first three thousand gallons and ten cents per thousand thereafter. This move was taken to encourage the different industries to come in and at the same time to encourage the people of the city to

plant flowers and lawns. Two men are required to take care of the water apparatus and representatives of the council state that the city is making money from the water system.

PRAIRIE CHAPEL

Mr. and Mrs. Zeb Baker and daughter, Jocie Lee, were here visiting her parents, Mr. and Mrs. E. M. Whorton, and other relatives, from Wednesday until Monday. They have been living in California the past two years, but are moving to their former home, Dallas.

Mrs. C. H. Huffman and Herman, returned home Tuesday from a week's visit with relatives in Fort Worth, Dallas and Plano.

Prairie Chapel and Irick will play basket ball Friday.

Mrs. John Jones and daughter left Wednesday to visit relatives in East Texas.

Prairie Chapel Home Demonstration Club

The Prairie Chapel Home Demonstration Club met Tuesday afternoon, Nov. 8, with Mrs. E. M. Whorton. The favorite cakes were baked and "sampled", and the recipe given. Mrs. Whorton served delicious hot chocolate with the cake. Mrs. Jess Gordon visited the club at this meeting.

Every club member is urgently requested to attend the meat canning demonstration given by Miss Bass Tuesday afternoon, Nov. 22, at the home of Mrs. Tannahill. Be there



Herefords on the Long Ranch in Floyd County

promptly at 1:30 o'clock. The days are getting short now, and mothers like to reach home by the time their children arrive from school.

A faithful few are staying with the club. Looks like we will have to publish a "dis-honor" roll of our slacker members.—Reporter.

Lakeview Home Demonstration Club

The Lakeview Home Demonstration Club met with Mrs. Luttrell, on Wednesday, Nov. 9th, with Mrs. Luttrell as hostess. The subject for discussion was "Meat Canning."

Miss Bass was present and gave a demonstration on Rolled Roast and Steak Cooking.

Our attendance was increased greatly at this meeting and one new member was added to the roll.

The next meeting will be held on Wednesday, Nov. 23, with Mrs. Martin as hostess, and the subject will be "Cake Baking."

Mr. and Mrs. Glass and son of Loraine, Texas, have been here this week visiting their son and brother, Fred Glass.



Civic Pride And Progress

WELCOME

Lockney Cotton Oil Co.

As pioneers in the development of the South Plains of Texas, it is with pleasure that we welcome another progressive industry that will hasten the further advancement of this wonderful fertile country.

LOCKNEY and the South Plains of Texas are growing, evidences of their growth are apparent everywhere.

TO BE READY TO SERVE YOU your Electric Company must keep ahead of LOCKNEY's growth. In 1915 Government statistics showed population to be 10,000 in towns now served by TEXAS UTILITIES CO., population today is approximately 100,000.

Successful industries are the basis of the city's growth, and in this development Electric Power has played an important part.

TEXAS UTILITIES COMPANY

CONGRATULATIONS

LOCKNEY COTTON OIL COMPANY

On securing such a splendid location in this great agricultural West and

CONGRATULATIONS

to the citizenship of Floyd and adjoining counties on securing such a fine manufacturing enterprise.

We desire to co-operate with you in every legitimate manner possible, that you may have a prosperous and profitable business in our community, and demonstrate to the owners and promoters of the enterprise that they have made no mistake in locating among us.

When our co-operation and assistance may be of use, command us freely.

Believe us your friends,

BAKER MERCANTILE COMPANY



SPECIAL BLANKET SALE

- Heavy Wool and Cotton Blankets, 72x80 — \$4.55
- Heavy Wool and Cotton Blankets, 66x80 — \$3.65
- Heavy Grade Cotton Blankets, 66x80 — \$2.65
- Heavy Grade Cotton Blankets, 72x80 — \$2.35
- Medium Grade Cotton Blankets, 66x80 — \$1.95
- Medium Grade Cotton Blankets, 64x76 — \$1.85
- Good Khaki Comforts — \$2.95

Secure your share of these low prices on Standard Grade Blankets.

FRAT

Today's live style —solidly built for long hard wear and lasting good looks —it's a

Florsheim



SPECIAL REDUCTIONS



On one lot of 100 Pairs Ladies Dress Shoes, not out of date styles, but stylish new merchandise.

On one lot of 50 Men's Suits and Overcoats, new stylish clothing, the kind you want.

THE NEW AND STYLISH MILLINERY and READY-TO-WEAR



A complete stock of underwear for every member of the family. Good standard grade garments. Awaits your inspection. We can please the most exacting.

- A good grade Boys' Ribbed Unions, all sizes — 85c
- Children's Waist Union Suits, ages 4 to 10 — 75c

Save the Silverware Coupons



You judge a play by the applause and the box office receipts.

You judge a store by its customers and by whether they come back or not.

Any day you can look and see that this store is playing "return engagements."

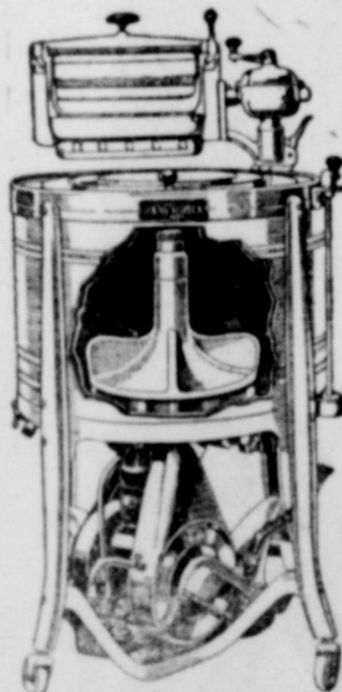
Middishade Blue Serge Suits have done their part.

HARDWARE AND GROCERY DEPARTMENT

STOVES

A big stock of Stoves—our stock of Stoves is very complete in New, as well as a BIG STOCK of Second Hand Stoves—which we have taken in exchange for Gas Stoves.

We can please you at a great saving in price for Second-Hand Stoves.



HAAG VORTEX WASHING MACHINES

Allow us to demonstrate to you this most wonderful washing machine.

**SAFEST TO OPERATE
LONGEST LIFE
MOST EFFICIENT**

Phone us for a date that our man can do your washing, if interested.

"WE CATER TO QUALITY MERCHANDISE"

Baker Mercantile Company

LOCKNEY COTTON OIL MILL EDITION

THE LOCKNEY BEACON

OFFICIAL PAPER
OF THE CITY OF
LOCKNEY

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-SEVEN

Lockney, Texas, Thursday, November 17, 1924

Number 9

Modern Mill for Handling Heads in Operation

Farmers Grain Co. Has Novel Plant

HANDLING OF SORGHUM GRAIN HEADS IS MADE EASY BY IDEA RAY C. AYRES IS PUTTING INTO PLANT

Mr. Ray C. Ayres, Owner and Manager of the Farmers Grain Co., of Lockney, conceived an idea that there was no use expending an unnecessary amount of labor in the unloading and rehandling of sorghum grain heads at the elevator, or the stacking of the heads on vacant lots where they would take the weather and deteriorate in value to await the coming of a common thresher, when they would have to be threshed, and re-handled several times, and so he went to work to erect a plant where all heads could be unloaded, handled and threshed with more dispatch, less labor, and at the same time keep the grain just as bright and in as good shape as it was when it was gathered from the field, and as a consequence with the use of a number of belts, wheels, and steel, he has had one of the most modern plants erected for this business that could be conceived by the human mind, and this plant is now in operation and doing the work that it was intended that it should do.

A farmer with his load of heads will now drive in a drive way and then the front end of the wagon is hoisted by a hydraulic machine run by electricity, causing the heads to pour out of the rear of the wagon into a large pit, where there is chain belts that immediately take the heads up and dump them on a large belt, that is

lined with teeth for conveying the maize up an incline for about 75 feet where they are dumped into a big thresher that has been specially constructed for the purpose of threshing the heads under the direction of Mr. Ayres. The heads enter the large cylinder that revolves at the rate of 900 revolutions per minute on the inside of another cylinder. The center cylinder has teeth arranged upon it so that when the heads enter one end of the cylinder these teeth carry them through the cylinder, the outside cylinder is made of steel bars that will permit the grain to fall through upon a conveyor immediately below the cylinders, and the pummies are forced out at the other end of the cylinders, where a conveyor carries them away from the building.

In case that the heads should arrive and be unloaded in the pit faster than the thresher could take care of the threshing, he has provided a large 30-inch belt that runs in concentrators, where by changing the course of the heads by the throwing of a switch, the heads will be transferred into the rear of the building and dumped, to be taken up by this same belt and brought to the thresher when the congestion is over, or the thresher is ready to receive them.

The plant is housed in a large sheet iron structure, and is operated by electric driven motors. The cylinders are 12 feet long where the threshing is done, and there is no chance for a head to pass through these cylinders without losing every grain that is on it. The plant is the first of its nature to be erected in the world so far as is known and the idea was original with Mr. Ayres, and came to him while he was figuring on how he could more easily take care of the head business

at his plant and reduce the labor of handling maize to a minimum.

This plant makes it possible for the farmer to unload this wagon load of maize heads within a minutes time, without having to get up in the wagon and scoop them out, and much time is saved both in the unloading and in getting the wagons loose so that the farmers can go on home and gather the crop much faster, and at the rate these heads can be unloaded the man with a load of heads will not have to wait for his turn at the pit, for the wagons can be unloaded at a high rate of speed, so that the next wagon can unload.

A visit to this new plant will be educational to the men who are interested in the handling of maize, and if Mr. Ayres has secured a patent of this way of handling heads, we see another billionaire in the country in the near future.

Sewer System Under Construction

WORK PROGRESSING AT RAPID RATE—WILL HAE SEWER IN USE IN SHORT TIME

The work on the \$40,000 sewer system for Lockney is progressing at a rapid rate, and the big ditching machine, that is now busy doing the excavation work on the main line of the system has been completed to the business part of town, from a point near the Santa Fe Railroad in the Southeastern part of the city.

The work is under the direction of Mr. Ed Manning, who is thoroughly experienced in such work, and he and

a crew of men are working long hours each day to the end that the system will be ready for use at the earliest date possible.

The engineering work is under the direction of Mr. Roberts, of the firm of Hawley & Roberts of Dallas, who is surveying out the lines and making the drainage grades for the construction gang.

This gives the city of Lockney every modern convenience that is obtainable in this part of the state, and marks a wonderful change in the living condition of the people of the town what it has been in the past. The homes of this city can now have electric lights and power, natural gas, with a modern sewer system to take off all refuse, which insures you a much safer and much healthier town for the future.

Highways Needed For Development

LEE HIGHWAY SPANS CONTINENT ACROSS SOUTH FROM ATLANTIC TO PACIFIC OCEANS

The transportation facilities of a country are the most important of all things, and until a country has proper transportation facilities, no matter how rich the soil, how plentiful the water, or how good the climate, it can not fully develop, for the farmer, the ranchman, the truck grower and the merchant must have transportation facilities for the proper importing and exporting of the things that are necessary to the development of the country. Floyd county and Lock-

ney have been handicapped in the years that have past on account of improper transportation facilities, and that is the only reason and the biggest reason why the county today does not have double its present population, and the reason why there are thousands of fertile acres of land in the county that have never felt the touch of the plow.

The proof is available on every hand as to the superiority of this county as a farming country. Men today are raising every conceivable kind of crops that can be raised in the temperate zone, and the production of all kinds of crops in this county are far larger per acre than can be raised in any other section of the state outside of the Shallow Water Belt of the Plains, but the proper transportation facilities with which to get these crops to the market have made it useless in a way to farm the land intensively, and have this land produce the crops that it will produce under intensive farming methods. This is the reason that today men plant thousands of acres to wheat in this county, for they can care for these large acreages in the spring of the year by dumping their big crops on the market, the cultivation of the crop only requires a few days out of each year, when the land is plowed and planted and when the harvest is on, and they receive as return for their labor from ten to fifty dollars an acre, whereas, if the proper transportation had been available they could have made their land produce several hundred dollars per acre in other crops, but owing to the uncertain and round-about way in which they were forced to get their crops to the outside markets, they were forced to center on one or two crops, and raise them on a large scale.

For all time past this county has been handicapped for transportation facilities, in 1910 the Santa Fe built a spur line of railroad into the county from the west, and while this line has been of wonderful help in the way of affording rail facilities for the moving of the major crops, it did not offer the county a profitable route over which to ship the smaller crops that are ready for the markets at different intervals during the year, and are of a perishable nature, so this line of farming was left alone, and few people indulged in the raising of what is termed small crops, but which have in reality the best money crops that can be raised.

However, to a great extent the removal of this handicap is upon the threshold of our door, and today there are two new lines of railway being built into this county, and by the time the next wheat crop is ready to be moved, instead of one line of railroad being available in the county for transportation there will be three lines of railway ready to help the farmer put his crops on the market, and Floyd county will have more miles of railway than any county in the whole of West Texas, and these new railroads will give us a direct outlet to the cities and towns of East, North and Central Texas, and cause our marketing facilities to be much improved.

The railroads will be of untold benefit to this county in helping to develop our resources, but there is another line of transportation that will be really worth more to the county in a development way than will all of the railroads that enter the county, and this line of transportation is the Lee Highway. The Lee Highway, Continued on page two

CONGRATULATIONS TO THE

Lockney Cotton Oil Co.

We are proud to extend our congratulations and best wishes to the best and most modern oil mill in the world.

JNO. O'HEARN

ISIS THEATRE

LOCKNEY ELECTRIC

OFFERING FROCKS AND COATS FAR BELOW REGULAR PRICES

A Great Thanksgiving Apparel Event
THIS SALE WILL START FRIDAY MORNING, NOVEMBER 18TH.

An assemblage of Women's and Misses Coats and Frocks so Entirely Correct, so Amazingly Smart—That the Price Seems Incredible!

Take advantage of this great opportunity to save a great deal, for this is one of the star events of the season. Showing our ability to do the unusual—for every garment in these collections is a surprising value at the price.

HANDSOME WINTER COATS

\$19.75 Coats are now \$11.85
\$25.00 and \$35.00 Coats are now \$19.00
One Lot Coats to clear away at only \$10.00

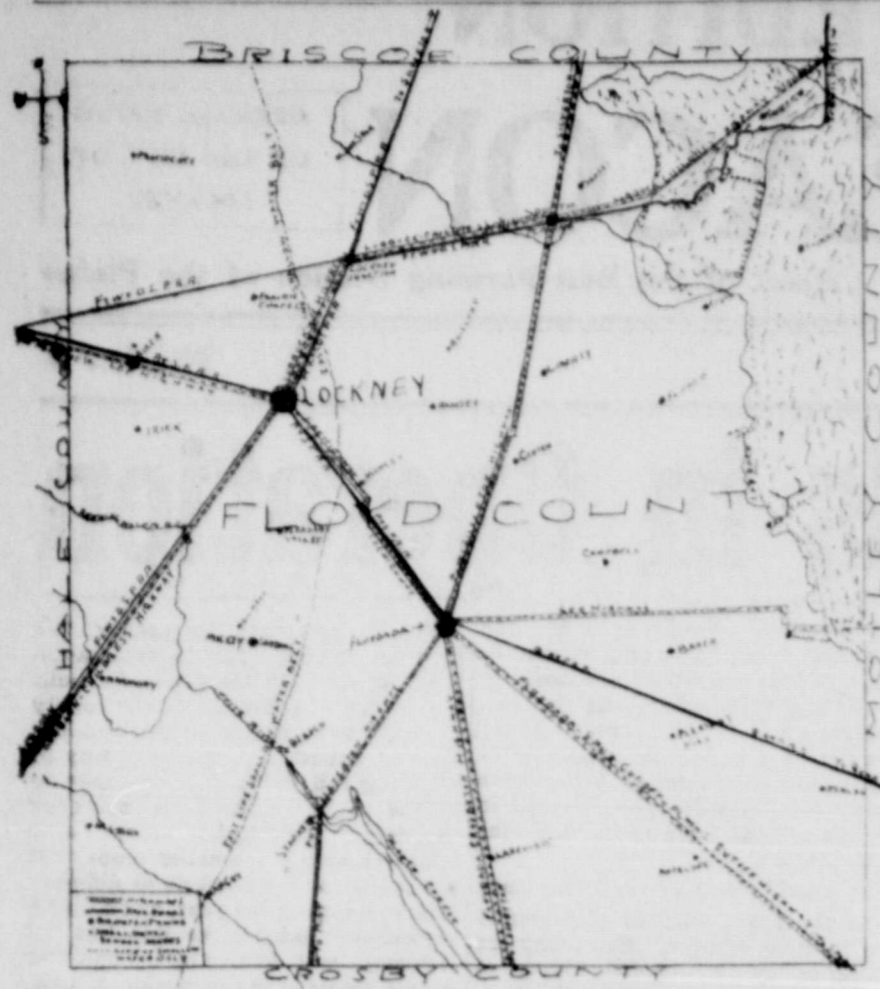
Beautiful and Becoming DRESSES

\$9.75 Dresses are now \$6.90
\$19.75 Dresses, now \$11.85
\$25.00 Dresses, now \$19.00
\$30.00 Dresses, now \$27.45
\$49.00 Dresses, now \$39.45

25% off on all Jersey Dresses. Special Prices on all Girls and Children's Coats.



MARTIN DRY GOODS CO.
FLOYDADA, TEXAS



Proposed highways of Floyd County

HIGHWAYS NEEDED

Continued from page one which is the only Nationally designated Military Highway that spans the continent over a Southern course from Ocean to Ocean, will soon be a paved highway from Ocean to Ocean, few gaps are left at this time to be filled in with pavement the paving program across the nine counties in Texas that this line of transportation traverses is in full swing, and bonds have been voted in the four counties to the east of Floyd county and in Hale county to the west of Floyd county for the paving of this road, and it is with shame that we acknowledge that Floyd county has not done her part in this paving program, and keep step with her sister counties, in carrying out this paving program, but every cloud has a silver lining, and we believe that when the question is voted upon again that the necessary two-thirds majority will say that it is time for Floyd county to pave this highway, and help complete the world's greatest transcontinental artery across the United States.

The reason that the people of Floyd county have not realized the importance of paving this highway, as we see it, is because that a great number of our people have never had the advantage of paved roads, and

really don't know the worth of good roads to a country, and another reason in this particular road is that they do not comprehend the value of the Lee Highway, the greatest of all transcontinental routes in the United States, to Floyd county, and what it will mean to the county when it has been paved, so that the road can be traveled every day in the year, and there will be no danger of the congestion of traffic on account of muddy roads.

At the present time thousands of dollars are lost to the county because of the fact that the Lee Highway is not paved. People are afraid to attempt to cross the Plains at this time, because if it happens to rain for several days on a stretch, the roads are impassable. It must be remembered that the soil in the Central Plains counties is from three to five feet deep, and it is soil all the way down through this depth, therefore, it is only natural that when a seige of wet weather come on this country must become very muddy and heavy vehicles will naturally cut deep ruts, and become stuck in the softer places, and no matter how much money might be spent on grading up the natural ground, they will always be impassable in long spells of wet weather, and the people of this county are just wasting their money when they sluff

it away in mud holes, and the only sound and reasonable way to have good roads is to pave them, and it is far cheaper in the long run to pave them. Floyd county has wasted since its organization enough money in grading up the common dirt roads to have paved every rain road in the county, and still when they have long seiges of bad weather the best road they have across the county is impassable, and the people are marooned and can not get in and out of the county for days and weeks at a time. This is not a dry county as some people wish to believe, and when it rains the rain is wet, and when it is wet the roads are muddy, and when the roads are muddy they are soft, and when the roads are soft wagons and cars get stuck in the mud, and transportation is halted at a great cost to every farmer and every business institution in the county.

We favor the paving of four highways across the county, namely the Lee Highway, the highway that is to be opened across the county along the Denver line of railway from Lubbock to Quitaque, the Post-Silverton Highway which passes through Floydada, and a cut-off from the Spur-Lubbock Highway from Spur to Floydada. If the people of the county would vote to pave these roads, the state would take them over and maintain them as highways, and would allow us two-thirds aid on the Lee Highway, and 50-50 aid on the other three roads, and then all the county's road funds could be used to keep the lateral or country roads of the county up in first-class shape, and the present income of the county from road taxes now assessed and collected would be ample for this purpose for all time to come.

Transportation is the back-bone of all development, and the county will develop just as fast as the citizens of the county will allow it to develop, and one of the best ways for the citizens to help develop the county is to vote the necessary bonds to pave the main thoroughfares of the county, have the roads brought up to grade, and turn them over to the state to be paved and maintained by the state, and the population of the county will grow by leaps and bounds, the country will become more prosperous, the lands more valuable, the resources better developed and the markets better and easier reached, and the county will then come into its own, and become one of the wealthiest counties in the state, with a population of good thrifty men and women that are the cream of the present day civilization.

The paving of the Lee Highway and other roads is not an expense, it is an investment, that will pay larger dividends than any other investment that could possibly be made in the county.

CONGRATULATIONS TO THE Lockney Cotton Oil Co.

It is with pleasure that we express our appreciation of the opening of the Lockney Cotton Oil Co's. Mill in our city, and wish for them unlimited success.

CHRISTMAS GOODS

We are opening up a full line of Christmas Toys. Be sure to visit our store before you buy.

STEVENSON'S VARIETY STORE

CONGRATULATIONS TO THE

Lockney Cotton Oil Co.

Another link in the chain of progress for our city.

YOURS FOR

- BETTER GINNING
- BETTER SAMPLES
- BETTER PRICES FOR COTTON

McCLESKY GIN COMPANY

CONGRATULATIONS TO THE

Lockney Cotton Oil Co.

We gladly welcome the opening of your big oil mill plant in Lockney, and wish for you much profit on the investment.

We have a nice line of Jewelry, Columbia and Victor Phonographs and Records.

STEWART DRUG COMPANY



"But My Project Requires Capital"

BUSINESS projects great and small are founded on the firm basis of capital—that's a world-wide fact. Here you will find the intimate interest manifested in your project that has been an earmark of First National Banking since its establishment. Careful courteous consideration of every problem presented to us has marked our progress from the first.

THE FIRST NATIONAL BANK

A SAFE DEPOSITORY FOR YOUR MONEY

"There is no Substitute for Safety"

COUNTY BRIEFS

FAIRVIEW

Most of the feed in our community has been gathered. The cotton is being gathered fast while school is out.

Ernest Carter of Floydada spent a part of last week with his parents, Mr. and Mrs. R. Carter, while suffering an attack of appendicitis.

Miss Lola Knierim and her brother, George, of South Plains, visited with Mr. and Mrs. McClellan Sunday.

Mr. E. C. Austin was on the sick list last week, but he is recovering now.

Miss Tommie Rushing of McMurray College, Abilene, spent Armistic with her parents, Mr. and Mrs. S. L. Rushing of this place.

Rev. Y. F. Walker of Lockney filled his regular appointments here Sunday in spite of the misfortune he suffered last week, when his foot received a severe blow from an axe.

Cecil Newsome had the misfortune of breaking his leg Friday, when the wheels of the buggy in which he was riding came off.

Rev. Patterson comes from Tulia to serve the Fairview Methodist church during the coming year. Rev. A. D. Moore, who has been pastor here for the past two years, has been sent elsewhere.

Mrs. D. L. Saunders is one of the sick in our community this week.

Mrs. R. M. Cannon has been sick for several days, but she seems to be improving now.

Miss Ouida Crabtree was visiting homefolk Sunday.

Lloyd Everston of Sarah, Okla., spent Thursday night with his uncle, Mr. G. A. Stewart, of this place.

The negro minstrel will be ready to present soon.

ROSELAND

We have been having some real winter weather out this way. It makes us realize that Thanksgiving with its fat roasted turkeys and pumpkin pies will soon be here.

Everybody is busy with the fall gathering of crops. The bright clear weather is fine for this, but the wheat is needing rain or snow.

Hugh Marble is working near Floydada this week.

Miss Faye Marble visited home last week-end and was not able to return to school until Tuesday.

Author Cox was seriously poisoned by dye last week. His condition is greatly improved now.

Mr. and Mrs. Robert O. Fuqua and Miss Jewel Montague visited Miss Montague's parents in Briscoe county last Saturday night.

Bro. Jones Weathers, pastor of the Baptist church at this place will hold regular services here next Sunday.

SUNSET

A fine Armistice Day program was rendered by the Literary Society Friday afternoon. A number of visitors were present.

The P. T. A. met Friday afternoon. They put out some rose cuttings and will put out trees and other flowers in February, as we hope to have our school ground fenced by then. We are going to put on a play soon, watch for the announcement.

The singing Sunday night was enjoyed very much. A number of people from other communities were present. We hope to have more such singings.

Otis Milton entertained a number of young people with a party Saturday night.

Mr. and Mrs. Emmitt Solomon and children of Memphis, Texas, spent Saturday with Mr. Upton and family.

Mr. and Mrs. Lee Pearson were South Plains visitors Monday.

A number of young people attended the box supper at Wallace Friday night.

NEWLAN

Edwin and Talmage Lincoln of Arkansas visited their uncle, Mr. Charles Lincoln Sunday.

Mr. and Mrs. Lloyd and family attended church at Antelope Sunday.

Mr. and Mrs. J. N. Redd and family of Floydada visited the Christian Endeavor Sunday evening.

A few of the young people of this community attended a musicale at the home of Mrs. Lewis Saturday evening.

Elsie Lloyd, who is a student at Wayland College at Plainview spent the week-end with his parents, Mr. and Mrs. J. M. Lloyd.

Misses Stella Furrow and Louella Lincoln spent Sunday with Miss Bessie Shearer.

A very interesting program was rendered by the Christian Endeavor last Sunday. Everyone is urged to be present next Sunday for the following program:

Leader—Olen Gray.

Subject, "Blessings We Are Likely to Forget."

What blessings are we most likely to forget?—Alva Redd.

Why should we remember and be grateful for the blessings we receive?—Stella Furrow.

What is the value of having a special Thanksgiving Season?—Dora Elsie Lloyd.

How can we best express our thankfulness?—Bessie Shearer.

How can we cultivate a grateful habit?—Louella Lincoln.

Why are the most common blessings often forgotten?—Miss Reba Woodruff.

How do you like ungrateful people?—Haskell Redd.

The following officers of the Christian Endeavor were elected last Sunday:

Song leader, Bessie Shearer; secretary, Miss Reba Woodruff.

Mrs. Shelley Scott visited her mother, Mrs. Newell, at Floydada Sunday.

Mary Mitchell Henry, M. D.

Physician-Surgeon

Special Attention Given Obstetrics and Pediatrics

Office at Lockney Drug Company

PHONE 50

FOR SALE—Five room house now sell for small cash payment, balance under construction with bath. Will easy terms—Luther Wofford. 48f

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



WINTER IS COMING

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

We Have Plenty of Feed For Your Cows And Chickns

We are in the Market for your Grain

PHONE 23

SOUTH PLAINS GRAIN COMPANY

More Power to the Lockney Cotton Oil Company

YOU WILL ALWAYS HAVE OUR CO-OPERATION

READ THIS IT WON'T BE LONG NOW

Until your car gets new number plates. As official testers for all makes of automobiles, we have a large corps of efficient men who can give you quick service. No long waits here. Light test receipts are good for thirty days. Begin December 1st getting your light test receipts for your 1928 numbers.

Winter is now here and don't let that radiator freeze up. We have plenty of glycerine and alcohol already mixed in the right proportion. This is the only satisfactory anti-freeze combination. Positively will not injure your radiator and the glycerine stops evaporation.

We carry the FEDERAL line of Tires and Tubes at attractive prices. These tires are well known for the excellent service they give and we can make you some very reasonable prices on all sizes.

- 29x4.40 Federal Defender Balloon \$8.50
29x4.40 Federal Double Blue Pennant \$12.50
31x5.35 Federal Double Blue Pennant \$21.50
PRICES ON ALL OTHER SIZES IN LINE WITH THESE.

The new Ford Car from all reports is going to be a dandy. If you contemplate purchasing a new car wait a little longer.

LOCKNEY AUTO COMPANY

CONGRATULATIONS TO THE
Farmers Grain Co.

We are pleased to have had the privilege of furnishing a large portion of machinery, belting and equipment in the erection of the PIONEER Milo and Kaffir Heads handling plant—the first in existence so far as we know.

**FORT WORTH WELL MACHINERY
AND SUPPLY COMPANY**
FORT WORTH, TEXAS

CONGRATULATIONS TO THE
Farmers Grain Co.

We wish to congratulate the Farmers Grain Co. upon the erection of the only Plant in existence, so far as is known, that handles Maize and Kaffir Heads by machinery, and we do especially congratulate Mr. R. C. Ayres, owner and manager, for carrying out this great idea, which he conceived. We also wish to thank Mr. Ayres for the part we had in helping to furnish the material.

HIGGINBOTHAM-BARTLETT CO.
G. A. BARTON, Manager Lockney, Texas

CONGRATULATIONS TO THE
Farmers Grain Co.

We congratulate the Farmers Grain Co. for pioneering in the erection of a plant for the handling of Sorghum Grain Heads by machinery, and appreciate being chosen as one of the firms who helped to make this plant possible

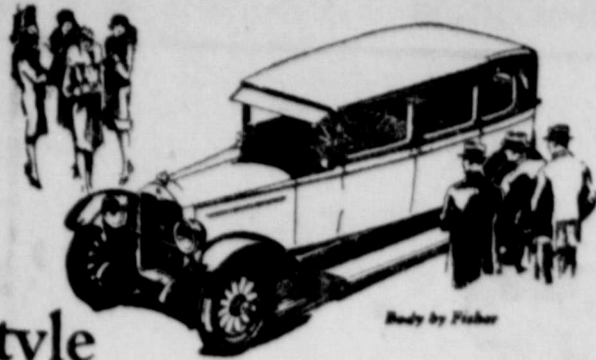
BRADFORD SUPPLY CO.
ELEVATOR AND GIN SUPPLIES
Wichita Falls, Texas

CONGRATULATIONS TO THE
Farmers Grain Co.

We wish to congratulate the Farmers Grain Co. upon the erection of the first plant for the handling of Maize and Kaffir Heads by machinery, and are proud that our company had a part in the erection of same.

WHITE STAR CO.
MILL AND ELEVATOR SUPPLIES
Wichita, Kansas

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



Style
that women
desire, **Durability**
that men
demand

BUICK
for
1928

Fleet, graceful lines...
lustrous Duco colors
... luxurious closed
car interiors—

—unmatched performance... unrivalled comfort... sturdy construction that assures long life—you'll find them all in Buick!

Buick for 1928 has won tremendous popularity among men and women alike, because it combines the style that women desire with the durability that men demand.

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.

ALLOWAY MOTOR CO.
Floydada, Texas

COUNTY CORRESPONDENCE

PROVIDENCE

After a few days of bad weather the farmers have begun work again. Mr. Amos Ratjen has returned home after being gone for some time.

Mr. Hershell Williams, Nadine White, Roy Bennett and Nela White attended church in Plainview Saturday night.
Mr. Roy Smith, Gladys Smith and Ola Mae Bamble attended B. Y. P. U.

Sunday night at Whitfield.
Mr. and Mrs. Clarence Powell, Mr. and Mrs. R. L. Powell, visited relatives at Newland Saturday and Sunday, returning home Sunday night.
Mr. and Mrs. Viegie visited in the White home Sunday evening.
Mr. Charles Powell and Miss Thelma Bennett, Mr. Chas. Stevenens and Miss Doris Bennett attended church at Whitfield Sunday night.
Mr. and Mrs. Willard Phillips visited relatives in Plainview Sunday.
Mr. and Mrs. Doc Bennett visited in O. L. Bennett's home Sunday.

RAMSEY

Mrs. Clyde Cummings and Mrs. L. L. Savage entertained a number of the Ramsey ladies last Wednesday afternoon at the home of Mrs. Clyde Cummings in honor of Mrs. Luther Rhine.

Those enjoying the occasion were: Mmes. J. A. Smalley, Luther Rhine, J. J. Miller, J. W. King, J. J. Smalley, Recc Wilson, Earl Smalley Roberson, and Misses Myrtice Meador, Addie Williams, Susie Smalley and Jessie Landrum.

Miss Eula Fay Mays of Ralls visited in the community Sunday.

Mr. Unus Blocker, who is attending Tech at Lubbock visited the Ramsey school Friday. Mr. Blocker was formerly a teacher at Ramsey.

Miss Avis King has been on the sick list the last few days, but was able to be at school again Monday.

Misses Maruca McDonald, Myrtle Wilson and Messers. Milton Davis and Hi Moon attended the show at Plainview last Friday night.

Mrs. J. J. Miller and children were visitors at the W. J. King home Sunday.

Mr. Joel Phillips who has been visiting his uncle here, departed Sunday for his home in Hamlin, Ark.

STARKEY

We are having fine weather for gathering the crops. However, very few in this community are picking cotton yet. Perhaps the freeze we had Saturday morning will help it to open.

Sunday School was not so well attended as usual Sunday morning, but Bro. Jennings preached a very interesting sermon at eleven.

Mr. Zora Moore and Mr. Bill Allmon motored to Abilene Saturday night returning last Wednesday.

Mr. and Mrs. Frank Marney of Sand Hill visited in the E. A. Grigsby home Sunday.

Some of the young people enjoyed a party in the home of Mr. and Mrs. Marvin Marrs, Saturday night.

Mr. T. R. Atkinson and son, Tommy, went to Vernon Friday on a business trip, returning Sunday.

Miss Bessie Moore, a student in Wayland College, visited from Thursday to Sunday in the home of her parents, Mr. and Mrs. J. W. Moore.

Mr. and Mrs. D. E. Elmore and family of Abilene spent the week-end in the home of his parents, Mr. and Mrs. J. L. Elmore.

Mr. and Mrs. R. L. Kropp attended church at Cone, Sunday morning.

Mr. John Howard returned from near Lorenzo, where he has been at work, Monday of last week.

The ladies of this community are to meet Tuesday afternoon, Nov. 15, in the home of Mrs. E. A. Grigsby, for the purpose of re-organizing the Home Demonstration Club.

Bro. Humphries preached at Petersburg Sunday morning.

Mr. and Mrs. C. W. Howard, Mr. and Mrs. Zora Moore, with Mrs. O. E. Elmore of Abilene were visitors in the J. L. Elmore home Saturday night.

Mr. and Mrs. Burt Smith of Albany arrived Sunday to visit for a few days in the home of her parents, Mr. and Mrs. D. W. Marrs.

Miss Vera Allmond visited her sister in Plainview Sunday.

PLEASANT HILL

There was a good crowd at singing Saturday night, and every one enjoyed the good singing.

The Literary Club gave their regular program Friday afternoon. Many good songs, readings and jokes were enjoyed. Several visitors were present, and we extend to every one, a welcome to visit our school.

Miss Iona Hollymon spent Saturday night and Sunday with Miss Juanita Hart.

Bro. Evans preached here Sunday morning at 11 o'clock.

A new drinking system is being installed at the school house and all the children are very proud of it.

The young people of the community enjoyed a party at Mr. and Mrs. Wilkes' last Friday night. Cupid was there in full force, and many arrows found their way into the hearts of the timid little lads and Lassies. We all hope "Fat" will have another birthday soon. Cake, chocolate candy, pop corn, peanuts and hot chocolate were served to a jolly bunch of tired players.

Dr. S. M. HENRY PHYSICIAN AND SURGEON

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

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

We will trade for livestock or give you good terms.

LET US SHOW YOU

J. W. BOYLE & SON MUSIC STORE

PLAINVIEW, TEXAS

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

OUR STORE WILL CLOSE THANKSGIVING

Baker Campbell Co.

FLOYDADA, TEXAS

COLD WEATHER MERCHANDISE

You'll like the assortment we are showing in Knit Underwear for the family.

Children's Waist Suit at
75c and \$1.00

Prices are much lower than today's market.

Sweaters, Lumberjacks, Heavy Shirts and everything to prepare you for the Cold Weather due now.

Men's Heavy Unionsuits that will keep you warm from—

\$1.00 the Suit Up

and these are good looking. Our cheapest suit is silk trimmed. Let us show you. Also for boys.

Leather Jackets of genuine Horse-hide that last. Heavy Mole Coats with real Sheep Pelts that are underpriced.

BLANKETS—BLANKETS

Blankets for these cold nights that you are sure to enjoy at prices you'll like. 66x80 Part Wool, beautiful patterns—

\$3.85

READY-TO-WEAR

—from the low priced to the luxurious fur trimmed Coats. We have them in the newest models. Priced within reason.

ALL MILLINERY \$4.95 and Down

ANOTHER BIG WEEK FOR TIRE BUYERS

Firestone GUM-DIPPED TIRES

30 x 3 1/2

\$6.95

All other sizes Proportionately Lower
Special in Tubes and Accessories

Come in Now! We have Your Size.



WE NOT ONLY MEET BUT WE BEAT MAIL ORDER PRICES

Compare the following prices:

On fully Guaranteed Courier Cords	
30 x 3 1-2 Regular Cord	\$6.70
30 x 3 1-2 Oversize Cord	\$7.10
29 x 4:40 Balloon	\$8.20

SPECIAL FOR SATURDAY

Two For Price of One

2 regular 35c seller Firestone Cold patch for 35c

FREE SERVICE—BUY NOW

Firestone Truck Tires Give "Most Miles Per Dollar"

Pennant Service Station No. 1

Pennant Service Station No. 2

P. E. SHICK Mgr.

for Economical Transportation



A car for her, too!



In thousands of American homes there are now two automobiles— "a car for her, too," so that there may be transportation for the family while "he" drives to business. And because it is so easy to drive and park... so decidedly smart and comfortable, today's Chevrolet is an outstanding favorite among women drivers everywhere. Come in! You'll be amazed to learn how little it costs to own and operate a Chevrolet.

The Touring \$525 The Coach \$595 The Coupe \$625 The 4-Door \$695 The Sport \$715 The Imperial \$745 1/2-Ton Truck \$395 1-Ton Truck \$495

They include the lowest handling and financing charges available.

DYER MOTOR COMPANY

Lockney, Texas

QUALITY AT LOW COST

LOTS FOR SALE

I sell lots in the town of Lockney, on time payments, personal note, no lien against property, and give fee simple deed, with no building restrictions whatsoever.

George W. Brewster

COUNTY BRIEFS

ANTELOPE

Due to the showing of the Tunney-Dempsey fight, which showed in one of the Floydada theatres, Armistice night, the box supper was postponed, and will be held Saturday night, Nov. 19th.

Miss Bernice Holt spent Sunday with Miss Marguerite Aston. Miss Lora Belle White spent Sunday with Mrs. Willie Wisdom. Miss Edna Edwards, who has been attending school in Floydada, is now

ill at her home here. Mr. Bill Webb, is ill this week with a bad cold. Mr. Bill Brown and Willie Wisdom spent Sunday in Roaring Springs. Bro. Shannon of Plainview held church here Sunday.

Many people are complaining about their turkeys running off over time they get ready to catch them, no wonder, turkeys realize its nearly Thanksgiving.

Mrs. Earnest Jones and children spent Sunday with Mr. and Mrs. Jim Hadley. Mr. R. J. Hensley, who has been ill, is now able to attend school. Mrs. Charlie Nickels, who under-

went an operation in Plainview, will be able to return home Thursday.

LAKEVIEW

School is progressing nicely. There are not many staying out to pick cotton.

The Baptist church of Lakeview called Bro. Reed of Crosbyton as their pastor, but have not heard whether he would accept as yet.

Miss Opal Nelson who is attending Simmon's University came home for Armistice holiday. This morning her father and brother, Carl, accompanied her to Abilene, where she will take up her school work again.

Mr. and Mrs. H. J. Nelson and family visited Mr. Nelson's brother-in-law, Mr. Newberry, at Lubbock Saturday.

Mr. and Mrs. Newton was host and hostess to the young people of Lakeview Saturday evening. The entertainment consisted of many kinds of music and games which were a delight to all.

Miss Louise Wright attended the Home Coming of exstudents of Wayland College last Friday evening. It is the first time to have a home coming at that place, but will not be the last. It was a joy and happiness to meet your old school friends.

Mr. Rucker attended the ball game between Wayland Jack Rabbits and Clarendon Bull Dogs Friday. It was a fine game, but one sided as the score was 30 to 0 in favor of Wayland.

AIKEN

The wind and sand still continue to blow. Most everyone would enjoy a shower of rain.

The school celebrated Armistice day by going to Sand Hill and playing ball. Our girls and boys did some excellent playing as they defeated Sand Hill in every game. The scores were as follows: Senior boys 11-7, Senior girls 30-13, Junior boys 16-5. This is the second game with Sand Hill, Aiken winning in both games.

Miss Avis Allen who is attending school at Canyon was at home for the Home Coming of exstudents at Wayland Friday.

Mr. Bryan Wells and wife visited at Silverton Sunday.

Mr. and Mrs. Elam visited Mrs. McMinn Sunday afternoon.

Miss Mary Davidson is much better at this writing. She was able to return home Sunday. Miss Mary's folk returned Saturday so they could be with Mary until she recovers.

Mrs. Bryan Wells and Miss Vera Meredith attended the Home Coming of exstudents at Wayland Friday.

Bro. Ashby and wife, Melvin Henry and family took Sunday dinner at the Allen home.

Miss Aline Terrell spent Sunday at the Owens home.

BLANCO

Sunday school met Sunday with an unusual attendance. We were glad to have so many present, hope you continue coming.

Mr. Cloe Cates is visiting friends in Wichita Falls this week.

Mr. and Mrs. Dickerson and family visited friends at Petersburg Sunday.

Mr. and Mrs. Ham Smith and family visited friends at Plainview Sunday.

Mrs. Collier Smith of Lubbock visited her mother and dad, Mr. and Mrs. H. B. Alexander, Sunday afternoon. She also visited in the McCoy community. She was accompanied home by her husband's brother, Alva Smith.

Mr. and Mrs. Badgett and family, Mr. and Mrs. Cates and family, took dinner Sunday with Mr. and Mrs. Tinnin.

Mr. and Mrs. Moss Howell visited their folk, Mr. A. H. Howell of this community, and Mr. Bagwell of Harmony last week.

Mr. H. B. Alexander was at home Saturday night, he is working at Lockney on the oil mill.

C. S. Moon went to Lockney Monday after school on business.

The Blanco school is planning a Thanksgiving program for Thanksgiving night. We want everyone present.

Mr. and Mrs. J. D. Christian entertained the young folk Saturday night with a party. Every one reported a nice time.

PROVIDENCE HOME DEMONSTRATION CLUB

The Providence Club did not meet on Nov. 8, as was intended for Miss Bass could not be with us on that date, but it was postponed to Nov. 21, when we will have our meat canning demonstration at the home of Mrs. C. B. Jones. All members try to be present.—Reporter.



How to Play BRIDGE

Series 1927-28 by Wynne Ferguson

Author of "PRACTICAL AUCTION BRIDGE"

Copyright 1927, by Hoyle, Jr.

ARTICLE No. 5

Here are two interesting hands, just submitted, that involve important principles of bidding:

Hand No. 1

Hearts—A, 10, 7, 2
Clubs—Q, 4
Diamonds—Q, 10, 3
Spades—A, K, Q, 4

No score, first game. If Z dealt and passed and A and Y also passed, should B open the bidding fourth hand? The test of a sound fourth hand bid is not necessarily the guarantee of a sure game, but rather the guarantee that the hand is strong enough to save game, no matter what the opponents may bid. B's hand is hardly strong enough to make game, unless A's hand is much stronger than can be expected, but it certainly seems strong enough to save game, if the opponents bid, and for that reason is a justifiable fourth hand bid. There is a choice between a no-trump and a spade bid, but the spade bid is the better.

Hand No. 2

Hearts—A, Q, 7, 6
Clubs—none
Diamonds—A, K, J, 8, 4
Spades—J, 10, 7, 3

No score, rubber game. If Z dealt and bid one club, what is A's proper bid? There is not much question about this hand. It is a perfect example of the type of hand that justifies an informative double. If partner can bid spades, hearts, or no-trump, there is a good chance for game. With any of these bids, the chance for game is better than at diamonds, the only other alternative to the informative double. With such hands, don't hesitate to double and invite your partner to bid his best suit.

Answer to Problem No. 5

Hearts—6, 5, 3
Clubs—10, 4, 3, 2
Diamonds—J, 9, 4
Spades—J, 8, 5

Hearts—9, 4
Clubs—9, 8, 7
Diamonds—A, K, Q, 10, 7
Spades—6, 4, 3

Hearts—A, J, 7
Clubs—A, 6, 5
Diamonds—5, 3
Spades—A, K, Q, 10, 7

Score, 20 all, rubber game. Z dealt and bid one spade, A bid two diamonds, Y passed and B bid two hearts. Z bid two spades, A and Y passed and B bid three diamonds. Z doubled and all passed. Y led the jack of spades and the first three tricks were: (1) Z won with the queen of spades; (2) Z led the ten of diamonds and A (holding A, K, Q, 10, 7) won with the queen; (3) A led the nine of clubs and Z won the trick with the ace. The problem is: How should Z now play to defeat the contract? Z should figure that as A won trick No. 2 with the queen of diamonds, his partner Y still holds the jack of diamonds guarded. Of course, A may be false carding, but Z must take the chance. At trick four, Z should lead the five of clubs, which B wins. B should now lead his last spade,

You will be surprised to learn how often it brings good results.

Answer to Problem No. 4

Hearts—A, K, J, 10, 7, 5
Clubs—9, 8, 6, 3
Diamonds—7
Spades—A, 4

Y :
A B :
Z :

No score, rubber game. Z dealt and bid one club, A passed, Y bid one heart and B bid two diamonds. Z and A passed, Y bid two hearts and B bid three diamonds. If Z and A passed, should Y bid three hearts or four clubs? Y has at least three raises for his partner's club suit, so that after he has bid and rebid his hearts, he should then bid four clubs. There is a mighty good chance to go game in clubs. The fact that Z has failed to help the heart bid indicates that he has not more than two hearts. If such is the case, Y-Z should only lose one diamond and one spade trick, if the clubs drop. If they don't, Y-Z will make at least four odd. Z's hand was as follows:

Hearts—6, 2
Clubs—A, K, 7, 5, 2
Diamonds—8, 4, 2
Spades—Q, 8, 5, 2

At clubs, Y-Z will score five odd. At hearts they can only score three odd, as there are five hearts in A's hand. Be on the lookout for such hands and if you hold great help for your partner's minor suit bid, don't hesitate to help him if he cannot help your own major suit bid. Many games are won with a minor suit trump and many more could be won, if partners would always try for the best bid of twenty-six cards instead of thirteen.

Hearts—K, Q, 10, 8, 2
Clubs—K, Q, J
Diamonds—8, 6, 2
Spades—9, 2

Z winning the trick with the king. Z's best play now is a low diamond, which A wins with the king. A cannot trump a spade in B's hand for if he does, Z can win the first heart trick and lead a fourth spade. This play will enable Y to make his jack of diamonds. At trick No. 7, A's best play is to lead a heart and play B's king of hearts, which Z must refuse to win. The second round of hearts, however, should be won by Z, and he should then lead his losing club, which B must win. Z must now either win another spade or Y must make his jack of trumps by over-trumping A. Play it out for practice. Note at trick No. 4, if Z leads a diamond, he takes the first heart trick with the ace. A-B will make their contract. It is a tricky little problem.

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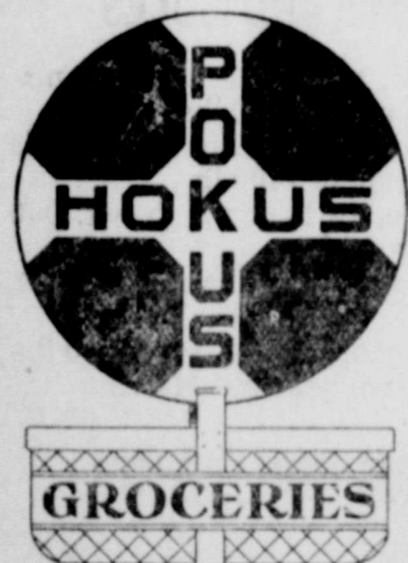
HELP YOURSELF

We have been very busy for several days re-arranging out stock and putting in new shelving, so that the people who desire to do so can help themselves, or in other words, wait on themselves. The store has been arranged that every article carried in the stock can be easily found and the customers can select the article they desire, however, we have sufficient clerks that are glad to accommodate those who do not care to wait on themselves.

Remember we have a full line of Fresh Groceries, Fresh and Cured Meats and our prices are as low as can be found in town.

Lockney Grocery

Take Advantage of the Beacon Bargain Days



Saturday Specials at MORRIS'

- 10 lb. box 70-80 Prunes, limit 1 box 65c
10 lb. Bucket Comb Honey \$1.53
Mothers China Oats 3 pkgs. \$1.00
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Post Toasties, limit 2 pkgs., each 10c
SunKist Corn, No. 2 size, each 14c

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Phone 138

LONE STAR

Pauline and Albert Stevenson were at home for the week-end. They are in school in Canyon this year.

On Friday afternoon a shower was given for Mrs. Billy Williams at the home of Mrs. T. S. McGehee.

The P. T. A. met at the school building on Friday evening. An Armistice program was given by the children. Herman King favored us with two splendid readings.

Miss Marie Luna spent the week end with her parents in Plainview.

Douglas McGehee, who is in Lubbock in school this year, spent the week-end with his parents.

Mr. and Mrs. J. J. Frizzel and son, Lendon, and Mr. and Mrs. R. D. Bryant and children of Olton spent Sunday with W. H. Workman and family.

Miss Gladys Stafford, who has been visiting her uncle, Mr. E. C. Brown, left Tuesday for her home at Athens, Texas.

McCOY

Cotton is not open to its fullest yet. Most of the farmers are through with their feed and are waiting for boll pulling.

The Spike twins, former students of McCoy school, who are attending school at Crosbyton, spent from Thursday until Monday morning with home folk.

Misses Pauline, Flora and Wanda Day spent from Thursday until Sunday with home folk. They are attending the Floydada high school.

Miss Mildred Raley spent the week end with her sister at Floydada.

Miss Marie Smith spent the week end with her mother, Mrs. W. W. Smith.

Mr. and Mrs. Eloy Embry were visitors in the Nixon home Sunday

afternoon. Mr. and Mrs. Lockett spent Sunday afternoon with Mrs. Embry.

Mr. John Rankin went to Lorenzo last week-end to visit his sister and brother.

Quiet a few of the men of this community helped Mr. McClain of Farmer community with maize heading last Monday. He has been very sick for several weeks with Typhoid fever.

Sunday School Sunday was attended with a very small crowd.

Everybody be on time next Sunday and remember there will also be Baptist preaching.

MAYVIEW

Sunday School and B. Y. P. U. were well attended.

Miss Mary Lou Cardwell spent the week-end with home folk.

Quite a few young people enjoyed a musical at Mr. Reidheimers' Wednesday night.

We are sorry indeed to learn of the death of Mrs. McNeill's sister, who lived at Rule, Texas. The entire family have our sincere sympathy.

Mr. and Mrs. McNeill and family returned from Rule Monday.

Mr. and Mrs. C. A. Smith spent the day in Matador Sunday.

Mrs. Claude Newell and small son of Tulla were visitors of Mr. and Mrs. Tom Law last week-end.

Quite a few pupils are absent from school on account of picking cotton.

Mr. and Mrs. Eldon Gray and son spent the day at Mr. Watley's Sunday. Remember Sunday school at 10 o'clock. Be on time.

PROVIDENCE

We are still having pretty weather, but would like to have some rain as the wheat is in need of it.

School is progressing a wonderful way. A few are absent but we hope to have them back in a short time.

Harold and Oelbert Dieters attended B. Y. P. U. at Prairieview Sunday night.

Mr. and Mrs. Bill Sammanns and Mr. and Mrs. Bert Smith were visitors in the Gilbreath home Sunday evening.

Mr. and Mrs. Bob Ratjen attended church at Whitfield Sunday night.

Mr. and Mrs. Arthur Harmeyer were in Plainview Saturday.

J. W. Gamble and family were visitors in the B. A. McCarty home Thursday night.

Several from this community attended Sunday school and B. Y. P. U. at Whitfield last Sunday.

Mr. and Mrs. McLaughlin spent Sunday with J. W. Gilbreath and family.

A few young people from this community visited the tunnel Sunday.

Myrta Belle Lovvorn, Foster James, Gladys Smith, and Olamae Gamble attended church services at Prairieview Sunday evening.

CITY MARKET—Fish and Oysters.

W. M. U.

Circle No 1 met with Mrs. Biggers Monday afternoon Nov. 14. Eleven were present. Mrs. Muncy conducted the Bible Study of Acts, 6th chapter.

Business attended to with Mrs. Biggers, chairman, presiding, this being the first meeting they organized as follows:

Mrs. Hamilton elected as Co-chairman.

Mrs. Cypert, secretary and treasurer.

Mrs. Walker Bible study.

Mrs. Harper enlistment service.

Mrs. Muncy benevolent and aid.

Mrs. Giles, reporter.

Seven new subscriptions for royal service.

All ladies in southeast part of town and country are invited to meet with Circle No. 1.

Joint meeting of all circles at the church next Monday afternoon.—Reporter.

Providence Home Demonstration Club

The Providence Home Demonstration Club will meet with Mrs. T. E. Cowart Monday, Nov. 21, for the meat canning demonstration.

The club was to have met with Mrs. C. B. Jones on this date, but Mrs. Jones has been called out of the county.

All members please take notice and stration. Miss Bass will meet with us come to Mrs. Cowart's for the demon- at this time.



Everything your child will need in the school room in the way of school supplies. Send the children to us and they will receive prompt and efficient consideration at all times.

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ISIS THEATRE

Program Week Commencing Monday, November 21

Monday and Tuesday— DOUGLAS FAIRBANKS

"BLACK PIRATE"

NEWS

Wednesday and Thursday— NAPOLEON BONAPARTE

"SILENT HERO"

CHRISTI COMEDY

Friday— THOMAS MEIGHAN

"We're All Gamblers"

COMEDY— "SPLASH YOURSELF" NEWS

Saturday— BOB CUSTER

"DUDE COWBOY"

COMEDY— "UNSOCIAL THREE" NEWS

Miss Lillian Collier of Plemons, Texas, spent last week-end with her mother here.

THE GIFT MART OF THE SOUTH PLAINS

Through our New York markets we have assembled at our store gift goods from every corner of the earth. Unusual things with intimate charm, inexpensive gift remembrances usually hard to find elsewhere. Items for every purpose, for every person, for every purse. Some of you saw our showings of the last Christmas season. You learned that our claim of the largest assortment of gift offerings then was not idle talk. Well, let us say to you that this year we have a still larger and more comprehensive showing and prices are still lower.

Today is your day to select while stocks are still fresh and what you want is yet here.

SOUTH PLAINS DRUG CO., Inc.
OLEN B. SCOTT, Manager, Plainview, Tex

Congratulations Lockney Cotton Oil Company

We wish to express congratulations to the Lockney Cotton Oil Company for the nice mill that they have built in that city, and rejoice with the people of Lockney in their appreciation of same.

All the cuts used in printing this issue of the Beacon were made from Photos finished in our studio.

WILSON STUDIO PHOTOGRAPHS

—TELL THE STORY FLOYDADA, TEXAS

PUBLIC SALE

TUESDAY, NOV. 22nd

At my place 3 miles west, 1-2 mile south of Lockney, sale beginning at 10 o'clock a. m.

MILCH COWS

- 1 Jersey and Holstein Cow, 6 yrs. old, 5 gallon cow, fresh about Xmas.
- 1 Jersey and Holstein Cow, 5 yrs. old, 5 gallon cow, fresh about Xmas.
- 1 Jersey and Durham, 6 yrs. old, 5 gallon cow, fresh about Xmas.
- 1 Jersey, 4 yrs. old, 3 gallon cow, giving milk.
- 1 Jersey Cow, 3 yrs. old, 3 1-2 gallon cow, giving milk.
- 1 Jersey Cow, 2 yrs. old, 2 1-2 gallon cow, giving milk.
- 1 Jersey Heifer.
- 1 Good Cap Rock Jersey Bull.

These cows are all extra good stuff.

HOUSEHOLD GOODS

- 1 Leather Dufold.
- 1 Dresser.
- 3 5-gallon and 1 8-gallon Can.
- 2 Mattresses.
- 1 Primrose Cream Separator.
- 1 Home made Cabinet.
- 1 Oil Heater.
- 1 Dining Table.
- 2 Safes.
- 1 Iron Bed
- 2 sets of Springs.
- 1 Oil Cook Stove.
- 1 2-burner Oil Stove

HORSES AND MULES

- 1 Bay Horse, 10 yrs. old, 16 1-2 hands high, wt. about 1500 lbs.
- 1 Grey Horse, 10 yrs. old, 16 hands high, wt. about 1400 lbs.
- 1 Bay Mare, 14 hands high, wt. 900 lbs, 6 yrs. old.
- 1 Brown Mare, 15 1-2 hands high, wt. 1200 lbs., 6 yrs. old.
- 3 Mules, smooth mouth, wt. 1,000 lbs.
- 1 Coming two year old Mule.

FARM IMPLEMENTS

- 1 Disc Harrow.
- 1 Two-row Case Godevil.
- 1 Slide with Knives.
- 1 Good Wagon.
- 3 sets of Leather Harness.
- 16 panel Corral Fence, 2x6 6 ft. high.
- 1 1000 Chick Coal Burner Brooder.
- About 3 dozen White Leghorn Pullets.
- About 1 1-2 dozen Ancona Pullets.
- 18 White Wyandotte Pullets.

TERMS OF SALE—All sums under \$20 cash; all sums over \$20 time will be given until August 1st, 1928, on good bankable notes bearing 10% interest. 5% discount will be allowed for cash on sums over \$20.

FREE LUNCH ON GROUND

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