

Special Demonstration Train Here Saturday

LOCKNEY BUSINESS MEN JOIN IN HELPING TO GET BANNER CROWD PRESENT TO INSPECT DEMONSTRATION TRAIN

The "Farm and Home" Demonstration Train being operated over the Santa Fe Lines, under the auspices of the A. & M. College of Texas...

The train is carrying many milk cows, and registered milk cattle, fine registered hogs, pure-bred chickens, farm exhibits, club exhibits, and a corps of the best posted men in the nation...

Rev. J. B. McReynolds, pastor of the First Methodist church of Lockney, will deliver the welcome address on behalf of the town and surrounding country...

The business people of Lockney are making a special effort to get all the farmers and their families to come to Lockney on Saturday and attend the lectures and demonstrations...

Specialists With Train Specialists of the A. & M. College of Texas aboard includes: Director O. B. Martin, of the Extension Service...

Santa Fe officials aboard includes: Charles W. Lane, assistant manager agricultural development, Topeka, Kan.; J. D. Tinsley, general agricultural agent Panhandle and Santa Fe...

STATE PAYS \$2.00 OF APPORTIONMENT To All County and City Superintendents and All County and City Depositories:

I am sending to all Depositories this week two dollars, as the fourth payment on the per capita apportionment for the public schools.

The amendment which has been made to the text-book law permits the Commission, by the gradual introduction of new books over a period of three years...

Very truly yours, S. M. N. MARRS State Superintendent

Two Big Snows This Week Over the Plains

Nine Hours of Rain and Snow Put Land In Good Condition for Spring Crops and Spring Planting

A slow rain that began before day break Sunday morning, and changed to snow about day light, falling continually until about three o'clock Sunday afternoon...

Floyd county seems to have received more moisture Sunday than any other section of the country that shared with us in the snow and rain...

The moisture has put the ground in the best of shape for spring plowing, and a good row crop will be the result.

BIG SNOW FALLING OVER PLAINS TODAY

A heavy snow that began falling sometime after midnight, continues falling throughout today, and has the ground covered to a depth of from 1 to 12 inches at this time.

This snow, coupled with the snow of Sunday has put an excellent season in the ground, which will go a long way toward making a good crop on the Plains the coming farming season.

STRINGER NEW TOWN 11 MILES WEST OF FLOYDADA

Callahan Lands in West Part of the County to Have Town on Denver Lines

A corps of men from the office of Engineer Geo. A. Lidler last week made a survey of the land, and plats will be made up for the new town of Stringer, and the dedication deeds and plat will likely be recorded within a few days.

The new town is where the new line of the Fort Worth & Denver & South Plains Railway crosses the road running through the Stringer lands of the Callahan School survey, about 10 miles southwest of Lockney.

The tract is being platted on the west side of the railway and on the south side of the road, and graders will be put to work at once putting the streets up for the town.

An elevator and gin will be two of the first industrial enterprises to be built at the new town.

Irick 4-H Club The Irick 4-H Club met Tuesday, Feb. 14th, at eleven o'clock.

The house was called to order, the minutes read and the meeting turned over to Miss Bass, who gave instructions on how to finish our sewing bag, and begin our bungalow apron.

The next meeting will be held Feb. 24th, at 10 o'clock.—Reporter.

Visits of the Stork Born to Mr. and Mrs. Willford Jones, Wednesday morning, Feb. 14, a boy.

Brown Appointed as Delegate by Moody

Appointed to Represent Texas at Governors and Representatives Cotton Reduction Meeting

A. B. Brown, president of the First National Bank of Lockney, received a telegram Monday from Governor Dan Moody appointing him to act as a representative of the State of Texas at the Governors and Representatives Cotton Reduction Meeting...

Mr. Brown said that owing to business interests that could not be neglected at this time, that it would be impossible for him to attend the conference in Jackson, and that he had notified Gov. Moody to that effect.

MEET ON PINK BOLLWORM IS CALLED FEB. 25

State-Wide Campaign to Be Formulated at Sweetwater to Stamp Out Pink Boll Worm

Abilene, Texas, Feb. 8.—A State-wide mass meeting for the formulation of a united campaign to stamp out the pink bollworm in West Texas was called Wednesday by the West Texas Chamber of Commerce.

The meeting place will be Sweetwater and the date Feb. 25.

Gov. Moody himself will be present, with representatives of the State Department of Agriculture and the Federal Pink Bollworm Commission.

The official call by President Haynie and Mr. Wade declares that "the business and agricultural interests of Texas should be represented in the meeting in large numbers."

"It is the conclusion of the Federal and State Governments," the official call sets out, "that it is up to Texas to accept the pink bollworm pest or destroy it."

"The challenge to Texas is: Will the pest be accepted, and are we willing to undertake new alignments that will affect every line of business? Or will Texas join in the battle to stamp out this menacing danger?"

Mrs. W. P. Stalcup Dead

Mrs. W. P. Stalcup, age 73 years, 5 months and 20 days, died at her home in Lockney Friday of last week, from the effects of a cancer.

She was married 44 years ago to Wm. P. Stalcup, who died Feb. 18th, 1927, at the age of 90 years.

Funeral services were conducted at the college auditorium Saturday afternoon at 2 o'clock.

Mr. and Mrs. Stalcup were pioneers in the Lockney country and were highly esteemed by all who knew them.

Lockney Chamber of C. Getting in Action

BEST MEETING FOR SEVERAL WEEKS HELD THREE HOURS SESSION LAST MONDAY AT LUNCHEON

About forty representative business men of Lockney were in attendance at the weekly luncheon Monday at noon in the Methodist church basement...

President H. M. Mason, presided over the meeting, and many items of interest to the town were discussed and committees appointed to see things in motion to accomplish several things that were of vital interest to the town and surrounding country.

The road problems of the Lockney country were discussed at length, and committees appointed and instructed to get busy on certain projects that demand special attention at this time.

A letter was read from the Denver officials in reference to a jubilee to be held in Lockney, and a committee selected to arrange for the holding of same.

In connection with the celebration of the entry of the Denver road into Lockney, an invitation will be extended to all nearby towns in the Denver, also to Floydada, to help and have a part in the celebration...

An entertainment committee, composed of Rev. J. B. McReynolds, Dr. Colvern Henry, S. P. Miller, Carl Adams and A. B. Cox, was appointed to get up a program of welcoming the Santa Fe and A. & M. College Demonstration Train to Lockney Saturday afternoon...

Two road committees were appointed for special road propositions that were discussed by the organization; they were Geo. Meriwether, Paul Schick and T. B. Hill, on one road matter; and H. B. Adams and Geo. Meriwether, with A. R. Meriwether as alternate, on another road matter...

The marking of the streets and numbering of the houses in the city was discussed, and the proposition was turned over to the fire boys with instructions to see that the streets were marked and houses numbered.

The organization was favored with a solo by Rev. W. M. Culwell, who was visiting in the city.

The Chamber of Commerce meeting Monday was the most enthusiastic meeting held by the organization in some time past, and the membership expressed a desire to be up and doing from now on.

There are several new enterprises in line for building in Lockney at an early date, and the Chamber of Commerce expects to get things going in good shape at an early date.

A spinster always turns up her nose at a woman who has been divorced.

Though the world may owe every man a living, only the persistent collector gets it.

Chamber of Commerce Banquet at Floydada

Main Feature of the Program Was What the C. of C. Had Accomplished the Past Year

The annual banquet of the Floydada Chamber of Commerce was held in the Andrews Ward School Gymnasium in Floydada Friday night of last week, when more than four hundred and fifty visitors from over the county...

There were fifteen different communities in the county represented and the feature of the evening was a one-act play staged by the members of the various Home Demonstration Clubs...

A good report was made by the secretary of the Chamber of Commerce, Mr. Ed Bishop, as to what the Chamber of Commerce in that city had accomplished during the past year, and an outline was given as to what they expected to do the coming year.

The audience was principally made up of the people living in the rural districts of Floyd county, and every part of the county was represented by several men and women.

The principal speaker of the evening was Secretary Harrison of the Wichita Falls Chamber of Commerce, and the other speakers were chiefly the regulars who attend all chamber of commerce banquets in this section of the state...

The Floydada Concert Band furnished music for the occasion, and the "feed" served on this occasion was of the best quality, and all home raised, coming from the farms of the county.

OUR CONQUEST CAMPAIGN AMONG BAPTIST CHURCHES

The campaign of visiting our Baptist churches with a group of pastors as speakers spending a day with each one is coming fine in both of the associations of Floyd county and State Plains...

Our Baptist work in Texas and over the South has grown so fast in the last few years that our offerings have not been kept up and this has been some debt to us at the present time.

Every true member is certainly happy and glad of our great unusual growth, but this can not be continued unless we give the necessary amount of funds to carry it on.

A boys clothing at the age of 18 and 20 cost much more than when he was five or six, and the parents gladly pay the extra amount to clothe their boys.

We want to use every friend and sympathizer who is not a member and wants to help a good cause to attend all these rallies when they come for a day at your nearest church in these several counties.

G. W. Tubbs of Floydada is organizer in Floyd County association and H. T. Aulick of Abernathy is the organizer in State Plains association.

H. F. AULICK REVIVAL MEETING AT METHODIST CHURCH

There is a revival meeting in progress at the Methodist church this week, Bro. J. B. McReynolds, pastor of the church is doing the preaching and Bro. Culwell of Stamford is conducting the song services.

Services are held at 7:20 p. m., and 10 a. m. each day. Everyone is cordially invited to attend all services.

R. G. Morgan has been in Amarillo the past two days on business.

Establishment of College Discussed

PLAN FOR ESTABLISHING COLLEGE NEAR LOCKNEY DISCUSSED AT MASS MEETING MONDAY NIGHT

A mass meeting was held at the high school auditorium Monday night for the purpose of discussing the location of the Gunter College near the city of Lockney.

Mr. H. M. Mason, president of the Chamber of Commerce, opened the meeting, and explained the purpose of same, and talks were made by Messrs. W. D. Biggers, superintendent of the Lockney schools, Jno. R. Freeman, R. O. Conner, and J. Frank Copeland...

The proposal was that the people of Lockney and the surrounding country donate a site for the college, consisting of two sections of land, and that the board of directors of the college would build college buildings on same, and through the sale of 10 acre farms and lots adjoining the college, to be sold off of the two sections of land, the college would pay for the improvements and use the surplus money from such sales for the operation of the college.

The donation of two sections of land near Lockney would call for the raising of something like \$60,000 to \$65,000 by the people of Lockney and surrounding country with which to purchase the site, and the proposition was taken under advisement by the local committee, to determine whether the people of the community cared to make an effort to secure the institution.

ABERNATHY YOUTH BADLY BURNED AT HOME DESTROYED

John C. Clark, 16, Suffers Severe Injuries and Has Narrow Escape from Death

Abernathy, Feb. 11.—John C. Clark, 16, son of Mr. and Mrs. Frank Clark of this city, narrowly escaped death, and sustained severe burns early today when he was trapped in the burning Clark residence in the south part of town.

The fire was discovered about four o'clock when Adelle was awakened by a strange noise, and found the house filled with smoke.

John was dragged through a window by his mother and brother Raymond, in a semi-conscious condition, and in his daze, apparently fearing that other members of the family were still in the burning building, made an effort to re-enter the structure.

His burns were dressed by Dr. J. B. McBride, who said that the injuries are not of a critical nature, and he was resting well late Saturday.

The loss was totally destroyed with loss estimated at \$4,000. No insurance was carried, members of the family said. Origin of the fire is not known.

J. H. CARTER DIED SATURDAY AFTER A 3-MONTH ILLNESS

Plainview, Feb. 14.—J. H. Carter, 49, Hale county farmer, died Saturday at 8 a. m. at his home on the corner of Joilet and Sixteenth streets.

Funeral services were held at the First Methodist church of Plainview Sunday afternoon at 3 o'clock.

Mr. Carter was an uncle of Mr. and Mrs. J. H. Hohaus of Lockney, and the family attended his bedside and burial in Plainview, Friday, Saturday and Sunday.

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

H. B. ADAMS, Editor and Owner

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

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

SHOULD HAVE HELD HIGHWAY ELECTION

The time for the voting on bonds for the paving of the highways of Floyd county should have been Monday and Tuesday of the past week, and if it had been, doubtless the issue would have gone over with a large majority.

THE SMILE THAT WON'T COME OFF

The snow of Sunday put a smile on the wheat farmer's face that won't come off, and the big acreage planted to wheat in this county will be carried on the best of condition for at least fifty to sixty days longer from the moisture that is now in the ground.

The wheat has not suffered for moisture in the last sixty days, and is reported all over the county to be in

the best of condition, and with this moisture, it will be carried a long ways toward maturing.

HASSELL GOES TO CHAIR AT 12:29 FOR 1 OF 13 KILLINGS

Huntsville, Feb. 9.—George J. Hassell went to his death in the electric chair at the state prison here at 12:29 this morning for one of the 13 murders he had confessed he had perpetrated in widely separated portions of the country at two intervals almost 10 years apart.

Hassell was in the death chair eight minutes. He was given three shocks. After the first he was motionless, at the second he slumped slightly and at the third no movement of his body was apparent.

Just as Hassell and his guards reached the chair from the adjoining death cell, he faced about. Warden Speer asked him if he had anything to say. Deathly pale, but apparently composed, except for a slight tremor, Hassell faced the audience of about 25 newspapermen, officials and prison guards.

Immediately he took his seat and after the usual preliminaries, the current was turned on by Warden Speer, who was sheltered from public gaze behind a partition.

None of Hassell's relatives witnessed his execution. His two sisters stayed at their hotel and Sam Hassell, a cousin, who came from his home in Crockett, joined the throng as it left the warden's office, but left it before it reached the death house.

Hassell's death was the first of a double execution. The second man was Robert Lee Benton, alias R. L. Stanley, a negro, who killed a white man.

Hassell was the thirty-seventh person and the fifth white man to be put to death in the prison since institution of electrocution as a death penalty in Texas, seven years ago.

Hassell confessed to killing 13 persons but was tried and convicted only of murdering one. He choked to death his housekeeper, Mrs. Marie Vogel, her young son, and two adopt-

ed children in Whittier, Calif., in June, 1917. He killed his wife, the widow of his brother, with a hammer and choked her seven children to death on a farm near Farwell, Texas, in December, 1926. Three days later he shot and killed the woman's eldest son, all for no known reason.

Hassell himself said he was unable to point to a motive. His statement, "I wonder why I did it, I wish somebody would tell me," he let stand as the most plausible explanation he could make. Last week in a last confession to Dr. E. L. Angier, assistant prison physician, he indicated that an urge to kill might have been responsible for the Farwell murders.

HASSELL'S BODY TO BE BURIED AT PRISON

Huntsville, Feb. 10.—In a prison ledger, written in red ink, by Warden N. L. Speer, Friday rested the brief record of the electrocution of George J. Hassell, white and Robert Lee Benton, 30, negro, in the state penitentiary here early Friday.

"Executed in accordance with the mandate of the law, Feb. 10, 1928," it read.

Hassell was blamed for nine murders in Texas besides four in California. Benton, who was also known as Stanley, slew a Texas farmer.

Warden Speer said he understood both men were to be buried in the prison cemetery. Relatives, he had been informed, first planned to take Hassell's body to Palestine.

A giant of a man, Hassell scorned lethal weapons in putting to death his victims. With one exception, he either struck them down with a hammer, or strangled them to death. The exception was his stepson, for whom Hassell died in the chair, killed by a shot in the back.

Stoical to the last, Hassell went to his death with masked countenance. He was ready to meet his God, he told Warden Speer, and expressed the belief that while he had sinned, "God understands while men do not."

Hassell's California crimes did not come to light until the bodies of his nine Texas victims had been found on a farm near Farwell.

In a confession to Farwell authorities he described the slaying at Whittier of Mrs. Marie Vogel, proprietor of a rooming house at San Angelo, Texas, with whom Hassell had formed a partnership, her young son and two orphan children the couple had adopted. California authorities, at first skeptical, excavated the clay foundation of the house in which Hassell and the woman had lived, and found the bodies of the four. In view of Hassell's Texas crimes, no attempt to extradite him was made by the California authorities.

Wife's Brother's Widow Returning to Oklahoma and once to Texas after the California murders, at the request of his brother's widow, whom he later married, "after consulting the Bible to see whether it was all right," Hassell's confessed predilection for whisky and, according to the Farwell court record, an affair with his niece soon brought him into trouble with his wife.

According to an early "confession" introduced at his trial, Hassell's wife had reproached him for his intimacies with her daughter. This enraged him, the confession continued, and he slew the mother with a hammer, afterward strangling the seven children. The eldest son of the dead woman, away on a visit, returned home a few days after the crime.

He met his death from a shotgun which Hassell fired, according to his confession, while the youth was sitting with his back turned to the slayer or at a table drinking from the same jug from which Hassell said he had drawn courage to put to death the mother and smaller children.

A quick trial brought a death verdict with removal to the state prison here. An appeal, however, stayed the execution. Hassell was taken back to Farwell, where he remained until the Court of Criminal Appeals, his last legal resort, refused to interfere with the judgment of the trial court. Returned to Huntsville, an appeal to Governor Moody for commutation on the ground that the multiple slayer was insane, was refused after two heads of state institutions for the insane had found Hassell sane.

FLOYDADA BOY LOSES LEG UNDER TRAIN IN N. MEX.

Ingram Baker, 22, in Tucumcari Hospital Following Accident Sunday Morning

Ingram Baker, 22, son of Mr. and Mrs. Henry Baker, of this city, is in a Tucumcari, N. M., hospital this week following an accident Sunday morning about ten o'clock when his right leg was amputated by a freight train in the Rock Island yards as he was attempting to board the freight for a ride toward home.

The young man, in company with two other Floydada boys, R. A. Pope and Albert McPeak, each 17, had been on a jaunt that had taken them over three or four western states in some two weeks, including a large portion of Texas, New Mexico, Arizona and California. They were enroute home from Los Angeles. According to the story told by the boys they were boarding the train which they expected to ride into Amarillo. R. A. Pope, made the train but the



COMING!

THE TEXAS FARM and HOME SPECIAL DEMONSTRATION TRAIN

Featuring Dairying, Poultry Raising, More and Better Live Stock, Soil Improvement, Better Farms and Crops, Home Improvement and Boys' 4-H Club Work

The program presented throughout this campaign, which lasts for a period of six weeks, is intended to bring to the farmers of Texas new and practical ideas that will assist them in making their operations more profitable and their living more comfortable.

Operated Jointly by The Santa Fe Railway and The Texas A. and M. College

FOUR CARLOADS OF EXHIBITS—A REAL AGRICULTURAL SHOW OF STRONG EDUCATIONAL VALUE. AT

LOCKNEY, SAT. FEB. 18, 1:30 P. M.

NEAR THE SANTA FE STATION

McPeak boy had not boarded. Ingram was pulled under the train and the right leg amputated by the moving wheels above the knee.

Although the accident occurred Sunday morning about ten the relatives did not learn of it until late Sunday night. Mr. and Mrs. Henry Baker left at 1 o'clock Monday morning in company with Tom Lemons, for Tucumcari.

The two uninjured boys returned home with Mr. Lemons, as did Mrs. Baker, Mr. Baker remaining with the injured son, who is recovering as satisfactorily as could be expected, when the homeward bound party left. Mr. Lemons said.

Before news of the accident came, relatives here last heard from the boys at Yuma, Arizona, from which place H. O. Pope had a telegram from R. A., who is his nephew. Albert McPeak is a son of Mr. and Mrs. George McPeak. The boys were out for the adventure of tramping and would have been at home within a few days, it was expected.—Hesperian, Feb. 9.

HEAL THOSE SORE GUMS If you suffer from Sore Gums.



This is one of the many children whose eyes we have straightened, as the result of proper correcting glasses and systematic exercises, known as 'Ocular Gymnastics'.

See or call us for appointment.

DR. WILSON KIMBLE OPTOMETRIST Floydada, Texas

HOME LAUNDRY

I have taken over the Home Laundry and will operate the same in the future. I will appreciate your patronage, and guarantee first-class work.

B. P. PACE Phone 51 Lockney, Texas

AL SMITH DAIRY

All my cows have been tested by Dr. J. M. Floyd, Licensed Veterinary. Milk Delivered at your home Both night and morning —for— 10c Per Quart AL SMITH DAIRY Phone 9007 F32

Bleeding Gums, Loose Teeth, Foul Breath, or from Pyorrhea in even its worst form, we will sell you a bottle of Leto's Pyorrhea Remedy and guarantee it to please you or return money. This is different from any other treatment, and results are certain.—Stewart Drug Co.

LOCKNEY HATCHERY WHY SELL 20c EGGS? Let's hatch them and get twice as much for EARLY BROILERS than late heavy fryers. We will have from now on the following chicks for sale at reasonable prices: Buff Orpingtons, White Orpingtons, Rhode Island Reds, Black Minorcas, White Leghorns, Brown Leghorns, Buff Leghorns, Anconas, Barred Rocks, Jersey Black Giants, White Wyandottes. We have Poultry Remedies and Supplies of all kinds. LOCKNEY HATCHERY Grady Crager, Manager Concrete McCollum Building

When Father Carves FATHER carves the meat, but mother buys it—and she always trades at Riley and Brewsters for that's where the prices are the most pleasing to economical housewives. Our meat calls for second and third portions. EVERYTHING IN THE GROCERY LINE RILEY & BREWSTER

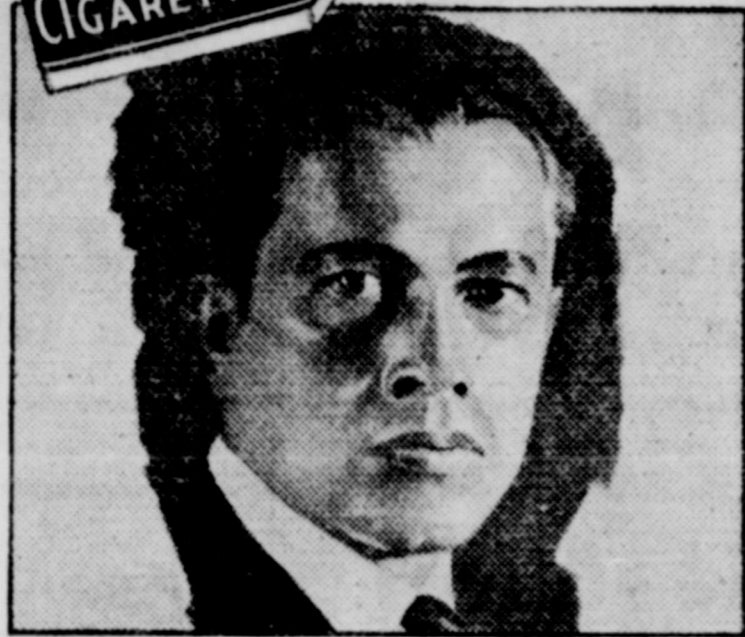
DRUGS FOR EMERGENCIES IN CASE of sudden accident or illness it's good to have the means of forestalling disaster. STEWART DRUG CO.

CARBIDE PLANTS FOR SALE Different Makes AT YOUR OWN PRICE Inquire— DELCO-LIGHT DEALER 704 Broadway Plainview, Texas

"AMERICAN BEAUTY" DINNERWARE A BEAUTIFUL AND EXCLUSIVE DECORATION "American Beauty" Dinerware carries a decoration of exclusive design, representing remarkably superior value. We have arranged with one of the largest makers of high grade china, to furnish us dinnerware to be given to every housewife in this city and surrounding country. Every progressive merchant advertises in some way. We believe in giving the housewife the benefit instead of advertising on bill boards, and etc. We want you to have a dinner set, and we want you to tell your neighbor about it. If you need dishes for your church or lodge dinners, don't borrow—own your own. Trade here, save your coupons, and it won't be long until you can have a dinner set, of the finest quality, newest design, "absolutely free." You have to trade somewhere. We want every housewife to have one of these fine dinner sets. Come on—we bought one of these dinner sets for you. If you do not get it, it is your own fault. Ask the clerk who waits on you to show you how you may obtain it. LOCKNEY GROCERY



The Cream of the Tobacco Crop



Werrenrath, Concert Star, Finds Lucky Strikes Kindly To His Precious Voice

"In my concert work, I must, of course, give first consideration to my voice. Naturally, I am very careful about my choice of cigarettes as I must have the blend which is kindly to my throat. I smoke Lucky Strikes, finding that they meet my most critical requirements." *Ronald Werrenrath*

"It's toasted"

No Throat Irritation - No Cough.

COUNTY BRIEFS CENTER

Feb. 13.—Everyone is wearing a smile since the nice snow and rain of Sunday.

We had fifteen out to church Sunday morning and twenty-five Sunday night. Had the usual crowd Saturday night, as the weather was fine then.

There are still a few out of school on account of sickness. Mary Fields is the latest we believe.

Marion Carpenter has the Measles. The first case out this way.

Mr. and Mrs. Jackson, who have moved to their place recently purchas-

ed from Mr. Tivis, were out to church Saturday night. We welcome them to our community.

We expect Mrs. Warner of Claud, Texas, to speak at the school house Tuesday night.

The Conquest Campaign rally will be with Center church Thursday, Feb. 16th.

Messrs. O. S. Miller, J. E. Green, J. J. Gill, C. O. Spence and W. E. Jordan attended the school meeting at Fairview last Tuesday night.

Mr. and Mrs. Leslie Crabtree moved to their own home last Saturday. They have recently remodeled their house on their farm near Fairview.

W. E. Jordan came near being seriously hurt last Thursday near the

sand pit in the Lewis pasture in the brakes, while going down a steep place the breast yoke came off the wagon tongue, the tongue going into the ground to the extent the wagon bed was thrown clear out of the wagon standards and landed crosswise the coupling pole. The four-horse team scared and ran away. Only minor damage was done to the wagon and harness. Mr. Jordan has a lame back as a result, one leg was hurt, but it only lasted a day or two.

Rev. Bost and family were down over Sunday to fill his appointment here. They drove back to Plainview this morning. Miss Cecile Lightfoot, who was spending the week-end at home went back with them.

Rayford Austin worked on his Ford Coupe last Saturday, getting it in shape for school this week.

Mr. and Mrs. Earl Branson have bought a place south of Lorenzo and have their wagons loaded with lumber at Floydada ready to start a building program, but the roads were too bad today to start. They will go as soon as the weather permits.

W. B. Jordan will remodel their home in the near future, as soon as sufficient sand and some minor jobs can be disposed of. They expect to build six rooms and bath, stucco bungalow.

Mr. and Mrs. Leo Bryant are still at the Jarboe place, caring for their things while they visit in Oklahoma.

Mrs. Lindsey Hollums has a new Maytag washer.

FAIRVIEW

Feb. 13.—There were no church services here Sunday because of the disagreeable weather. Rev. Green B. Patterson of Floydada will fill his regular appointments at the Methodist church next Sunday.

Walton Wilson, a student of Wayland College in Plainview, spent the week-end with his mother, Mrs. W. B. Wilson.

Roy Laminack is sick and unable to attend school this week.

Miss Beryl Nix of Amherst is spending this week with Misses Anna Austin and Tommie Rushing and other friends here.

Mr. and Mrs. James Caville and children of Floydada were guests in the home of her parents, Mr. and Mrs. A. A. Beedy, Sunday.

Mrs. W. R. Hodge and Mr. C. H. Clark have had as guests in their homes this week their parents, Mr. and Mrs. R. L. Clark, of Dallas.

Alva Jackson is on the sick list this week.

Sherman Stewart of Lubbock spent Saturday night with home folk.

The play, "The End of the Lane," was given here Saturday night and received with much pleasure. The next and last play to be put on here this year by the Dramatic Club will be "Looks Like Rain. Practice on it will begin next week.

NEWLAN

Feb. 13.—No Sunday school, preaching, no Christian Endeavor Sunday, on account of rain and snow which fell, but my how that rain did help in putting moisture in the ground for getting our 1928 crop ready to plant and my the wheat looks a hundred per cent better already.

Dad Butler and wife moved from the Henry Bloodworth place to the Fitch Dairy, west of Floydada Friday. We hated to give them up, but hope for them success in their new work.

Bud Johnson and wife moved to the Freeman ranch Friday. They will work for Johnnie Freeman.

Miss Reba Woodruff spent Saturday night with Mrs. Shelly Scott.

Mrs. Charlie Lincoln spent Friday night and Saturday in Floydada with relatives.

The little infant of Mr. and Mrs. Carey Killings has been real sick, but is better at this writing.

Mrs. Shelly Scott and children spent Saturday in Floydada.

Miss Luella Lincoln was shopping in Floydada Saturday.

Joe Carleton and Edwin Lincoln took dinner at the Scott home Sunday.

Some of the Newland people visited the show at Pleasant Hill Saturday night.

Supt. Price Scott visited the Newland school Friday afternoon.

Some of the young people surprised Miss Reba Woodruff Thursday night by giving her a surprise call.

Mrs. Opal Carden and children, also Hubert Parker, made a short call at the Butler home Thursday night.

ANTELOPE

Feb. 13.—A nice rain fell over the Antelope community this week, and every one welcomed it.

Due to the illness and death of a brother at Plainview, Mr. and Misses Cross had to return to their home in Commerce Wednesday of last week, where the remains of the brother were shipped. Their many friends are anxious for their return home.

Mr. and Mrs. J. M. Aston spent Sunday with Mr. and Mrs. J. W. Thomas.

Miss Zelma Aston has been ill the past week, but is better now.

Mrs. E. J. Hinsley spent Wednesday with Mr. Winiford Wilson.

Mr. George Suddith is in Lubbock with his brother-in-law, Mr. Roy Shirley, who is in the sanitarium there.

Mrs. W. D. Wisdom spent Saturday with Mrs. W. W. Wisdom.

Mrs. Roy Caplainer spent Saturday with Mrs. J. W. Thomas.

Mr. Roy Caplainer and son, Cecil, spent Saturday in Floydada.

Advance Spring MODES



Fashions Arrive to Tell You About Glorious Spring

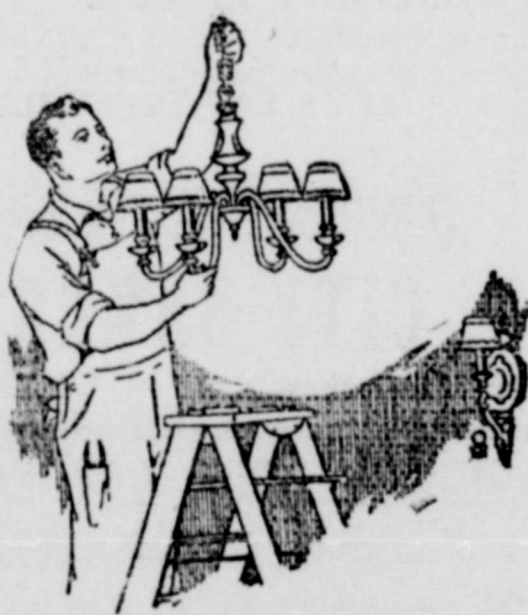
We are showing the largest and most varied assortment of READY-TO-WEAR and PIECE GOODS this season that we have ever shown in the history of our business.

They are here in gala array—the fashions for Spring, 1928. Smart new frocks with the wider and longer silhouette. Straight-line coats and coats with interesting new capes. Ensembles with gay printed frocks and printed silk linings and trig little tailored suits, so beloved by the chic Parisienne. All these and more are here awaiting your selection, these arrestingly new modes for spring.

- Three-Piece Sweater Suits
- Light Weight Tweed Frocks
- Smart Travel Coats
- Chic Spring Coats
- Sheer Frocks for Evening
- Paris Millinery Modes
- Modes for Larger Women
- Black and Blond in Vogue

C. R. Houston Co.

FLOYDADA, TEXAS



I Save You Money On Repair Work and Wiring

No matter how large or how small the job of installing fixtures or wiring, from complete buildings to single rooms, my experience can save you money.

LET ME FIGURE ON YOUR JOB

I shall be glad to give you an estimate without obligation. All work guaranteed to conform to the insurance and building codes.

Geo. F. Kinyon

In Beacon Office

Phone 92

ATTEND SANTA FE, A. & M. DEMONSTRATION TRAIN at LOCKNEY

SATURDAY, FEBRUARY 18, 1:30 P. M.

Business Men of Lockney Invite You and Your Family and Offer Inducements for You to Attend

BESURE TO COME TO LOCKNEY SATURDAY

Visit our Elevator, and let us show you through our Grain Heads Dump, which we have just installed for the convenience of the raisers of Sorghum grains in this section of the country.

We are in the market for your grain and feed-stuffs and Hogs at all times. Let us figure with you.

FARMERS GRAIN COMPANY
RAY C. AYRES, Owner and Manager

SPECIALS FOR SATURDAY

Green Gage Plums, gallon bucket	50c
8 pound bucket compound	\$1.09
Pecan Valley Coffee, 3 lb. can	\$1.58
Lamp globes, 3 for	20c
Van Camps Peas, No. 2 can	11c
Sweet potatoes, large can	8c

NORTHCUTT'S GROCERY

PIGGLY WIGGLY SPECIALS FOR SATURDAY AND MONDAY

Texas Sweet Grape Fruit, still	5c
Fresh Hard Head Cabbage, per lb.	3 1-2c
Bright and Clean, Pinto Beans, 7 lbs, for	50c
Good Sliced Bacon, per lb.	29c
No. 3 Tomatoes, each	12 1-2c
Fresh Cream Meal, 24 lbs.	64c
Macaoni and Spaghetti	4 for 25c

SANTA FE DEMONSTRATION SPECIALS, SATURDAY, FEB. 18th

Men's Dress Shoes	20% OFF
Ladies' Dress Shoes	20% OFF
Men's Best Grade Overalls, per pair	\$1.65
Work Sox	10c
Towels	10c
Men's Athletic Union Suits, 12 dozen, at per suit	50c

E. GUTHRIE & COMPANY
LEADERS IN LOW CASH PRICES

BE SURE AND VISIT THE DEMONSTRATION TRAIN SATURDAY

Our elevator is handy for you to visit when you attend the Santa Fe, A. & M. Demonstration Train in Lockney next Saturday, and we will be glad to have you pay us a visit at that time.

We have a good stock of Coal at all times for your convenience and comfort, and will be glad to supply your needs in this line.

We are in the market at all times for your Grain, Feedstuffs and Hay, and will be glad to figure with you on anything in this line you have to sell.

SOUTH PLAINS GRAIN CO.
Phone 23 LOCKNEY, TEXAS

DEMONSTRATION SPECIAL

Martin's Egg Producer	40c
Cenol Lice Powder, 1-2 lb.	25c
Cenol Lice Powder, 1 lb.	40c
Kreso Dip, Disefent, pints	40c
Kreso Dip, Disefent, quarts	60c

LOCKNEY DRUG CO.
The REXALL Store
2 Registered Pharmacists—2

EXTRA SPECIAL ON TIRES TODAY

30x3 1-2 Federal Defender \$6.10

29x4.40 Federal Double Blue Pennant \$11.45

SEE THE NEW FORD

LOCKNEY AUTO CO.

YOUR ARE INVITED TO ATTEND THE DEMONSTRATIONS

We invite you to visit our elevator, and get acquainted with our new manager, Mr. J. C. Ward, who will be glad to furnish with you needs in the Coal Line, and figure with you on buying your Grain, Heads and other Feeds.

LOCKNEY COAL & GRAIN CO.
Phone 60 LOCKNEY, TEXAS

SPECIAL NOTICE! WHY HAVE WE SOLD SO MUCH BREAD IN LOCKNEY?

Because we are giving Lockney the best Pullmans, Open Top Bread, Rolls, and Cakes.

Not a single Loaf of Lockney Bread has ever been returned to us, or the Merchants.

I baked bread 15 years at Plainview at the City Bakery. Ask any merchant there or here.

LET'S EAT TOGETHER

HOME OF QUALITY BREAD CITY BAKERY

C. H. PHENIS, Prop. LOCKNEY, TEXAS

ATTEND THE DEMONSTRATION

Buy your building material from us, and you will be assured of the very best material and the promptest and most courteous attention.

A full line of lumber, paints, oils, etc. for your convenience.

J. C. WOOLDRIDGE LUMBER CO.
LOCKNEY, TEXAS

ATTEND THE DEMONSTRATION

Come in Saturday and hear the Lectures and see the demonstrations on diversified farming at the Demonstration Special, and visit with us.

We urge those that have not brought in all their cotton, to do so at once, as the ginning season is drawing to a close, and we are anxious to wind up the odds and ends.

We wish to take this opportunity to thank the farmers for the patronage they have given us this year, and assure them of our appreciation of same.

LOCKNEY GIN CO.

LOST!

SPARE TIRE—WE DO NOT NEED IT, FOR WE HAVE A COMPLETE SET OF—

LEE PUNCTURE-PROOF TIRES

ON OUR CAR.

Let us show you the advantage of LEE PUNCTURE PROOF TIRES.

Come in and attend the Santa Fe, A. & M. College Demonstration Train Saturday and visit us.

WALLER MOTOR CO.

W. M. MARTIN JEWELER

PROMPT SERVICE REASONABLE PRICES

COME TO LOCKNEY SATURDAY, FEB. 18th AND ATTEND DEMONSTRATION TRAIN

We invite you to visit our show while you are attending the Demonstration Train here Saturday.

PALACE BARBER SHOP
DECK WELLS, Prop.

DEMONSTRATION DAY SPECIALS

WHILE THEY LAST	
Felt Base Rugs, 9x12, will go at each	\$7.50
2 inch Post Beds at	\$4.98
Good Guaranteed Springs at	\$3.50
4-piece Bed Room Suite	\$50.00

SPECIAL FOR SATURDAY AND MONDAY, FEB. 18 and 20, 1928
CRAGER FURNITURE & HARDWARE CO.

DEMONSTRATION DAY SPECIALS

Aluminum Roasters, \$1.50 values, for	\$1.00
Aluminum Roasters, \$2.00 values, for	\$1.50
Aluminum Roasters, \$2.50 values, for	\$2.00

STEVENSON'S VARIETY STORE

COME TO LOCKNEY SATURDAY, FEB. 18th AND ATTEND DEMONSTRATION TRAIN

Come in and learn how to diversify next Saturday, and see the demonstrations and hear the lectures on the way to make money in the Poultry and Dairy business, and when you have any poultry, eggs or cream to sell, bring them to us, and get the best market prices at all times.

Feed your chickens SUPERIOR FEEDS for the best results—We have a full stock of these Feeds.

MERCHANTS PRODUCE

COME TO LOCKNEY SATURDAY, FEB. 18th AND ATTEND DEMONSTRATION TRAIN

SOME SPECIAL BARGAINS SEE THEM

J. F. SEWELL & CO.

COME TO LOCKNEY SATURDAY, FEB. 18th AND ATTEND DEMONSTRATION TRAIN

We are in the market for your produce, hides and cream, and offer the highest market prices at all times for same.

KNOX PRODUCE
Rucker Produce Old Stand

COME TO LOCKNEY SATURDAY, FEB. 18th AND ATTEND DEMONSTRATION TRAIN

Let us make you a NEW SOLE, while you are in Lockney attending the Special Demonstration Train Saturday. Your old Shoe will be as good as NEW if you bring them here for repairs.

CITY SHOE SHOP
BILL HODEL, Prop.

DEMONSTRATION DAY SPECIALS OAK CLIFF BROOMS (Dallas)

Sanitary Broom	90c	7-11 Broom	40c
Perfection Broom	85c	Parlor Broom	50c
Vicotry Broom	75c	Linen Mops	40c
COLOROX—Buy one for 25c. We will give one Extra Corn, No. 2 can, for	10c		

RILEY & BREWSTER

CHEVROLET SALES AND SERVICE

COME AND INSPECT THE NEW CHEVROLET

WHILE YOU ARE VISITING THE DEMONSTRATION TRAIN SATURDAY

DYER MOTOR COMPANY

COME TO LOCKNEY SATURDAY, FEB. 18th AND ATTEND DEMONSTRATION TRAIN

Let us supply you with your gas, oils, and if you need a new Tire, The GOODYEAR TIRE has no superior. Call on us Saturday, while here attending the Demonstrations, and let us serve you.

OZARK FILLING STATION
JACKSON BROS., Props.

COME TO LOCKNEY SATURDAY, FEB. 18th AND ATTEND DEMONSTRATION TRAIN

Visit with us, drink at our Fountain, Smoke our Cigars and Cigarettes, buy our novelties and toilet articles, etc., and make your visit to Lockney one of pleasure, while you are here attending the Demonstration Saturday.

STEWART DRUG COMPANY

Sylvia of the Minute

CONTINUED FROM LAST WEEK

"Not at all. If she's a tricky schemer, out after our money, she's not the sort of girl she seems to be—and it's only the sort of girl she seems to be that I might fall for—though I hasten to assure you I've no idea she'd fall for me!"

His mother laughed. She had never yet met the girl who, if given a chance, would not "fall for" either one of her two sons. And, of course, with the additional lure of their millions, who could resist them? Surely not a county teacher of the Schwenckton breed—though, of course, she must be, as Marvin insisted, far above her relatives or he could hardly find her so interesting and so presentable that he would ask his mother to call on her. Well, this certainly needed looking into! She would lose no time in calling on the young woman.

"I'm curious to know, Mother, how you'll size up Miss Schwenckton. Will you go to see her soon? On Monday?"

"What time will she be home from school?"

"School closes at four. By the way, to avoid the curiosity of the farmer's family, it might be better, perhaps, to call on her at her school just at closing time."

"I'll be glad to avoid the curiosity of the farmer's family," his mother assented.

So it seemed that our young school mistress was booked for something of a reception at her schoolhouse at four o'clock on Monday afternoon: Mr. Creighton plotting to visit her with the determination to bundle her out of the neighborhood, because he saw in her the final and strongest hindrance to his son's desirable marriage with Lady Sylvia St. Croix; Mrs. Creighton planning to discover, in the course of a friendly call, whether the girl were no other than she whom her husband desired as his elder son's bride, desisting it so urgently that he would stop at nothing to gain his fulfillment.

The stage was all set, it seemed, for a scene dramatic enough to satisfy even Meely's insatiable love of his trials.

CHAPTER VIII

Meely's idea in addressing the county teachers on Saturday morning at their monthly institute was not so much to be instructive and pedagogical, as to be entertaining. So she chose for her subject "Shakespeare's Women." That title, while looking educational on the program would give her a chance to dig in a dramatic way—speeches of Lady Macbeth, Portia, Desdemona, Juliet—who would have the time of her life!

And as she would never see these women again she need not bother with her accent, which would be a great relief.

Meely had dressed herself, before launching forth, that the superintendent was not present. And since she "got going," she was too transported from the world about her to bother, towards the end of the session when she was giving "the balcony scene," that Mr. Creighton had slipped unobtrusively and quite noiselessly into a back seat.

When, therefore, the meeting broke over and she putting on her wraps, she suddenly saw him coming toward her across the length of the room, she was startled and rather perturbed.

"I've got my rooster out here—I'll drive you home," he stated.

She did not quite fancy this form of address; why didn't he ask her whether he might drive her home?

"Oh, I won't trouble you; the trailer will take me nearly all the way," she flippantly dismissed him.

"But my rooster will take you the whole way."

"Thank you no."

"But why?" he asked, surprised.

"I'm not going home, I think I'll go to Sunbury and treat myself to a hotel meal and a cinema—movie," she lightly corrected herself.

"Good! I'm going to Sunbury myself. Have lunch with me, will you? I'll even go to see a cinema—with you!"

In her pleased surprise at such a jolly invitation (for to be in Marvin Creighton's company was rather perilous to her excitement and Meely was lonely) she dropped her cool manner with rather startling suddenness and assented with childish delight.

The day was clear, the air delicious, the roads in good condition. Marvin's car delightfully easy and comfortable; and Meely, freed from school-room drudgery and, for the first time in weeks, from the atmosphere of the Schwenckton household, felt a sudden hilarious gaiety, a tingling in her blood, such as she had not experienced since she had undertaken the serious profession of the teacher.

"Oh!" she laughed gleefully, fairly bounding in her seat, "what a lark! It makes me feel young again!"

"Me, too!" responded Marvin, his eyes sparkling. "Pedagogy could dry one up at the roots, couldn't it?—I'm conscientiously misled. One didn't fight to keep it a living thing."

"I try not to take it too seriously,"

and Meely.

"A shockingly imprudent thing to admit to your superintendent! I suppose," he remarked ironically, "you look upon your work merely as a stepping stone to something else?"

"Oh, dear, yes! I don't expect to be a school teacher all my days! Gracious!"

"A stepping stone to marriage, I suppose?"

"What a good guesser you are! But why be high-hat about that? Woman's place is in the home, isn't it?"

"It's not been for the past ten years. You are a back number!"

"You surprise me. I thought I was ahead of my times, because," she said with sad conviction, "I'm sure I couldn't make any man happy if I had to do his housework."

"Win you tell me," he inquired in a tone of dulcet gentleness, "why you adopt a Pennsylvania accent when you talk to me and an English accent when you recite Shakespeare?"

"Oh," she lightly responded, "that's just my platform manner—I've acted quite a bit—"

"Professionally?" he demanded, startled.

"Both in private theatricals and professionally."

"What, then, made you ever turn to teaching?"

"Working my way to Hollywood."

Marvin looked rather staggered, for this knocked out his suspicion as to who she was and put a very wet blanket indeed upon a hope he was half consciously cherishing.

"Do you think," he asked somewhat stiffly, "it's right to use our schools as a stepping stone for your ambitions?"

"I'd love every school in this county for my ambition if I'd the chance to!—and all the trustees and even the superintendent himself. Now throw me out of your car! Take my job from me if you think me base and unprincipled! I don't care! I've nearly enough money saved anyway to get to Hollywood. Anyway, I believe I could get there sooner by cooking my way out—cooks earn so much more than college presidents in America!"

"Do your parents uphold you in this ambition of yours?"

"Now you are a back number!—parents' influence having passed out eleven years ago."

"Your parents are living?"

"Yes."

"Where?"

A perceptible pause. "Reading, Pennsylvania."

"Any brothers and sisters?"

"No—my only brother was killed in the World War and—"

She stopped short; she had spoken impulsively; Marvin wondered whether emotion for her slaughtered brother—or something else—had checked so abruptly her statement of a coincidence.

He would test her a bit. "That's odd," he remarked. "I have an English cousin whose only son was killed in the World War and his only other child is a daughter about your age!"

"What's odd about it?"

"Rather a coincidence, don't you think?"

"Why, no. There must have been thousands of such coincidences, surely."

"My cousin is a baronet, Sir John St. Croix, and his son's death left no heir to his title; so that it would have fallen on his daughter, Sylvia, the title of baroness and the right of continuance of the title in direct line, so that her oldest son will bear the title of baron."

As Marvin stated these facts, his eyes turned to watch his companion's face rendered his driving rather eccentric.

"Oh," she exclaimed, "is that the English titled lady they say around here you refuse to marry?"

"Nothing could have been more impersonal than her tone—though he noted that her cheeks were flushed.

"Has that gossip reached you?"

"Couldn't have dodged it!" she smiled.

"By the way, I believe you told me, the first time I met you, didn't you, that you'd been 'lured'?"

"Only once."

"What for?"

"That's what I'd like to know! Can you understand a man's deliberately and of his own free will and choice losing the chance to annex me for life? Why," she abruptly inquired, "did you jilt your cousin, that baroness?"

"I didn't. I was never really engaged to her. Our parents had a sort of understanding—"

"Did the noble lady fall in with it?"

"I never heard that she objected."

"Then don't you think you rather let her down?"

"Not so much, in my opinion, as a marriage de convenience would let her down! Anyway, my brother, whom she'll probably find much more to her taste, is going to marry her."

"Is he?"

"If she'll have him."

"And you think she will like him better than you?"

"If you'd ever met him you wouldn't ask!"

"Oh, why?"

"He's a ladies' man—has prettier manners than I have and better clothes."

"Some girls don't care for 'a ladies' man.'"

"Well, if she turns him down I might begin to be interested in her myself."

"Why?"

"If she could be so disinterested. My brother has a big income from my father. I have only what I earn."

"You haven't a very high opinion of girls, have you?"

"What makes you think so?"

"You seem to think they've no sense—preferring manners and clothes to a man!"

Marvin felt a tingling sensation along his arm that made it difficult for him to keep his hand on the wheel.



Marvin Felt a Tingling Sensation Along His Arm That Made It Difficult for Him to Keep His Hand on the Wheel.

such an urgent pull was on it to snatch her to him and kiss the lips that paid him such a tribute; he was not used to compliments from girls—because he was not used to girls at all.

But the necessity, at this moment, of finding a parking spot in front of Sunbury's best hotel prevented his replying.

"I've been wondering," Meely said, as their waiter arrived with oysters—"are you going to make this educational job your life work, Mr. Creighton? Or are you using it as a stepping stone to other ambitions?" she wickedly suggested.

"Have you any idea," he seriously replied, "how hard it is to find a job an honest man can do? I'deaze yourself to absolute honesty in this world and you'll starve to death or rot in jail! Public school positions are political jobs controlled by a bunch of exploiters. Show me one profession or business in which a man can be entirely honest. The church? It is to snuff—ask any pastor! Journalism? Ask John Swinton, one of America's most beloved journalists. Medicine? Read 'Arrowsmith!' The law? Ask Judge Lindsey! Teaching? Ask Scott Neuring!"

"Well, what is one to do about it?"

"Darned if I see any solution for a fellow that was born with a twist like mine!"

"Most people born to great riches as you've been, certainly are not troubled with your difficulties, Mr. Creighton! I've always been poor, so I can't quite feel your plight."

"All my life I've felt bitterly the toughness of our family's living in luxury on the labor of others who live on the ragged edge of poverty."

"You take life as seriously as I did at sixteen! Grow up and be a cynic like me, then you'll be happy, though rich. Can it matter to the vast universe how we worms on this tiny earth behave?"

"Not to the vast universe—but to us while we're here. Got to have traffic laws, you know, unless you can get off the high road to a road no one else uses; where, of course, you'd have a right to drive yourself to death if you wanted to. But can you find such a road? Can you—"

His voice trailed off into silence as he sat staring at her absently; for while he had been talking he had become conscious, as he looked at her, of seeing a face within a face—the childish face of that photograph of his English cousin looking out at him from the mature, intelligent countenance of this young woman.

That photograph was at this moment in his inside breast pocket. An almost irresistible temptation seized him to take it out and compare it with the living face before his eyes. Or to suddenly confront her with it and note the effect.

"Why on earth do you keep staring at me like that?" she inquired in astonishment.

He came to himself with a short laugh. "Well, I've seen worse chignons than your face!"

"Oh, don't be so impersonal!"

They laughed gaily as, having finished their luncheon, they rose to go out to their waiting car.

CHAPTER IX

Four o'clock on Monday afternoon, at which hour Meely, though not aware of the fact, was booked for something of a reception at her schoolhouse, found her dismissing her pupils with almost frantic expedition, that she might be alone to answer a letter she had received that morning which cried, or rather shrieked, for an answer; and not a moment had she had all day to write it. Her mother was in need—distressing need—her own dear mother! So, the little sum which, in the few months of teaching, she had amassed toward her trip to Hollywood, must be sacrificed and the trip indefinitely postponed.

She had been writing rapidly for only a few minutes, however, when her ear was caught by the sound of a car stopping outside the schoolhouse.

CONTINUED TO NEXT WEEK

"KING or COMMONER?" No. 5

ECONOMIC SIGNIFICANCE OF THE AMERICAN COTTON INDUSTRY—From latest volume in Manhattan Library of Popular Economics, republished in serial form through courtesy of Bank of the Manhattan Company, New York.

ARTICLE FIVE FROM SEED TO FABRIC

ONE of the first discoveries made by the subjects of King Cotton when at last they rose in revolt against his arbitrary methods was that of the lack of understanding which existed between different parts of the kingdom. The grower in one State knew little about the operations of those in other States or of the attempts of foreign nations to promote cotton culture; the man who would spin his cotton and the man who would weave it were strangers to him. The latter took little thought of the grower's problem; cotton to them came from bales, not from fields. The bleachers, dyers and printers were classes apart; cotton reached them in the form of textiles and there their interest began. Also there were the ginners who separated lint from seeds; the dealers in raw cotton, the merchants, commission houses, exporters, wholesalers and retailers of mill products. Each section had been going its own way, more or less. The sense of unity upon which cooperative effort depends was conspicuously lacking.

However, this lack of unity represented merely one stage in a perfectly natural process of business evolution. It could hardly have been otherwise, for specialization precedes cooperation and each section had been in the hands of specialists who were wrapped up in their respective problems. Small wonder if they sometimes clashed, with results that were unfortunate to all—unfortunate, yet in a larger sense fortunate, because they proved the need for cooperation. This is the way in which voluntary cooperation usually comes about. It is not voluntary until its need is apparent. At this point, it may be well to gain a reader's sense of unity by glancing at the transmutation whereby a cotton seed becomes part of a lady's summer frock, a man's shirt, a circus tent, a movie film or the cover of an automobile seat.

It all begins, of course, with the planting, when from early March, in Southern Texas, to late May in the Piedmont region of North Carolina, the seeds are dropped in parallel lines across the broad loamy acres of the cotton lands. Soon thereafter, green shoots show themselves above the soil and the plants grow vigorously under the warm sunshine and frequent showers of the region. If planted in April, the first flowers appear in June and by August have been transformed into bursting bolls of the snowy white fibre wherein Nature has packed the seeds for another crop.

Assuming reasonable freedom from boll-weevil—which is by no means a foregone conclusion but the subject of ceaseless warfare—the pickers, men, women and children, then begin to plod between the rows, expertly twitching the fleecy mass from the opened shells and stuffing it, seeds and all, into the bags or baskets they carry. This is a slow, careful and expensive process for, even today, most of it is done by hand, although mechanical devices, now nearing perfection, are expected to revolutionize this process in the early future.

Next comes the ginning, wherein some 15,000 gins, scattered throughout the growing region, clean the cotton from the seeds and their fuzzy lint material that once were thrown away as useless waste but now are seen to be a storehouse of wealth from which come values approximating \$400,000,000 a year.

The cleaned cotton leaves the ginny in big, square bales, and these are taken to the compress where the steel jaws of a powerful press reduce them to a size for easy shipment. In this form they are received at the cotton mills where cotton ceases to be a crop and becomes a fabric. Now comes a change from the hot sun of the cotton country and the work songs of the negro to the rumbling machinery of enormous plants in which each bale is freed from its



From field to fabric the cotton industry is essentially one

metal ties and its wrapping and is acted upon by machines in long rows which spin it into yarns and threads, then weave these into the innumerable fabrics that are called for by the needs of the world.

While sundry bleaching, dyeing, printing, cutting and stitching steps still intervene between the former bale and the "ultimate consumer," it already is apparent that from field to fabric the cotton industry is essentially one; its interests are essentially mutual. No step could be taken without the one that precedes it and no step would be taken except for that which is to follow. From the time that the seed is placed in the soil until the final product is purchased by the user, the process is continuous. Cooperation there must be—either conscious, voluntary and efficient, or involuntary and wasteful.

(Next Article, "COTTON'S MANY PARTNERS")

Lockney Circuit
Rev. J. N. S. Webb, Pastor
You are requested to attend the following services the third Sunday in February at Aiken:
Sunday school at 10 in the morning.

Preaching after Sunday school, and after the League services, which will begin promptly at 7:30 p. m.
The Aiken Women's Missionary Society will meet at two-thirty Tuesday. Also, hope you can attend the Sun-

day school Sunday afternoon at 2:00 o'clock, and the preaching services immediately after Sunday school to be held at Irick.
Subscribe for the Beacon.

For Economical Transportation

CHEVROLET

The Imperial Landau

The World's Most Luxurious Low Priced Car

The longest wheelbase ever offered in a low-priced car! The riding ease of four semi-elliptic shock-absorber springs set parallel to the frame. The beauty and comfort of marvelous new Fisher bodies! The safety of non-locking four-wheel brakes! And the thrilling performance of an improved valve-in-head motor!

Here, for the first time in the history of the automobile industry, is a low-priced car that embodies all the distinguished beauty and features of advanced design demanded in the world's highest priced automobiles.

Come in and see it today. Note the beauty, the symmetry and the roominess of the beautiful new Fisher bodies. Study the chassis, unit by unit—and observe the advanced engineering... the high quality construction throughout. Go for a drive—as far as you like, and over roads of your own selection.

Do that—and like tens of thousands of others, you will say that here is the most luxurious low-priced car ever offered!

DYER MOTOR CO.

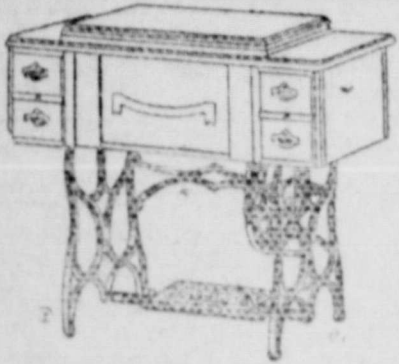
Lockney, Texas

QUALITY AT LOW COST

The Touring or Roadster	\$495
The Coach	\$585
The Coupe	\$595
The 4-Door Sedan	\$675
The Sport Cabriolet	\$665
The Imperial Landau	\$715
Utility Truck (Chassis Only)	\$495
Light Delivery (Chassis Only)	\$375

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

Garner Bros'. Creditors Must have Money Mammoth Stock of Furniture Sacrificed for **CASH**



White Rotary Sewing Machines

Martha Washington, Electric, full walnut cabinet, regular price \$165.00
Now offered at only **\$82.50**

Standard four drawer, full walnut cabinet, regular price \$115.00
Now offered at only **\$57.50**

Portable Electric, Regular Price was \$120.00
Now offered at only **\$60.00**

LOOK THESE PRICES OVER

VICTOR RECORDS
3 for \$1.00
\$3.00 Per Dozen

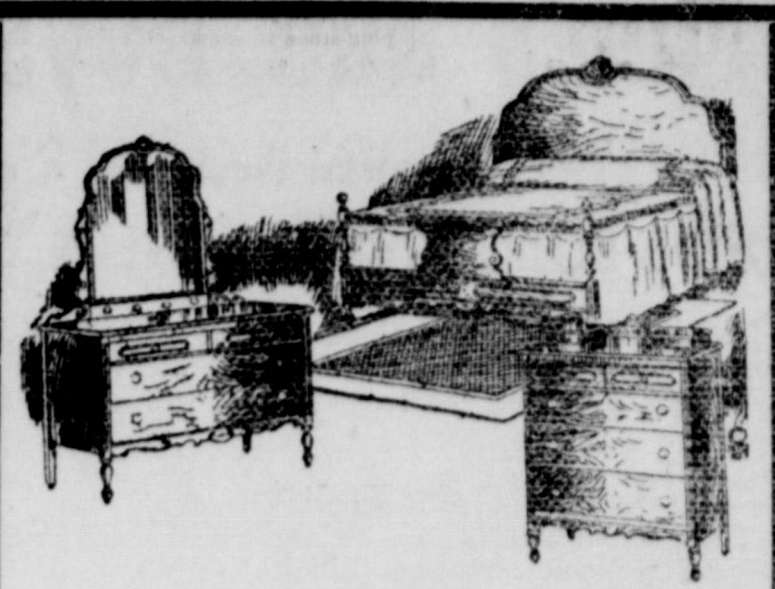
Better Rugs

-than you thought could be bought for so little money

All Velvet and only **\$25.00**

Stop! Look! Listen

We have everything you need to completely furnish your home. All at prices lower than ever before offered.



Four piece suites, consisting of Vanity, Chest or High Boy, Bed and Bench, in genuine walnut and laquer finishes. All rare bargains and some as low as—

\$66.00

A good selection of odd dressers in both oak and walnut—

\$12.50 to \$35.50

LOOK!

SIMMONS BEDS, 2-inch post, in assorted finishes, for only—

\$5.45

Also nice selection of better beds, child's cribs, youth's beds and couches at equally low prices.

Metal Day Beds with Mattress, as low as—
\$15.40

GARNER BROS., Furniture and Undertaking

WEST SIDE OF SQUARE

PLAINVIEW, TEXAS

COUNTY BRIEFS

PLEASANT HILL

Feb. 14.—A heavy rain fell Saturday night and Sunday morning, which everyone was glad to see.
A large crowd attended the programs Friday and Saturday night at the school house.
Mr. Joe Smith was a Sunday guest of Mr. Ralph Blankenship.
Miss Minnie Coward spent Saturday night with Miss Lucille Evers.
Miss Abbie Lee Woolsey spent Saturday night with Miss Juanita Hart.

Miss Vera Allmon was a Floydada visitor Saturday.
Mr. Orby Wilkes spent Sunday in the Blankenship home.
Earl Dillard Scott spent Saturday night and Sunday visiting friends in Floydada.
The school children all enjoyed a Valentine box and program Valentine Day. Many visitors were present and we urge that they come again.
Miss Woodruff of Newland attended the program Saturday night.
Miss Fawver visited her mother.

Mrs. West, Tuesday.
The sewing club met Wednesday with Miss Lov. A large crowd was present and an enjoyable afternoon was spent by all. Hot chocolate and cake were served to about twenty males.

LAKEVIEW

Feb. 13.—We had a fine rain Saturday night and Sunday, but there was no Sunday school and B. Y. P. U. services.
Next Friday night, Feb. 17, the play entitled, "Fagin Folk", will be presented at Lakeview school house.
Sand Hill and Lakeview played ball at Floydada Thursday evening, the score being 16 to 20 in favor of Lakeview.
Saturday, Prairie Chapel and Lakeview played at Lockney, the score was 10 to 12 in favor of Lakeview.
Miss Collier spent the week-end in Lubbock.
Miss Opal Nelson, who is attending school at Tech spent the week-end with home folk. Her mother and father accompanied her back to Lubbock this morning.
Mr. Termin Gilbreath and son, Earnest, of Coke, Wood county, are visiting Mr. G. N. Gilbreath this week. They are planning to locate some where near here.
Mr. Claud Patton spent a few days last week with his daughter, Mrs. Lee Harry, of Amarillo.
Mr. Allmon Rucker visited his parents at Quitaque Saturday night and Sunday.

MAYVIEW

Feb. 13.—Health of this community is good at present.
Mrs. Robert Ardry is reported as doing nicely.
There was no Sunday school and church Sunday on account of the bad weather.
A heavy rain fell at this place Saturday night and Sunday, also it snowed heavily for awhile Sunday, but melted as fast as it fell.
Mr. and Mrs. Tom Law spent the day with C. A. Smith and family Sunday.
C. A. Smith and family, H. E. Edwards and family took supper with R. W. Letspeich and family Wednesday night.
Norman Payne was a Lubbock visitor this week-end.
Mr. and Mrs. C. E. Bartlett, Mr. and Mrs. R. W. Lotspeich, and Mr. and Mrs. T. J. Campbell attended the banquet at Floydada Friday night.
Robbie and G. W. Lotspeich spent Friday night with their sister, Mrs. Cecil Payne.
Wheat is looking fine since the rain. We regret to learn that little Marvin Hawk, who moved from this community to Campbell recently, has

pneumonia.
The campaign rally at this place Saturday night was very well attended. Bro. Evans made an interesting talk in the interest of the campaign.
SUNSET
Feb. 13.—Farmers are all smiles on account of the fine moisture they now have.
There was no Sunday school or church Sunday on account of the snow.

Mr. and Mrs. Calahan and children returned last week from a visit to East Texas and Louisiana. They report a wonderful trip.
Mr. and Mrs. G. Milton are having the carbide lights installed in their home.
Mr. and Mrs. Sam Gilliland entertained a number of young people Saturday night with a party.
June West has been out of school the past week on account of illness.
Miss Cowan spent the week-end

with home folk near Floydada.
Mr. Upton was a Lockney visitor Saturday.
Helen Upton spent the week-end at home.
Mrs. M. F. Shaw and sister, Margaret Collier, visited Mrs. Virgie Lee Matney, at Plemons, Texas, the past week-end.
Dr. Jones of Plainview was in Lockney Wednesday morning.

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager

Abstracts of Title to all Lands and Town Lots in Floyd County
Deeds and other instruments of writing prepared. Twenty years experience with Floyd County Land Titles.

Room 7, First National Bank Building Floydada, Texas



When you purchase your coal from us you can be assured that it is the best that the market affords and at a price that is in keeping with the lowest quality coal can be sold at.

We are in the market at all times for anything you have to sell in the Grain or Feed Line, and it will pay you to call on us before you sell.

SOUTH PLAINS GRAIN COMPANY

Phone 23 Lockney, Texas

AUCTION SALE REGISTERED DUROC HOGS

12 Miles South of Lockney

Wednesday, Feb. 22nd.

FOREWORD—This is not the first Registered Hog Sale that we have had here on the farm, and therefore, we, ourselves, or the type of hogs we have to sell are not unknown in this part of the State. This is no quit business sale or anything of the kind. We do not claim to have the best hogs in the world but we do claim that one of these bred gilts if properly taken care of will make money—yes, and lots of it on 95% of the farms in Texas.

Fifty(50)Registered Hogs

Including 25 bred sows and gilts, 2 Junior Boars, 8 Fall Boars and 15 Fall Gilts. Somebody is going to buy these hogs and make money out of them. You better be on hand.

FREE LUNCH AT NOON

TERMS OF SALE—Half cash. On the other half, nine months time will be given on notes bearing 10% interest. The Registered Hogs that you buy will stand good for the notes. 5% off for cash.

Holmes Bros. Hilltop Farm Ownrs

SEALE, McDONALD AND JOE LILLARD, AUCTIONEERS

Men's and Boys' Shoes

Two Nation-Wide Outstanding Brands of Shoes

"BOSTONIANS & JOHN C. ROBERTS"

Looking for distinctive shoes? Most men want them. Let us show you the shoes which have a million friendly wearers—shoes that are expertly styled individually correct. Styles to suit all types of particular dressers, everywhere.

Dress Oxfords in solid shades, Tan and russet calf, brown kid and brown and black kangaroo. Blucher and Bal. styles. Straight and medium swing lasts—

\$7.50 to \$10.50

SPORT OXFORDS

You don't have to play golf to wear sport shoes. We're selling them to be worn with flannels. They add an easy note to the knock-about costume and the new two-toes are favored by young men. We have them in blonde and brown, champagne and black and in the all black smooth and novelty combination—

\$8.35 to \$9.65

We are glad to recommend these shoes and they are fully guaranteed by the Manufacturers and by us. We have always stood behind the goods we sell and are always glad to make adjustments. We want SATISFIED CUSTOMERS.

JACOBS BROS. CO.

PLAINVIEW, TEXAS

SAVE THIS AD and bring it to us and we will allow \$1.00 on the purchase of any pair of Bostonian or John C. Roberts shoes

This Offer Good Until March 1st

DRESS SHOES

For men who prefer shoes to oxfords, we especially recommend our "Richmond" No. 20407. Comes in brown kangaroo and kid. Bal and Bluchers. Straight lasts—

\$10.75 to \$11.50

Other styles in both straight and medium swing lasts—

\$8.50 to \$11.50

held here Feb. 6. A. J. Spangler is secretary.

Valley Mills—Valley Mills of Bogue county is one of the newest member towns of the West Texas Chamber of Commerce, having taken out five memberships.

El Dorado—Improvements in the El Dorado water system will be made after March 1 when O. W. Evans, new manager, takes charge.

Brady—Ballinger, Brady, and San Angelo have deferred action on the proposal submitted to them by Brownwood citizens until after reception of the recommendations made by the West Texas Chamber of Commerce Special Water Rights Committee Feb. 13th.

Gorman—Test of a soft water well recently put down here is being made by the city.

Sweetwater—A general mass meeting all interested in combating the pink bollworm is to be held here Feb. 25 under auspices of the West Texas Chamber of Commerce.

Mertzon—W. W. Adams, local grocer and marketer, is erecting a building here to be furnished with new equipment for his growing business.

Pyote—Pyote has affiliated with the West Texas Chamber of Commerce with ten members.

Fort Stockton—Additions and improvements to telephone lines of Rankin, McCamey, Marfa, Fort Davis, Presidio, and other towns on the Fort Stockton lines are contemplated.

O'Donnell—B. M. Whiteker, agricultural manager of the West Texas Chamber of Commerce, recently completed an agricultural school in Dawson county, sponsored by the Dawson and Lamesa Chamber of Commerce.

Junction—The Junction State Bank is building a million-pound capacity wool and mohair warehouse of fire-proof construction.

Clifton—The City of Clifton is now a member of the West Texas Chamber of Commerce. Mayer Ed Handley of that place has just paid the membership fee for the town. Five individual memberships were taken, also.

Bronte—Bronte is considering revival of the old Coke County Water Project and will be joined with Winters in this movement.

Comanche—A creamery and sweet milk market is operating here, with units to be added as needed.

Llano—Building activities in Llano for 1928 will surpass those of previous years, the most important project being a community hotel.

Fluvanna—Work is underway on a new road leading north of here.

Memphis—A brick building costing \$24,000 is under construction in this place.

Children—Erection of a water tank of 75,000 gallon capacity is underway here for the Denver road shops.

HERBERT HOOVER ANNOUNCES FOR PRESIDENCY

Declares Himself Bound "To Carry Forward the Principles of the Republican Party and the Great Objectives of President Coolidge's Policies"

Washington, Feb. 12.—Secretary Hoover today became an avowed candidate for the Republican presidential nomination and gave formal permission for his Ohio supporters to enter his name in the Ohio primary contest. In his first campaign statement, which took the form of a letter to Thad H. Brown, chairman of the Ohio Hoover for President committee, the secretary declared himself bound "to carry forward the principles of the Republican party and the great objectives of President Coolidge's policies."

He indicated his intention to refrain from personal campaigning in the pre-convention primaries, and to retain his official post at the head of the commerce department.

"I have received, through you and others, requests from very many Republicans of Ohio that I permit my name to be entered in the presidential primaries of that state," the letter to Col. Brown said.

"I do so," he added, laconically. "I shall be deeply honored by whatever support the people of Ohio may decide to give me at the Republican National convention. I shall be glad to serve the American people through the Republican party in any way that I can in finding constructive solution to the many problems which confront our country.

"My conviction that I should not strive for the nomination, and my obligations as secretary of commerce, preclude me from making any personal campaign. I must rely wholly upon my friends in Ohio to conduct it and to conduct it in a fair manner, and with steadfast regard for Republican success in the state and the nation. It is my special desire that expenditure of money shall be strictly limited and rigidly accounted for.

"If the greatest trust which can be given by our people should come to me, I should consider it my duty to carry forward the principles of the Republican party and the great objectives of President Coolidge's policies—all of which have brought to our country such a high degree of happiness, progress and security."

The letter signalled the beginning of a sharp contest for the Ohio delegation to the Republican National convention, since the Hoover campaign will face the already indicated opposition of Senator Willis, Republican, Ohio, another announced candidate.

Anticipating this, the Hoover forces have sent into Ohio Walter F. Brown, of Toledo, now assistant secretary of commerce, who carries the credentials of his chief and will aid the Ohio or-

ganization in naming the delegate state which will be put before the state's voters.

Plan Other Organizations

The secretary's statement was regarded by his friends as sanctioning also the setting up of tentative organizations in other states, through his leaders in Washington were not willing to announce their attitude toward other states primary contests at the moment. The Ohio situation was regarded as an emergency because the law enforces the necessity upon candidates of approving delegates nominees personally and before Feb. 24.

Since President Coolidge's declaration last August that he did not "choose to run" Secretary Hoover's entrance into the race has been confidently predicted in all political circles. Senator Willis was a much earlier candidate, and the field has been added to by Senator Curtis of Kansas, the Republican leader and Watson of Indiana, former Governor Lowden of Illinois, while his announcement has been withheld, has been made the object of a delegate campaign in several states besides his own.

Prepared for Campaign

That Secretary Hoover was prepared to meet all the requirements of

a campaign short of a speech-making tour, has been understood by all his supporters who participated in the discussions leading to his decision to enter the Ohio primaries. One of these will probably induce him next week to make a public reply to the public queries addressed by Senator Borah, Republican, Idaho, to all presidential aspirants, which seek to fix definitely their views on prohibition.

The approaching primary elections in a number of states besides Ohio likewise will engage the attention of Hoover's supporters, although at least one state, Illinois, there will be no primary campaign made in his behalf. A decision to remain out of the Indiana contest also is predicted.

Instead of making a fool of a man, a woman furnishes the opportunity—and lets him do the rest.

A few good misses in the cards are apt to aid the opera in making a hit.

Absence makes the picture post-cards accumulate.

Attend the Agricultural Demonstration Special Train here Saturday.

We urge every Farmer and His Family to attend the Santa Fe, A. & M. College Demonstration Train in Lockney, Saturday afternoon, February 18th, at 1 o'clock.

L'Echo de Paris

McCall Printed Patterns 5218 and 5219

Skirts Are Important

The feature of the dress this season is usually to be found on the skirt. The dress at the right shows the skirt with inverted pleats in the center and a band around the hips. The other dress has flared drapery that makes an uneven hemline back and front and carries out the mode for slanting lines and points.

MILLINERY, COATS AND DRESSES
ARRIVING WEEKLY
SPRING FOOTWEAR
FOR THE FAMILY.

SAVE THE SILVERWARE COUPONS

HARDWARE AND GROCERIES
Buckeye Incubators and Brooders
"THE BEST BY TEST"
A full stock of Poultry Netting, etc.

- Gallon Peaches 50c
- Sack Lyles Best Flour \$1.60
- 10 lb. K C Baking Powder \$1.40
- 3 lbs. Golden Light Coffee \$1.35
- 1 lb. Golden Light Coffee 45c
- 4 lb. pkg. Sun Maid Raisins 35c

Baker Mercantile Co.

"The Store With the Goods"

WANT COLUMN

HOMES IN LOCKNEY—We have several homes in Lockney which we can offer worth the money on good terms.—Baker & Carter. 19-41-c

THE BEST LOAN YET—Farms and Ranch loans at 6 per cent annual interest, option to pay any year.—Geo. T. McElwether, at Security State Bank, Lockney, Texas.

FOR RENT—Nice home.—See John McDonald.

The Lockney Producer is the best place to sell your cream, poultry, eggs and hides.

NEW STYLES in Spring Millinery just arrived. Millinery and Art Studio now located at Stephenson's Variety Store.—Mrs. C. L. Cowart.

LOST—Wrist watch band, held together with white gold links.—Finder bring to Baker Mercantile for reward.

FOR SALE—One good Jersey milk cow, fresh, one Poland China sow, farrow soon.—H. A. Brotherton, 2 1/2 miles north of Lockney. 21-11-c

NOTICE—We will celebrate Washington's birthday on Holmes Bros. Hilltop Farm again this year. Everybody invited to be on hand for free lunch at noon. Plan now to be here. 21-31-c

HOGS FOR SALE—Some sows, shoats and pigs for sale.—E. R. Bryant, Phone 9006F15. 21-11-c

YES—We will again sell Registered Duroc sows and gilts to the highest bidder on Feb. 22nd. There is no prussing, past records prove that they will make money for whoever buys them. Think this over. Holmes Bros. Hilltop Farm. 21-21-c

FOR SALE—Business lot. 30x140 feet, on pavement, sidewalk and curb, east front, price \$1,500.—See H. B. Adams, Phone 92, Beacon office.

LOST—On lid to a Colts life plant, between Plainview and South Plains.—Notify W. P. Hewitt, Lockney, Estelline route. 21-41-c

FOR SALE—Safety Hatch incubator and oil burner brooder, used one season.—Call 107.

FOR RENT—Furnished light house keeping rooms, with water and sink in kitchen.—Mrs. Daff Griffith. 11-c

FOR SALE—My home place, priced right, good terms.—Luther Wofford.

FOR SALE—Some seed oats and seed barley.—E. R. Bryant, Phone 9006F15

FOR SALE—Seed oats, 75c per bushel. Some good horses, mules and hogs for sale.—Ira Simpson, 2 miles south of Lockney. 22-11-pd

ANIMAL ANTISEPTIC—A guaranteed cure for all external ailments of horses, mules and cattle. Fistula, splints, swelling joints, sprains, wire cuts, corns, etc.—W. M. Collins, Lockney.

FOR SALE—Seed oats, 75c per bushel.—W. J. King, phone 9019F11 3 1-2 miles east Lockney.

\$269,900 REAL ESTATE DEAL IN FLOYD COUNTY

Large Jones Ranch and Business Building Involved In Trade

Contract was signed last week in Floydada by the principals in one of the largest real estate transactions made recently in this section of the state, by which Dr. J. H. Massie, of Wichita Falls, is to exchange the 1915-acre Jones ranch southwest of Floydada to Chas. R. Veigel, of the north part of Floyd county, for the Veigel office building in Plainview. The total consideration was approximately \$299,000 and final consummation of the trade is expected to be effected March 1.

Gamble Land Co. real estate dealer, made the trade, Dr. Massie coming from Wichita Falls and Mr. Veigel from Plainview to close the transaction.

The Jones ranch was bought by Dr. Massie four years ago from Mrs. Nora E. Jones, and has on it several sets of improvements, while the Veigel building is one of the largest and most modern office buildings in Plainview.

L. T. WILSON BURIED IN LOCKNEY WEDNESDAY

Pioneer of Floyd County Succumbs to Attack of Paralysis Near Friona Monday

Mr. L. T. Wilson, age 65 years, died at the home of his daughter, Mrs. Jim Wiley, near Friona, Texas, Monday afternoon at 3:45 from an attack of paralysis, which began about 4:30 o'clock Monday morning. Mr. Wilson had moved with Mr. and Mrs. Wiley from near Lockney last October, to a farm 16 miles north of Friona. He had been a resident of Floyd county for something like 37 years, he and his family being among the pioneers of the county. He had been suffering with asthma, which first attacked him last August, and it is thought that this brought on paralysis. Mr. Wilson is survived by two sons

and three daughters; namely, Lee Wilson of Santa Fe, N. M., James Wilson, of Texico, N. M., Mrs. Alva Wiley of near Friona, Texas, Mrs. Minnie Jack of near Lockney, and Mrs. E. Q. Smith of Stanley, N. M. All of the children were present at the funeral and burial in Lockney.

The remains were brought to Lockney Tuesday afternoon by the E. B. Black & Co., undertaking establishment, of Hereford, Texas. Funeral services were conducted at the West Side Church of Christ in Lockney, Wednesday morning at 10 o'clock, by Elder J. Frank Copeland, of the Gunter, Texas, College, and interment was in the Lockney cemetery.

ROAD FUND GAIN IS \$4,465,439

Austin, Feb. 4.—The State Highway fund was increased by \$4,465,439.79 by receipts during January, but paid out only \$1,605,280 during the month, State Treasurer Hatcher reported Saturday.

Payments from the general revenue fund, however, exceeded the receipts, the disbursements totaling \$4,367,870.78 and the amount taken in \$1,269,719.16. The general revenue fund will suffer depression, Hatcher said, until more January taxes are received from the county collectors, whom he is urging to remit as soon as possible instead of waiting until the legal limit of Feb. 25.

January receipts in the available school fund were \$2,421,606, with only \$149,043 paid out.

The University of Texas building fund received \$75,821, representing in interest from investments made with oil royalties.

Receipts for the month in all funds totaled \$12,259,635, and the funds paid out \$6,524,008.

Gid Waller Hurt in Accident

Gid Waller happened to a very painful accident Tuesday of this week, from which he is now appearing in public with bandages on his face. While pushing a wheelbarrow at the Waller home, the wheelbarrow became stuck in the mud and in an effort to push the wheelbarrow forward, his feet slipped from under him, his head striking the edge of the implement with such force that his nose was broken and he received painful injuries to his face around the eyes. The doctor has bandaged Gid up, and he is able to be out again.

WHAT'S DOING IN WEST TEXAS

Matador—Two hundred guests attended the annual banquet of the Motley County Chamber of Commerce

ISIS THEATRE

Program Week Commencing

MONDAY, FEB. 20th

Monday and Tuesday—

"The Covered Wagon"

The same old Covered Wagon, same stars and everything—regular price of admission, 35c.

Wednesday and Thursday—

ADOLPHE MENJOU

"A Gentleman of Paris"

COMEDY—"TODDLES"

Friday—

"Up in Mabel's Room"

Is a comedy of chemises, a farce of frantic husbands and a laugh riot of rivals.

COMEDY—"PINK ELEPHANTS" NEWS

Saturday—

HOOT GIBSON

"Painted Ponies"

COMEDY—"SOCIETY BREAKS" NEWS

COUNTY BRIEFS

PLEASANT VALLEY

Feb. 14—The snow which fell Sunday and Sunday night was enough to put a broad smile on the farmers faces. The wheat is saved for awhile.

Mr. and Mrs. Hubbard, Mr. and Mrs. Harris, Mr. and Mrs. Mitchell and Mr. and Mrs. Payne attended the banquet at Floydada Friday evening.

The school children enjoyed a good time Friday afternoon, when the good Saint Valentine came a little earlier to Pleasant Valley. A combination literary program and box was held. Mrs. Keys told the children an interesting story illustrating well the pow-

er of imagination. A number of the parents were visitors at the program.

Mr. and Mrs. S. L. Franklin of near Olton visited their relatives, Mr. and Mrs. Martin Saturday and Saturday night.

The P. T. A. is to meet Friday evening, Feb. 24. The school children are to have a short program followed by a lecture from Dr. Joe McCollum, Lockney.

Mr. and Mrs. W. C. Hubbard and children spent Sunday with Mr. and Mrs. J. T. Bloxom.

Clara Mae and Nita Lee Craft spent Friday night with their aunt and uncle, Mr. and Mrs. Theodore Craft.

Mr. H. A. Keys left Tuesday for a visit with his son, A. R. Keys, at Slaton.

Mr. and Mrs. Lee Reeves and daughter, Fae, went to Olton on a visit to Mr. Reeves' parents. They returned Sunday.

Mrs. Wade McClure and daughter, Zelma, visited her parents in Plainview the latter part of last week.

Mrs. L. M. Watkins visited Mrs. Mikle Friday afternoon.

BAKER

Feb. 13.—We are indeed proud of our basket ball boys as they won the county rural championship. We are expecting them to beat Lakeview Saturday.

The Pleasant Hill boys and girls played our boys and girls a game of ball Friday evening. We were victorious over both games.

We were certainly glad of the good rain and snow we received Saturday night and Sunday.

Mr. Peacock's mother, father, brother and his family from Commerce, visited with him and his family from Friday until Monday.

The Sand Hill play will be here Friday night, Feb. 17, if the weather isn't too bad.

Several from our community attended the show at Pleasant Hill Friday and Saturday night.

PRAIRIE CHAPEL

Feb. 15.—Prairie Chapel will present a play entitled, "Home Acres," Thursday evening, admission charges 15c and 25c. They will present the play at Aiken Friday night.

Those attending the Chamber of Commerce banquet at Floydada last Friday evening were: Messrs. and Mrs. Gene Tannahill, Emmet Tierce, William Wood, Clayton Weathers and J. B. Teaff. All enjoyed the entertainment very much, and although it was "morning" when the gathering finally broke up, Gene Tannahill did not take a single cat-nap. That is positive proof that Floydada had an

up-to-date "wide awake" program.

Prairie Chapel had about an inch of moisture Sunday. We had both rain and snow. We are not a weather prophet—but looks like more moisture will fall soon.

L. T. Wilson, old settler of this community was laid to rest today at the Lockney cemetery. As yet, we have not heard any of the details of his last illness. He is survived by his children: Lee and James, Mrs. Alta Wiley, Mrs. Annie Smith and Mrs. Minnie Jack. This community extends its sympathy to the bereaved children.

LIBERTY

Feb. 14.—Everyone was glad to see the nice rain and snow which fell Saturday night and Sunday.

Messrs. Andrew Jetton and Bailey Bean were Plainview visitors Saturday.

Mr. W. A. Armes and family spent Thursday visiting in Lubbock.

Misses Jennie and Ruth McCormick and Miss Asale McGuffy spent Saturday night with Pauline Strickland.

Mr. Pgt Ricketts and Horace Weaver of Wellington visited at the Bean home Sunday.

Miss Lona Graham and brother of Silvertown visited in the Bean home Thursday.

Mr. and Mrs. J. E. Jetton made a business trip to Floydada Friday.

Miss Maxine McGuffy spent Saturday night and Sunday visiting her uncle, Mr. John McDonald.

E. W. Thornton and family were Floydada visitors Tuesday.

Our school is progressing nicely, some are absent on account of bad colds.

PRAIRIEVIEW

Feb. 13.—The singing in the Shearer-home last Tuesday night was well attended.

A good crowd was out at the school house Thursday night and heard the many interesting talks that were made.

Mr. and Mrs. Milhollin were pleasant callers Wednesday evening in the Rigler home.

Ethel Gamble spent Thursday night with Eylene Brandes.

On account of the unfavorable weather the club did not meet last Tuesday, so we have planned to meet Thursday, Feb. 16, at the home of Mrs. L. R. Bishop.

The Prairieview boys and girls played Liberty again Thursday in basket ball. Our girls were defeated, but we are glad that we were not defeated in both games, as our boys were victorious.

Mrs. Perry Woods spent Friday at the home of Mrs. H. O. Davis.

Mr. and Mrs. Hoyle went to Kress today on business.

A light snow and rain fell Sunday which helped the wheat considerably.

Most of the farmers of this community have started preparing their land for another crop.

Mr. Watson is back at home, but is still confined to his bed.

Miss Lucille Marra spent this week end with home folks at Lockney.

There was no Sunday school Sunday on account of the unfavorable weather. No one could get out.

RAMSEY

Feb. 14.—Mrs. Hatley of Brice spent last week here the guest of Mrs. J. R. Davis.

Mrs. J. D. Williams and daughter, Miss Addie, spent the week-end in Floydada.

Mrs. Spots' mother of Crowell has been visiting her the last few days.

Mr. and Mrs. C. K. Rhine of Plainview, spent Sunday with their son and wife, Mr. and Mrs. L. G. Rhine.

Clyde Hill and Milton Davis are on a trip to South Texas.

Harley King and Reginald Landrum visited in Plainview Saturday night.

Mrs. Laura Dale of Seagraves spent Sunday and Monday with Mrs. J. R. Davis.

A crowd of young people enjoyed a party at Mrs. Landrum's Tuesday night.

Mr. Weaver was a business visitor in the Sand Hill community last Thursday.

GOODNIGHT

Feb. 13.—The rain and snow prevented the singing that was to be at Goodnight Sunday afternoon. This moisture came in good time, and every one is wearing a smile.

Mr. and Mrs. R. A. White have been real sick the past week. We are glad to learn that they are improving.

Mr. Davis and Mr. Purcell have been building up their stock for the past several days. We can get most any thing needed in the grocery line now from them—patronize the "home grocery."

The school children are all excited over the nearness of St. Valentine. They are all expecting little tokens from him.

Mr. Mosely has moved here from the Plains. He is living on Mr. Cecil Payne's place.

We are glad to have Uva May Johnson back in school. She has been absent for a month on account of the illness of her father.

Several of the high school boys and girls went from Goodnight down to Fairmont last Friday. The boys played basket ball with Fairmont. Both Junior and Senior games resulted in a defeat to Fairmont.

Mrs. Ben White of Gasoline visited with her sister here last week.

The Goodnight basket ball team played in the finals of the County Basket ball tournament Saturday at Lockney. Our first game was played with Providence for the championship of north side rural schools. This was an easy victory for our boys. But we met a stronger team when we played for the championship of the Southside and Northside. In this we played Baker a closely contested game.

In the first quarter Baker took a good lead, in the second quarter we played them a closer game; but at the close of the first half we left Baker with a small lead. In the third quarter we held Baker scoreless; but in the last of the fourth Baker again took the lead. Our boys having played a game just before noon were not in the best of hape for such a closely contested game, not having enough reserve to overcome the difficulty, we had to concede the championship of the rural schools of Floyd county to Baker, who won it by fair, clean playing.

BLANCO

Feb. 13.—There was no Sunday school yesterday on account of the bad weather.

The attendance at school last week was some what small, some of the pupils are moving; others are sick. We hope that they will be back in school this week.

Singing school is progressing nicely. Misses Noma McPeak, Elgah, Kathryn and Floy Alexander, and Mr. Joe Bailey McPeak, visited in the home of Mr. Sam Smith Sunday evening.

Little Mr. John Henry Alexander is sick with the flu.

Miss Mary Kathryn Smith has been ill for the past few days.

Mr. H. B. Alexander was at home a few days of last week.

HARMONY

Feb. 13.—Mr. and Mrs. G. L. Snodgrass and son, Carriek, motored to Plainview last Tuesday, where Carriek is receiving medical treatment from Dr. Gidney.

Latane Hale and Blanche Gary, visited Mrs. W. H. Taylor of Floydada Sunday.

Grandma Hale, is visiting her son, J. S. Hale of this community.

Mr. and Mrs. J. S. Hale, Mr. and Mrs. David Battey, Mr. and Mrs. Gary, Mr. Ben T. Brooks, Mr. and Mrs. G. L. Snodgrass, Mr. and Mrs. L. E. Williams, Mr. and Mrs. W. C. Parkey attended the annual Chamber of Commerce banquet at Floydada on last Friday night. They reported a splendid program and good time in general.

The women of the community are to present the "Old Maids Convention," at Harmony auditorium next Friday night. Everyone is invited to attend this play and see the wonderful transformation of youth replace age.

Hal Scott made a business trip to Plainview Saturday.

Enos and Velma Green made a trip to Paducah last Thursday and returned Friday.

Mr. and Mrs. L. E. Williams and sons, Elmer and Woodrow, are visiting relatives at Hereford and Dimmitt for a few days.

Everyone is rejoicing over the splendid rain and snow Saturday night and Sunday. Considering all, more than one inch of moisture fell.

T. E. L. Class Social

The T. E. L. Class of the Baptist Sunday School met for the monthly social and business meeting in the home of Mrs. D. P. Carter, with Mrs. Carter and Mrs. Hickey joint hostesses, Friday, Feb. 10. The house was decorated in keeping with Valentine day.

The meeting was opened by singing several songs, each preceded by the reading of appropriate scripture by some member of the class. The president then read and commented on several verses from the book of Timothy, followed by prayer. The class aim, and plans for the betterment of the class was discussed. A motion was made to organize a Lois Circle, the purpose of which is to look after the elderly ladies of the church and provide ways for them to go to Sunday school and church whenever it is possible for them to go.

Mrs. Livingston was elected chairman of this committee and Mrs. Townsend co-chairman.

After the business meeting a delightful social hour followed, after which the hostesses served delicious refreshments, consisting of chicken sandwiches, fruit jello with whipped cream, Angel Food cake, and cocoa to fourteen members.

We want to urge all the absent members of the class to come back next Sunday and extend a special invitation to any one not attending Sunday school to come and join our class.—Reporter

Armour Cream Station

I have moved to the Lockney Produce Co. building. Will pay top market prices for cream, produce and hides. See me before you sell.

Sam Belyeu

DO YOU SUFFER

WITH SCIATIC RHEUMATISM?

Then see your Chiropractor, he can give you the relief you are looking for.

DR. C. J. McCOLLUM

McCollum Bldg. Locust St.

ANNOUNCEMENTS

ANNOUNCEMENT FEES

Congressional, Representative and District offices — \$15.00

County offices — \$10.00

Commissioner and Justice Precinct offices \$7.50

All announcements to be paid for when ordered to appear in paper.

All announcements will be carried in this column until the July Primaries. Nominees in the July Primaries, where there is not a majority, will be carried through the August Primaries, and the nominees in the August Primaries, or who have a majority in the July Primaries, will be carried continuously until the General Election in November, 1928, without extra charge.

We are authorized to announce the following named candidates for the offices under which their name appears, subject to the Democratic Primaries, which will be held in July, 1928.

For District Clerk Floyd County: T. P. GUIMARIN For Re-election

For County Judge: Wm. McGEHEE For Re-election

For County Attorney: ROBT. A. SONE

For Sheriff and Tax Collector: P. G. STEGALL For Re-election

For County Clerk: TOM W. DEEN For Re-election

For Tax Assessor: C. M. MEREDITH For Re-election

J. W. PITTS O. B. PILSON

For County Treasurer: MRS. MAUD MERRICK For Re-election

For County Superintendent of Public Instruction: PRICE SCOTT For Re-election

For Commissioner, Precinct No. 2: E. H. RANKIN For Re-election

For Commissioner, Precinct No. 3: M. H. TAYLOR

For Public Weigher, Precincts Nos. 2 and 3: J. M. FLOYD

AYRES & PAYNE
ATTORNEYS AT LAW
General Practice
Booth Bldg.
FLOYDADA TEXAS

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

RUSSELL ALLEN
ATTORNEY AT LAW
First National Bank Bldg.
LOCKNEY, TEXAS

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

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

WILSON STUDIO & ART SHOP
FLGYDADA, TEXAS
POTRAITS, 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

Whether in the commercial, financial or professional, the specialist is the one who is mostly in demand because he has mastered his line in every detail.
The Optometrist is recognized and certified by the State. Have your eyes examined in one of the latest equipped re-refraction rooms in the South.

DR. WILSON KIMBLE
Floydada Texas
Phone or write for appointments

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
Sorginer Bldg. Floydada, Tex.

THE BEST OF SERVICE
Let us look after your
CLEANING - PRESSING ALTERATIONS

We give prompt and efficient service, and guarantee to please you with our work. Phone us at 114 or Call on us in the rear of Roy Griffith's confectionery.
D. F. McDUFFEE

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

J. W. BOYLE & SON
PLAINVIEW, 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

BIG FIRE SALE

of FURNITURE

Because of the disastrous fire which we suffered at our Amarillo Warehouse our stocks in our different stores were badly broken, leaving us with a fine assortment of unmatched pieces, sets without duplicates, etc.

We found it necessary therefore to make big mill orders to keep our various stocks on a par, so we decided to sell from our floors at—

Wholesale Prices

Not a damaged article in stock—all spic and span merchandise—all wanted merchandise for all rooms in the house—no old stock, no odds and ends, just snappy new merchandise on which we lost our reserve stock—and all to you now for a short time at—

Wholesale Cost

Never such an opportunity to buy what you want and need on such terms.

Amarillo Furniture Co.

STORE No. 5
PLAINVIEW, TEXAS

"THE COVERED WAGON"

The Same Old Covered Wagon Coming Back Again

ISIS THEATRE

MONDAY AND TUESDAY

ADMISSION 15c and 35c

FOX STANDS ERECT AS AS DOOM IS PRONOUNCED

April 27th Set for Execution For Murder of Marian Parker

Los Angeles, Feb. 14.—William Edward Hickman, who kidnaped and killed a 12-year-old girl, Marian Parker, and who today was sentenced to die on the gallows April 27, apparently nonchalantly faced execution and as carelessly faced trial for his life again tomorrow on another murder charge. The 20-year-old confessed murderer stood erect as Judge Trabucco said: "You, William Edward Hickman, to be executed and put to death."

The venerable jurist's voice quavered as he ended with the words: "and may God have mercy on your soul," but the condemned youth merely dropped heavily into his seat. As he put out his hands a few minutes later to his guard to snap on the handcuffs, Hickman jokingly remarked to the

towering deputy sheriff: "Your hands are shaking, but mine are not."

Alfred Hickman, brother of the convicted youth, heard the death penalty imposed from among the spectators, who filled most of the courtroom seats. A downcast face and refusal to talk to interviewers were his reactions. The gray-haired mother, Mrs. Eva Hickman had steeled herself to the announcement of the expected punishment, which she received at her hotel room from Alfred. She calmly said it was what she expected, but that with the aid of her son's attorneys, she would "fight for my boy until every means has been exhausted."

An appeal from the verdict of the jury which found Hickman to have been sane at the time of both of his crimes of kidnapping and murder, will be filed within two days by Jerome Walsh and Richard Cantillon, the defense attorneys.

In the murder trial scheduled to open tomorrow Hickman and Welby Hunt, confessed youthful accomplice

in crime, are accused of fatally shooting C. Ivy Thomas, a druggist in a holdup of his store a year ago Christmas eve. Hunt's attorney has indicated he might enter a plea of guilty and throw his client on the mercy of the court.

District attorney Asa Keys, who led the state's prosecution of the Parker girl's murderer, refused to consider such a plea from Hickman.

Enters Two Pleas
Hickman entered two pleas to the Thoms murder charge, those of "not guilty," and "not guilty by reason of insanity." Keys declared that under the double plea the jury would be required to decide upon both the guilt and sanity of Hickman, adding that if it found him sane and guilty, he could be sentenced and hanged before having time to complete his legal fight to escape the noose for the Parker girl's murder.

SCHOOL NEWS

Feb. 3, the Junior class sponsored a second successful lunch sale from which was cleared a net profit of \$14.50. Other sales of this nature will be held during the next few weeks.

Friday afternoon of last week, the Lockney basket ball girls met the Lorenzo team at Lorenzo. There Lockney's girls won another victory. Scores were 38-10. Wilson's playing was especially to be commented on. During the game, she played, at different times, center and guard, and as Miss Bridges expressed it, "a girl that can play in two different places is well worth her place on the team."

Monday morning the two Senior English classes held their extemporaneous tryouts. From the English 1A class, Carl Meriwether and Thelma Arterburn won first and second places, respectively, in the first division. From the English 4B class Hazel Gruber and Hazel Joe Anderson were given first and second places. Because of the size of the English 4A class, two divisions were made. Of the second division, Ruth Stapleton and Leo Cooper won first and second places. At a future date, the winners, with the exception of Thelma Arterburn, who has withdrawn to enter essay writing, will speak in the auditorium, where representatives for the county meet will be selected.

Monday afternoon the tryouts in girls debates was held. There were four entries, two Juniors and two Seniors. The girls were Loreta Dag-ly, Bertha Ragle, Myrtle Wilson and Bess Holland. The judges gave first and second places to Bess Holland and Myrtle Wilson in the order named. Both these girls are members of the Senior class. These speeches were well constructed, but because of the short time for preparation, Miss Wilson had not memorized her speech. The subject for discussion was, Resolved: That Congress Should Enact Farm Relief Legislation Embodying the Principles of the McNary-Hangen bill, with Miss Holland defending the negative side of the question; the other three contestants, the affirmative.

T. H. Stewart, Gid Waller, Herman King and Hershel Carthal were the entries in Senior boys debate. Several days ago Herman King withdrew in order to train for an International Oratorical Contest. Later T. H. Stewart withdrew. This leaves Carthal and Waller to make up the boys debating team at the county meet. Both boys are excellent debaters, and their speeches are well arranged.

Girls basket ball games are scheduled with Turkey Friday afternoon immediately after school, also with Floydada at Floydada on Monday night and with Floydada on the Lockney court Tuesday afternoon at 3:30. The girl's coach report that both Turkey and Floydada have fast teams and the game will be tight. Back the girls by coming to see them play next Friday, Monday and Tuesday. A good crowd peps the girls up and causes them to play better. Are you willing to do your part in helping them pep it on the other towns?

A box supper will be sponsored by the basket ball girls, at an undecided date, for the purpose of adding to the invited to attend and ladies bring a sweater fund. The public is cordially well-filled box. Watch for the date and place, and do not forget, your presence is desired.

Thursday evening of next week, the boys' basket ball team will meet the Floydada boys on the indoor court at the Ford garage. This game will determine the boys' county championship and the winners will play in the district meet. The attendance of the public is heartily solicited. Come, you'll get your money's worth of fighting for the championship. Help the boys beat Floydada!

WERE AT YOUR SERVICE

Service is one of the things that is demanded on every hand today, and in keeping up with the modern times we have provided the necessary equipment to give the service that the ad-

vertiser wants and needs to successfully advertise his business. Our office is equipped with a stereotyping machine to cast the illustrations for all kinds of advertisements; we have secured the service of the best designers of the United States to keep us supplied with the latest illustrations for the new creations that are coming out in every line of business every day, and these illustrations come to us in mat form once each month, and we offer this service to our customers without any extra cost.

In giving advertising service we have the best medium to offer in this community—the newspaper. All successful business men realize the fact that the newspaper is the best of all advertising mediums, and that the local newspaper gets better results than any other kind of advertising. You never find the home paper in the waste basket at the post office—on the contrary you see the person who receives it from the mail put it in his pocket and carry it home for the whole family to scrutinize. The fact that the paper reaches the home and is scrutinized by the whole family means that the family finds out every thing that is printed in the paper, and if you have an advertisement in the paper that demands their attention, you have made a sale. The advertisement you place in the local paper each week is worth more to your business than any clerk you have in your store. The clerk can sell only to those who call at the store, but the newspaper sells to those who are at home, and brings them to your store to complete the purchase. Every merchant should realize that his advertising should be figured on the basis of a salesman—if the salesman is only worth a dollar or two a week, you could not afford to keep him, but if you can afford to pay him \$25 per week, you are sure he is worth the money. If you spent \$25 a week in your local paper you would have to increase your sales force considerably, and the amount of goods you purchased to take care of your business would double and triple. Advertisements in a newspaper are not an expense, they are an investment, and you get from them in proportion to the amount you invest. If

you invest a small amount you take very little interest in preparing your copy, and you don't expect the results to be large, but if you are going to spend \$25 or \$50 for one advertisement you carefully prepare the copy, and try to make the advertisement draw the desired business—if you hire a clerk for \$4 a week you expect him to sweep the floors and run chores,

but if you pay him \$50 a week you expect him to sell the goods. You get what you put into advertising just the same as you do in anything else, and the more money and more thought you invest in advertising the more returns you get. We are here to help you prosper—we are willing to do our part—what about you?

WHEN IN Plainview be sure to come in and see the newest Spring footwear and Hosiery at HARVEY SHOE STORE 625 Broadway



How to Play BRIDGE

Series 1927-28 by Wynne Ferguson

Author of "PRACTICAL AUCTION BRIDGE"

Copyright 1927, by Hoyle, Jr.

ARTICLE No. 14

One of the greatest charms of auction bridge is the fact that practically all players feel that they play as well as the next fellow. Therefore they get much more enjoyment from playing on what they consider an equal basis than if they considered themselves inferior. The old saying that "There is nothing new under the sun," seems to apply equally well to auction bridge. What, as probably most of my readers know, was the forerunner of Bridge, as Bridge was the predecessor of our present game of Auction Bridge. In the days of What, as well as now, the players thought pretty well of their game, as is shown by the following quotation from "The Posthumous Papers of the Pickwick Club":

"There" said the criminal Miller triumphantly, as he took on the odd trick at the conclusion of a hand; "that could not have been played better, I flatter myself—impossible to have made another trick!"

"Miller ought to have trumped the diamond, oughtn't he, sir?" said the old lady.

Mr. Pickwick nodded assent.

"Ought I, though?" said the unfortunate, with a doubtful appeal to his partner.

"You ought, Sir," said the fat gentleman in an awful voice.

"Very sorry," said the crestfallen Miller.

"Much use that," growled the fat gentleman.

Mr. Pickwick started his travels in 1827 so that the quotation, describing conditions in What a century ago, shows how little human nature has changed in the meantime. There are undoubtedly many Mr. Millers playing today who fancy their game, and as many fat gentlemen who delight in criticizing them.

In preceding articles, reference has been made to the informatory double and its proper application. Here are two hands of a similar character that bring out still further principles:

Hand No. 1
Hearts—8, 7, 3
Clubs—9, 4
Diamonds—A, K, 5
Spades—J, 7, 6, 5, 2

Answer to Problem No. 15
Hearts—J, 10
Clubs—A, 7, 6
Diamonds—8
Spades—10, 9, 7

Hearts—3
Clubs—J, 5, 3, 2
Diamonds—none
Spades—Q, J, 6, 5

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

Diamonds are trumps and Z is in the lead. How can Z play the hand so that he can win all of the tricks against any defense? Z should lead out six rounds of diamonds. A is forced to make six hiccups. His first five are easy. He can discard the ten of hearts, the deuce of clubs and the jack, six, five of spades.

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

Hearts—6
Clubs—K, 8
Diamonds—6
Spades—none

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

Hearts—6
Clubs—K, 8
Diamonds—6
Spades—none

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

Hearts—6
Clubs—K, 8
Diamonds—6
Spades—none

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

Hand No. 2
Hearts—9, 4, 2
Clubs—9, 7, 3
Diamonds—9, 6, 2
Spades—J, 6, 5, 3

No score, first game. Z dealt, bid one spade, A doubled (informatory) and Y passed. What should B bid? B has the choice of passing the one spade double in the hope that he and his partner can defeat the bid, or of bidding one no-trump. A great many players would probably pass and try to defeat the bid but such a procedure seems unsound. At most, B cannot figure his hand worth more than three or possibly four tricks. Therefore, unless B's partner can take four tricks, Z will make his bid. On the other hand, if the no-trump is bid, B's hand has possibilities of game. As between a doubtful pass and a sure score at no-trump, there is no choice. The trump should be bid without question.

This situation comes up so frequently that it should be carefully noted. When your partner makes an informatory double and the only four-card suit you hold is the one doubled, you can do one of two things: First, if the suit is strong enough to act as a double stopper of the suit bid, you should bid one no-trump. This shows your partner the type of hand you hold and that you probably have no other four-card suit.

Second, if the suit is so weak that it contains no stopper in the suit bid or possibly only one, you should bid two clubs, or if that is the suit doubled, two diamonds. In other words, when the suit doubled is your only four-card suit and it is too weak to justify a no-trump bid, you should bid two of a minor suit; two clubs if that is not the suit doubled; otherwise two diamonds. This is a sensible rule and should be closely followed.

In this example hand, the point is well brought out. Four spades to the jack is too weak to justify a no-trump bid, so B has no choice but to bid two clubs.

Y must make only five discards. His first four are easy as he can discard two hearts and two spades. B must also make five discards and his first four are also easy. He should discard three hearts and one club. At the sixth trick the cards held by the four players are as follows:

Hearts—none
Clubs—A, 7, 6
Diamonds—none
Spades—10

Hearts—K, Q, 8, 7
Clubs—Q, 10, 9, 4
Diamonds—5
Spades—none

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

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

Hearts—6
Clubs—K, 8
Diamonds—6
Spades—none

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

Hearts—6
Clubs—K, 8
Diamonds—6
Spades—none

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

Hearts—6
Clubs—K, 8
Diamonds—6
Spades—none

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

Hearts—6
Clubs—K, 8
Diamonds—6
Spades—none

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

Hearts—6
Clubs—K, 8
Diamonds—6
Spades—none

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

Hearts—6
Clubs—K, 8
Diamonds—6
Spades—none

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

Hearts—6
Clubs—K, 8
Diamonds—6
Spades—none

Hearts—none
Clubs—J, 5, 3
Diamonds—none
Spades—Q

now leads his six of diamonds. What an A discard? If he discards his spade, Z's ten of spades is good. Therefore A is forced to discard the ten of clubs. Z should now discard the ten of spades. What can B discard? If he discards the king of hearts, Z's six of hearts is good. Therefore B is forced to discard the ace of clubs. Z now should lead the king of clubs, then the eight, winning the second club

trick in Y's hand with the ace. Y's last club is now good and Y, Z, in this way win all of the tricks against any defense by forcing discards from both A and B. This forcing of discards is called the "squeeze;" and when effective against both opponents, as in this problem, is called the "double squeeze." It is a pretty little problem, and should be studied carefully.

SATURDAY ONLY THE TEXAS FARM AND HOME SPECIAL

Will Be In Lockney at the Santa Fe Station After 1:30 P. M., February 18th

Co-operating with the SANTA FE RAILWAY and A. & M. COLLEGE and to encourage your presence in LOCKNEY on this occasion we offer products at the following prices, which are below the cost of production, limiting 200 lbs. of Meal and 1,000 lbs. of Hulls to each purchaser:

Cottonseed Meal, per 100 lbs. \$2.00

Cottonseed Hulls, per 100 lbs. 40c

AFTER SATURDAY: For a short time only, to introduce and to encourage the proper feeding of farm animals, we will maintain the following prices on products:

COTTONSEED MEAL
100 lbs \$2.25 Ton \$44.00

COTTONSEED HULLS
100 lbs. 50c Ton \$9.00

LOCKNEY COTTON OIL CO.

"The Battle Zone"



PAYING PULLETS MAY BE PRODUCED ON ANY FARM

BY ZELLA WIGENT
Agricultural Extension Department,
International Harvester Company,
Chicago, Ill.

Income from chickens depends upon the eggs and meat sold. More eggs or a better gain in growth increase the profits. Having the pullets in production when the price is high and selling the broilers and culls at the right time are also important factors in determining profits.

The best profits in both eggs and

meat come from early hatched chicks. Early hatched pullets are ready to lay in the fall when eggs are at their peak price. Tests show that early hatched pullets are also high producers for the year.

Early hatched chicks make the best gains in growth and they sell for more per pound, for the broilers are ready to market before the market is flooded.

Even if the chicks are hen hatched and hen brooded, set a number of hens at one time so that the chicks will be uniform in size and require the same flock management. Small

bunches of chicks different ages are great time and labor wasters. Chicks all one age thrive better and are much easier to tend.

Be a Critical Buyer
"Well hatched chicks are half grown." Chicks backed by parentage bred for egg production give you a chance to make good.

Don't ship chicks too long a distance. They may come through, but the long journey hasn't increased their vitality. If you buy from a community hatchery or from a local hatchery, you have a chance to investigate the standard of the hatchery and perhaps

see the chicks you buy.

Some states safeguard and protect chick buyers by the accreditation of hatcheries. States without such standards are apt to become the dumping ground of inferior chicks.

Order three times as many chicks as you wish to have pullets next fall. This allows for losses, taking out the cockerels and careful culling of the pullets.

Good chicks have good bone, long fluff and bright eyes. They stand up well and are active as soon as they are dried off.

Keep Chicks Healthy
Kill and burn every "freak" chick, every runt and every sick chick. A weak chick is an invitation to disease and a sick chick left in the flock is often the cause of a disease outbreak.

Cull at every stage of management. The pullet that grows slowly won't utilize food well for egg production. Don't let cost or sentiment prevent rigid culling. It's wasted money and effort to grow a pullet that can't give you results in the egg basket.

Clean the Brooder House—In preparation for the chicks, give the brooder house a thorough cleaning and disinfecting. Scrape last year's droppings from the floor, hovers and feeding devices. Scrub everything with a lye solution and whitewash the walls with a disinfecting whitewash.

Lime and Clean Litter—After the floor is dry, sprinkle lime on it and then cover it with fine-cut litter, preferably alfalfa or clover. The litter should be free from dust and not harmful for the chickens to eat. The lime takes up moisture and helps keep the floor dry. It also makes cleaning easier.

Clean Soil Is Important—Clean soil is as important as a clean house. Either move the brooder coop to a new soil each year or scrape off the top soil in front of the brooder house where the chicks run, and haul in two or three loads of clean dirt.

Work! Of course it is, but disease-free chicks are worth it. We can't grow healthy, germ-free, worm-free chicks on infected soil. The treatment of chick disease is far from satisfactory. Disease-laden, wormy chicks get a set-back that is almost impossible to overcome.

Measuring the Brooder Stove
Most brooders are overrated as to capacity. Take this into consideration in buying a brooder stove. With coal burners, the larger sizes burn more fuel and hence keep fire better over night. Oil burners give a steady heat, but need to be watched in extremely cold weather to be sure that

there is enough heat. They are most successful for late brooding.

Much loss is due to over-crowding. For 500 chicks a 12x12 or a 12x14 house is satisfactory. If the house is too small, it is constantly over-heated. Provisions for ventilation should be made.

Run the brooder stove a day before the chicks arrive to make sure that the house is dry and that the stove is working properly. A thermometer placed about 18 inches from the stove and two inches from the floor should read about 98 degrees for the new chicks. Reduce the temperature about 2 degrees every other day, depending, of course, on the weather conditions.

Be careful not to chill the chicks in bringing them home or in removing them from the box to the brooder house. A circular guard of wire netting about one foot high and running entirely around the stove should be used the first few days until the chicks get used to finding the heat. The chicks soon show by their actions whether the heat is too high or too low. If comfortable at night, they spread out under the edge of the hover quietly. If they pile up or crowd near the stove, it indicates that they don't have sufficient heat. If they form a wide circle around the hover, it indicates too much heat. Crowding in the corners is avoided by placing building paper or wire guards in each.

Feeding the Chicks
Don't be too anxious to feed the chicks. Feed too soon prevents the absorption of the egg yolk and results in digestive trouble. More chicks are killed the first week by over-feeding than by under-feeding.

Warm water and some warm sour milk should be given first. Too little room for the chicks to eat and drink are serious errors.

Recent experiments emphasize the importance of mineral and vitamins, and we are now able to prevent some of the difficulties we had a few years ago. Practically all of the chick starters now on the market give good results if the directions are carefully followed. Most farm folks, however, like to mix their own feeds.

The best ration for you to provide is the cheapest result-getting ration. Select a ration from some reliable source, preferably from some one who is familiar with the crops and feeding conditions in your state. Then stick to that ration. Don't vary it too much or put into it too many of your own notions.

In dry land sections, where green feed and yellow corn are not easily available, there is a great deal of trouble from a disease known as nutritional roup, due to a shortage of Vitamin A. Alfalfa leaf meal in the mash helps to overcome this trouble.

Get the chicks out in the sun as soon as possible. Sunlight is an important factor in preventing rickets or leg weakness. If chicks must be reared indoors, add cod liver oil to the mash.

Educate the Pullets
Train the chicks to roost just as early as possible. Early roosting doesn't cause crooked breast bones as some folks would have us believe. It will take a little attention evenings to get the roosting habit fixed. Avoid crowding by having plenty of room.

ANNOUNCEMENT



We wish to announce that we have opened a Millinery store in E. Guthrie & Co's. Dry Goods store, and will be pleased to have the ladies call and inspect our stock of Millinery.

HOWARD HAT SHOP
LOCKNEY, TEXAS

The Judge: An Unlawful Husband by M.B.



New Spring Ready-to-Wear



If you want to see what's new for Spring in Ready-to-Wear you'll come to MARTIN DRY GOODS COMPANY.

Every day brings us new things. Our buyer has just returned from New York where he bought the newest things that were to be had and you'll find no more complete line of Ladies' Ready-to-Wear anywhere than here.

Dresses

Every new approved style and fabric, every color that is good for this season, styles for every figure whether you are stout or slim, low or tall.

YOU'LL MARVEL AT SUCH VALUES

\$5.90, \$6.75, \$9.75, \$11.85, \$15.00 up to \$39.00

Ladies' Suits and Coats

We feature the famous "PALMER" line of Coats and Suits. We know there isn't any better garments made and you too, if you have ever worn one of them. If you haven't worn one now is a good time to try them out. We have a complete line of Suits and Coats and the prices will make an appeal to you that you'll appreciate.

Martin Dry Goods Co.

FLOYDADA "The Store With The Goods" TEXAS

COUNTY BRIEFS

M-COY

Feb. 14.—The nice rains that fell Saturday night and Sunday helped the spirit of the farmers very much. The prospects for a wheat crop looks fine now.

The ball games between McCoy and Allmon, came out to McCoy's favor. There will be a ball game next Friday between the McCoy ex. girls team and McCoy high school team. Miss Lucille Raley visited in her home at Lakeview yesterday.

The musical at Mr. A. Curry's home Friday night was enjoyed by all who attended.

The McCoy high school boys will stage a play soon. Probably this week.

LONE STAR

Feb. 13.—The Lone Star boys and girls basket ball teams played the Francis teams on Thursday afternoon. The boys game was won by the Francis team and the girls by the Lone Star team.

The Roseland base ball boys played the Lone Star boys on Friday afternoon on the Lone Star diamond. The game resulted in a victory for Roseland.

The Parent-Teachers' Association met on Friday evening. It was decided that a pie supper would be held on Friday night, Feb. 17. The proceeds will be used to buy balls or other play ground equipment.

Mr. R. W. Jones and family of Turkey visited Mr. R. L. Jones and family Sunday.

Mr. and Mrs. F. L. Taylor of Plainview visited Mr. Taylor's parents on Sunday.

Mr. and Mrs. W. W. Cooper of Irick visited Mr. T. J. Jarboe and family Tuesday.

Mr. and Mrs. T. J. Jarboe visited in Aiken last Monday.

IRICK

Feb. 14.—All are very proud of the snow and rain that fell early Sunday and Monday. The prospects for wheat are looking well.

School has been well attended the last week. A few new pupils have started.

Bro. Gault of Hale Center filled Bro. Webb's appointment last Sunday evening.

Mrs. T. J. Tamberton is recovering from a spell of illness.

Miss Gladys Murphy visited school Friday evening.

SAND HILL

Feb. 13.—The farmers in this community were very glad to see the wet snow that fell Sunday. The wheat was very much in need of it.

Mrs. Charles Barton is visiting her parents, Mr. and Mrs. J. O. King, this week.

The P. T. C. will present their play, "Am I Intruding," twice this week, Friday night at Baker and Saturday night at Fairview. This play is being received very good at every place it has been presented.

Several people in our community are on the sick list this week. Colds and flu are raging.

Every one in school has started some kind of work for the Interscholastic League. Sand Hill expects to

win a large number of the loving cups this year. Work on the debates and declamations are well under way.

CEDAR

Feb. 13.—Since the late rain and snow the farmers of this community have been wearing broad smiles. And well they may, for what could better insure the prospects for a good wheat year than weather such as we had the first part of the week.

Mr. Henry Love and family spent Sunday in the Dave Love home, despite the snowy weather.

There were no services at the Pentecostal church the past Sunday, owing to the condition of the weather.

Misses Naomia Boyd and Edna Mae Roberts were Cedar visitors to the Fairview play Saturday night.

Mr. and Mrs. Clarence Guffee spent Saturday at the parental Guffee home.

Mr. D. B. Love has lately purchased an Overland car.

Mrs. Travis Mitchell spent the week end in Floydada.

PROVIDENCE

Feb. 12.—The Providence boys and girls played Prairie Chapel boys and girls in basket ball Thursday. Both Prairie Chapel boys and girls were victorious in both games.

The Aiken boys and girls played Providence boys and girls Friday. The Aiken boys were victorious in their game and the Providence girls victorious in their game.

The young folk were entertained Friday evening with a "42" party by Mr. and Mrs. Williamson, with four tables arranged for the games. Mrs. Williamson served delicious refreshments at the close of the party.

Misses Nela and Nadine White and Viola Cassell, Messrs. Tom Williamson, Jim Durham and Roy Borum attended a dance near Whitfield Friday night.

The party at Mr. and Mrs. Homer Aberney's was well attended Saturday night. Games played were enjoyed by all.

Mrs. Willard Phillips left Thursday for Haskell, Texas, where she will visit friends and relatives.

Mr. and Mrs. Joe Phillips of Curlew visited in the home of Mr. and Mrs. Clarence Powell Saturday evening.

Mr. and Mrs. Wade Lovvorn attended the party Friday night.

Mr. and Mrs. Clarence Brandes attended a dance near Whitfield Friday night.

Miss Bass will meet with the club girls Tuesday, also the women.

Mr. and Mrs. Clarence Powell visited in the O. L. Bennett home Sunday.

Mr. Willard Phillips visited relatives in Plainview Sunday.

Misses Roberta Teaff and Audry Dutton of the Prairie Chapel community attended the party at Aberney's Saturday night.

Those from here who attended the Chamber of Commerce banquet at Floydada were: Mr. and Mrs. Cowart, Mr. and Mrs. Ben McGee, Mr. and Mrs. McLaughlin, Mr. and Mrs. Wright and Mr. and Mrs. Doc Bennett.

Mr. W. J. Taylor and family, Mr. and Mrs. Roy Clements of the Whitfield community, visited in the home of Mr. and Mrs. Bob Ratjen Sunday.

AIKEN

Feb. 13.—Every one is wearing a smile, rejoicing over the nice rain and snow which fell yesterday.

There is still quite a bit of sickness in our community. We are in hopes that we won't have so much sickness now, since we have had a nice rain.

Aiken school played Providence Friday at Providence. We had two interesting games. The boys score was 17-28 in favor of Aiken, the girls score was 20-32 in favor of Providence.

Mrs. Robert Jones visited in Floydada and Ralls Friday.

Mr. and Mrs. C. E. Meredith visited relatives at Floydada Friday.

Mr. and Mrs. Frank Laddy took Sunday dinner in the Elam home.

There wasn't any services at either church Sunday on account of bad weather.

Misses Lorene Clark and Hester Patton were Plainview visitors Saturday.

Mr. and Mrs. Charlie Smith from Plainview visited in the Sugart home Friday.

Mr. Jim Kirtpatrick is on the sick list this week.

Mr. and Mrs. Henry Schacht were shopping in Plainview Saturday.

Bro. McCarty, wife and son, Aubrey took Sunday dinner with Mr. and Mrs. Henry Owens.

Mr. Clarence Brown spent Monday with Mr. and Mrs. Claud Morris.

Prairie Chapel will give the play entitled, "Home Acres," at Aiken

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school house Thursday night, admission 15c and 25c.

ROSELAND

Feb. 13.—The spring spirit was knocked out of the atmosphere when the snow began to fall last Sunday. We need the moisture and the snow balls and sleigh rides are fine, so we are content to wait awhile for spring days.

O. E. Wicker and family spent Sunday with W. A. Whitlock and family. Faye Marble spent the week-end with her parents in this community.

Several of the ladies of the Demonstration club and their husbands attended the banquet at Floydada last Friday evening.

Buster Whitlock spent Sunday with Mr. and Mrs. W. B. Whitlock.

Mrs. Lona Boney of Kress spent Saturday with Mr. and Mrs. J. R. Hudson.

Mr. and Mrs. George Roberson visited Dick Cox in Plainview Saturday. Mr. F. L. Marble and family are

driving a new car.

Feddie Lee Marble spent Friday night with Mrs. W. B. Whitlock.

Mr. Henry Wright is visiting his sister, Mrs. J. R. Hudson.

R. B. Hudson, Margie Hudson, Ray, Ada, John and Harvey Hays spent Sunday sleigh riding.

Feddie Lee Marble spent Saturday with her grandmother in Lockney.

Last Friday afternoon the boys of Roseland played the boys of Lone Star in a game of basket ball. The score was 9-4 in favor of Roseland. The game was played at Lone Star.

There was no church service at Roseland Sunday.

TRENCH MOUTH HEALED

Your friends dare not say so but your sore gums and foul breath don't make folks like you any better. Leto's Pyorrhoea Remedy heals worst cases if used as directed. It is not a mouth wash or paste, and is sold on a money back guarantee.—Stewart Drug Co.

HOKUS-POKUS SPECIALS For SATURDAY AND MONDAY

8 oz. Thousand Island	22c
11 oz. Elfood Mayonaise	26c
10 lbs. Cane Sugar, with \$2.00 other mdse.	59c
White Swan Catsup, large bottle	18c
Gallon Apricots	58c
1 lb. Folgers Coffee	55c
2 lbs. Folgers Coffee	\$1.05
Dry salt meat pound	16c
Balagne sausgae, pound	20c
Lettuce, Iceberg hard heads	7c

G. S. MORRIS

LOCKNEY, TEXAS



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