

## Cheap Power For Irrigation Discussed

Delegates to Attend Lee Highway Meeting at Vernon Monday of Next Week

At the Chamber of Commerce meeting Monday noon the chief topic for discussion was the obtaining of cheap power for the farmers of this section of the country, to be used in pumping water from the wells in the shallow water belt for irrigation purposes. A petition with several names of land owners near Lockney was in the hands of the Chamber of Commerce, in which the land owners wished to secure gas or electric power at a rate so that the power could be used for irrigation purposes. A committee of the chamber of commerce has been busy for several days ascertaining the extent of the farmers in this section of the shallow water belt that contemplate the use of power for pumping purposes; if same can be obtained at this time, and finding out what the gas and electric companies will do about the matter, and whether or not a basis can be reached where some company will furnish fuel or power at a rate the farmers can afford to use it, and whether the farmers will use said fuel or power in case they can get it at a just rate. This is a proposition that means much to this immediate section of the Plains, and something that the people of this section have been vitally interested in for many years, and it is hoped that the proposition can be worked out so that the farmers of this district will be enabled to use irrigation at a minimum cost at an early date.

The meeting of the Lee Highway convention at Vernon Monday of next week was discussed, and delegates were asked to attend the meeting. The delegation from Lockney will be comprised of at least two car loads, and it is hoped that even more will attend from here.

Mr. Roberts, Division Scout Master of this district of the Boy Scout movement, was present, and made a short talk in regard to the organization of a Scout troop in Lockney. He will be here at a later date to take up the organization with the men and boys of the town.

Artie Baker made a report on a meeting with members of the State Highway Commission, in regard to the surveying and laying out of the highway from Lubbock to Silverton, through Petersburg and Lockney.

A. H. Matthews, Jr., youngest child of Mr. and Mrs. A. H. Matthews was born at Center community Sept. 4th, 1924 and died Saturday, April 14th, with complications of measles, pneumonia and appendicitis, after five weeks illness.

Little Junior was such a chubby little fellow, always bubbling over with fun and laughter, that it seems impossible that in five weeks his little chubby form could become so changed, but his suffering was intense at times as he had pneumonia in both lungs, when it became necessary to operate for appendicitis. He seemed to rally and at times appeared much improved, but about a week ago his lungs absessed and the operation for that was too much for his already weakened body. He was operated on Friday morning and died Saturday morning.

Besides his parents he is survived by three brothers, Erel, Wilburt and Percy.

Funeral services were conducted at 3 p. m., Sunday at the Floydada Baptist church, Rev. R. E. Boyd, conducting the services. Burial was in Floydada cemetery under the direction of Undertaker, F. C. Harmon.

County Court in Session  
County court is in session this week at Floydada.

The following is the jury list for next week, to appear, Monday, April 23rd:

T. L. Griffith, W. Edd Brown, L. M. Honea, G. C. Applewhite, Geo. Finkner, J. V. Flippin, B. F. Hampton, Joe Anderson, Fay Guthrie, E. R. Lowrance, V. B. Fitch, Edd Teuton.

Mrs. Cole Died Friday  
Mrs. Rosanna Elizabeth Cole, age 79 years, 9 months and 26 days, died at her home in the northeast part of Lockney, Friday of last week. She was born on June 17, 1848.

Funeral services were conducted at the home Saturday afternoon at 3 o'clock, by Rev. C. J. McCarty, and interment was in the Lockney cemetery under the direction of Undertaker, Grady R. Crager.

She is survived by the following children: Mrs. M. E. Lawis, Mrs. M. S. Fairington, Mrs. Mary Burnett, Frank Cole, J. R. Cole and G. C. Cole.

## "An Unsolved Problem"



## Will Organize Men of Community as Scouts

Boy Scout Master Will Organize Men in Lockney Into Scouting Organization Next Wednesday

Mr. E. L. Roberts, District Manager for the Boy Scout Movement, was in Lockney Tuesday afternoon of this week, conferring with local men in regard to Boy Scout work. He will organize a Community Boy Institute, which will be held in Lockney, Wednesday, April 25th, for all boys 18 years of age and over. Every man in the community is invited to be present and acquaint himself with program of scouting.

At the meeting Tuesday afternoon, Mr. J. W. Monroe was chosen as chairman and Fay Guthrie as secretary. All scout work in this community will be in the hands of this committee.

This is the same cause that is being offered in the other towns of this section, such as Plainview, Quitaque, Tulia and Floydada.

Marriage Licenses  
The following marriage licenses have been issued the past week by the county clerk:

M. W. Stokes and Miss Marjorie L. Back, April 14th.  
Dee Rogers and Miss Lanies Lee Hope, April 14th.  
M. F. Fatheree and Mrs. Dae Mae Fatheree, April 11th.

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Dr. N. E. Greer has been here the past week and will probably return to Lockney and again take up the practice of medicine.

## LITTLEFIELD LAD IS BADLY INJURED BY DYNAMITE CAP

Pricking Explosive With a Match Leads to Loss of Four Fingers and Other Injuries to Boy, 12

Littlefield, April 17.—A dynamite cap, exploding in the hands of Leon Summers, 12-year-old, Littlefield boy, blew off four fingers and badly mangled the lad's left hand shortly after a o'clock yesterday afternoon. He also received cuts and bruises on his left hand and face from the explosion. The cap exploded as the boy was picking it with a match.

The lad was carried to the Lubbock sanitarium last night by one of the Lone Star buses where attention was given him, it being necessary to perform an operation on the injured hand.

The boy's parents, Mr. and Mrs. Hary Summers, were not at home at the time of the accident, having gone to Amarillo for a visit. Young Summers was playing with other children when the accident happened.

He was carried to Lubbock by his aunt, Mrs. D. A. Kelley of Littlefield. His parents were expected to arrive from Amarillo last night.

## GRAIN ELEVATORS ARE BEING BUILT

Due to the increased acreage of wheat and prospective acreage of grain sorghums in this immediate section, two new elevators are being erected within a radius of seven miles of Lockney.

A company of Wichita, Kan., has the contract to build a 15,000-bushel elevator for Robert Muncy at the Muncy Switch, seven miles southeast of here, and another of the same capacity for Thornton and Thornton of Lockney, at Sterley Junction, six miles northeast of here.

These elevators are to cost approximately \$12,000 each.

## LETTER CARRIERS TO MEET MAY 30

Rural letter carriers of West Texas will be guests of Floydada on May 30th in their annual meeting and a feature of the convention this year will be the address of Hon. Marvin Jones, congressman from the 18th district.

Officials of the United States Post-office Department and of the letter carriers' organization will also address the gathering.

Floydada is making elaborate entertainment arrangements.

## DR. J. O. ROGERS MOVING TO WALNUT SPRINGS

Dr. and Mrs. J. O. Rogers left Wednesday of this week for Walnut Springs, Bosque county, Texas, where the Doctor has accepted a position with the Katy railroad as one of the physicians in their hospital at that place.

## GAS CUTS FUEL COST IRRIGATION A THIRD

Sixty Irrigation Pumps in Operation Now by T. L. & D.; Gas Trial in One Plant is Pleasing

Plainview, April 18.—Sixty pumps of the Texas Land & Development Co. are irrigating land on which there are growing crops, or irrigating land preparatory to planting. These pumps have capacity for irrigating approximately 200 acres per day.

Those who are irrigating their crops report that there is almost an instantaneous response to the water. Even wheat on land where old straw stacks have been and which has become ashy and dry after a day or two greens up and after a week can not be told from other wheat.

Gas Cutting Fuel Cost  
Cost of fuel for irrigation has been reduced one-third by using gas, Captain Winfield Holbrook, general manager of the Texas Land & Development Company, reports. The company has one installation on the farm east of town operated by Ross Hart. For the month ending Feb. 6th there was used 166,000 by this engine. The cost of fuel cut one-third will reduce the entire cost of irrigation approximately fifteen per cent.

The first installation of gas as a fuel has proven so successful that other plants will be similarly equipped. Connections with gas mains are being made on the G. M. Tate farm near Aiken, on the H. C. Griffin farm six miles northwest of Plainview and on the Tom Weathers farm eight miles northwest of Plainview.

GOSPEL MEETING IN THE COLLEGE AUDITORIUM  
All services are being well attended. Singing led by R. M. Morgan is fine. Cled E. Wallace is doing some plain Bible preaching which everybody ought to hear. Come and get your part of it.

Next Sunday will be a great day. There will be three services and dinner on the ground, singing after dinner. Great crowds are expected.

Here are some of the vital subjects which will be discussed during these meetings: Christ and the Cross, The Necessity of Being a Christian, Only In Christ, On the Bank of the Jordan, What Happened on Pentecost, Paul and the Church, A Search for the New Testament Church, Saved By His Wonderful Grace, The Great Commission, The How and the Why of Disobedience, The Mission and Work of the Holy Spirit, A New Testament Preacher in Action, Christ the Friend of Sinners.

It will do you good to hear a preacher who preaches the Bible and who is not interested in anything in the way of religion he can't read about in that Great Book.

Otis Carter of Snyder, accompanied by a friend, visited his parents, Mr. and Mrs. D. P. Carter, here Sunday.

## KIRBY, HEAD OF 'CONSTITUTIONAL DEMOCRATS' DIES

Leader Sees Moody Just Before He Passes Away

Austin, April 16.—R. Harper Kirby age 67, retired capitalist and chairman of the "Constitutional Democrats," gave his life today for rigid prohibition—the cause he had espoused through life.

Five minutes after completing a long conference with Governor Moody head of the "harmony Democrats," in which the two chieftains sought to cement the party in Texas and iron out differences, Kirby died in his home near the Capitol.

Kirby left the Governor's office briskly. Apparently forgetting his waiting automobile, he walked to his home, seated himself on a sofa and slumped. Physician's efforts to revive him were futile. Death was attributed to heart disease.

Warning Given by Doctor  
Kirby's physicians had advised him to cease his efforts as director of the organization, warning him that a weak heart, overtaxed, might be fatal.

"Mr. Kirby, however, believed he could carry on," former Attorney General W. A. Keeling, a close friend, said.

Kirby once offered his resignation, explaining that trips to Dallas, where the "constitutional" headquarters is located, were too strenuous. He kept the post with the understanding that activities would be directed from Austin.

His bag already had been packed preparatory to a trip to the Mayo Sanitarium, where he was to have been treated.

Led by Kirby, the "constitutional" faction insisted that Smith, Reed, Ritchie or any man they deem "wet" should not be the Democratic presidential nominee.

His followers propose a delegation to the convention instructed against such candidates.

Gov. Moody's group, while bespeaking opposition to Smith, would have the delegation instructed for prohibition but not against any individuals.

Kirby was born in Hempstead, Tex., March 29, 1861. He was educated in Texas Military Institute, Austin; Eastman Business College, Poughkeepsie, N. Y.; Vanderbilt University and Texas University. He married Miss Annie E. McAshan, Houston, and engaged in various businesses, including land, farming, cattle, city property, timber and oil. He was a member of the board of directors of the American endowment fund of the Texas American Legion; chairman of the Men and Religion Forward Movement; State chairman of the State-wide prohibition campaign in Texas during 1919 when he traveled 55,000 miles, mainly in an automobile, and spent more than \$100,000. He was donor of about \$2,000,000 to religious charitable and educational enterprises. Among recipients were the Harper and Annie Kirby Theological building, Southern Methodist University of Dallas.

Kirby was a "fundamental" Methodist.

FLOYD WOMEN WILL EXHIBIT HANDIWORK  
Fifteen women's home demonstration clubs in Floyd county will participate in the annual home improvement contest to be held in the district courtroom April 28, under the supervision of Miss Blanche Bass, county demonstration agent. More than 100 rugs and linen articles will be displayed and judged by Miss Myrtle Murray, district agent, and Miss Minnie May Grubbs, Panhandle district agent.

Included in the articles to be judged will be hooked rugs, braided rugs, table cloths, guest towels, lunch cloths, dresser scarfs and pillow cases. Winners in each department will be awarded special prizes by the merchants of Floydada and Lockney. A special party is being arranged by the Floydada Chamber of Commerce for the club having the largest per cent of members exhibiting articles.

The home improvement contest is in its second year in this county, and is serving the purpose of encouraging better and more modern conveniences in the rural homes. All articles to be exhibited have been made by the club members themselves under the direction of the county agent. In many instances the work has attracted the attention of different parties, and the women have been made some flattering offers for their articles.

Mrs. Patterson, who has been here some time with her daughter, Mrs. Roscoe Snyder, will leave the last of the week for her home in Hillshoro.

## MOODY AGAIN SAYS HE WISHES STATE, NOT NATIONAL JOB

Declines to Have Name Placed in Oregon Primary As Possible Presidential Candidate

Austin, April 13.—Governor Moody again expressed his intention to run for re-election in a telegram Friday declining with thanks a chance to get his name placed on the Oregon primary election ticket as a democratic presidential nominee.

The telegram was to Charles T. McPherson, Portland, Ore., chairman of the democratic executive committee of that state, who had wired the governor at Houston Wednesday and Austin Thursday asking him to allow his name to be put on the Oregon ticket.

"I sincerely appreciate the generous compliment you pay me," Gov. Moody told McPherson, "I am a candidate for re-election to the office of governor of Texas and therefore am not a candidate for the nomination mentioned in your wire. I cannot authorize the placing of my name on the ballot as suggested by you."

McPherson had requested the governor to wire the Oregon secretary of state before Friday midnight whether he would go on the ticket.

POULTRY BRAND CAUSES ARREST AND RECOVERY  
Tulia, April 16.—The first branded chickens reported to have been stolen in Swisher county were identified this week by the owner, Sid Bass. The thieves were apprehended and put under heavy bond pending action of the grand jury.

Poultry stealing has been curbed in this county since the farmers formed the anti-chicken thief association, and all members branded their birds. Identification of the stolen birds, says Harmon Benton, secretary of the association, was a real surprise to the offenders, who failed to find the owner's tattoo.

DENVER OFFICIALS INSPECT NEW LINE  
Chief Engineer F. P. Goudy, in company with several other Denver officials, made a trip over the new line of railroad now under construction for the Denver Company, on the Plains. They went to the front between Lockney and Petersburg, returning to Lockney and going over the line to Plainview. The track laying gang reached the new town of Springer, 10 miles southwest of Lockney Tuesday night, and are now laying steel between that place and Petersburg.

SOCIALISTS NAME THEIR CANDIDATES  
Thomas and Maurer Chosen By Third Party to Make Races for President and Vice-President

New York, April 17.—Norman M. Thomas, of New York, and James Hudson Maurer, of Reading, Pa., were nominated today by the Socialist party as its candidates for president and vice-president, respectively, in the November election.

Prolonged cheering by delegates was heard after both men were nominated by acclamation at the party's five-day convention at finish Hall, in Harlem. Thomas' name was proposed by Louis Waldman, of New York, while William J. Van Ekin, of Pittsburgh, placed Maurer in nomination.

Both men have been long identified with the Socialist movement. Thomas as the party's candidate for state and city office in New York, and Maurer as a veteran member of its national committee.

Thomas has been a socialist candidate three times for public office and has worked for socialism throughout his career as a Protestant clergyman, Editor and Lecturer.

ROBY SLAYER GIVEN DEATH REMOVED TO PENITENTIARY  
Anson, April 17.—Joyce Sheppard, alias Bill Smith, sentenced here today to electrocution on June 1 for the slaying of Sheriff Bob Smith of Fisher county last August, tonight was on his way to the state penitentiary at Huntsville.

Sheppard had been brought here from Dallas, where he had been kept in jail since he was convicted here of the slaying of Sheriff Smith. He also is under indictment for the murder of Deputy Jake Owens. The verdict of guilty and the death penalty recently was upheld on appeal.

Mmes. T. H. Stewart and A. B. Cox attended the district meeting of the Women's Federated Clubs at Lubbock last week.



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- 3 Improved regulating cover.
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- Oil Window.** Shows at a glance the amount and condition of the oil and if the separator is being properly oiled.
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**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.

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**IT IS TO LAUGH!**

An editorial in the Plainview News last week, concerning a statement appearing in the daily press under Lockney date line, stating that "The Denver railroad had after laying the steel on the tap line to the outskirts of Plainview, removed the track laying machine to the main line and was now laying on the main line into Lubbock," was of the nature that "sorter" pored it on Lockney's Secretary of the Chamber of Commerce. The facts in the business is that the secretary of the Plainview Chamber of Commerce is responsible for the assertion being sent out from Lockney to the state press, as he has continually, ever since the Denver road began talking of building a line on the Plains, been harping about the main line going through Plainview, and the branch line through Lockney and Lubbock. This being a fact no one in Plainview has any kick coming in the "news hounds" difficulty over the "Main Line" proposition.

The fact is that neither Plainview, Lockney nor Lubbock is getting a main trunk line of railroad. The Denver road is building a branch line to the Plains. The main line of the Denver railroad runs through Estelina, and at this point a tap line is now being, and soon will be constructed, to Dimmitt and Lubbock, and will run through Lockney and Plainview enroute to these places, it will always be a branch line of the Denver road for the main line will always run from Fort Worth to Denver. Tim will tell which one of these branch lines on the Plains will be the chief Plains line of the Denver, and that line will be the line that handles the most traffic and gives the Denver the most business. In the beginning, we think, that the line through Lockney to Lubbock will be their best line on the Plains, because this line will give the Denver far more traffic at this time, there being three good towns on this line. The traffic out of Lubbock will be much larger than the traffic out of Plainview; the traffic out of Petersburg will be much larger than that out of Dimmitt, and the hundreds of cars that leave Lockney annually, that heretofore passed thru Plainview, and have been claimed by Plainview in her freight statistics will take the Eastern route over the Denver, hence will not be reported in the Plainview tonnage, as has been the case in the past. Plainview is a good town, and its people are as fine a bunch as God's sun ever shown upon, and we want to see Plainview grow and prosper. We are all on the new line of railway of the Denver, and we are neighbors and rival cities, we want everything for Lockney that it is possible to get, we want to see Plainview, Silverton, Lubbock, Floydada, Petersburg, and all the other towns on the Plains grow and prosper, we want to see good farmers on every 40 to 80 acres of land in all this Plains country, and expect to live to see the day that this is true. When this has happened Plainview, Lockney, Lubbock and many other of the small towns of the Plains will become cities. What is the use of being silly, and trying to hand each other a package over something that in the beginning don't amount to a "hill of beans" and something that neither Plainview nor Lockney knows nothing about. We have got to live here on the Plains together, and it is not a good policy to pen two game chickens in a pen together, and then feed them red pepper, for just as sure as sin the feathers will begin to fly. Cut out the jobs and below the belt punches, work for your town, and we will work for ours, be civil and stand the graft with a smile, we are going to grow and grow fast, and hope you will do the same. Tend to the important things that are worth while, and let the "comedy" be shown in the small town movie, and if you are not big enough to take a joke good naturedly, don't try to joke the other fellow.

**OWSLEY SHOULD NOT BE CONSIDERED IN RACE**

Alvin Owsley, self-styled candidate for United States Senator, has come forth with a statement declaring that he is for Al Smith for nomination as president on the Democratic ticket. This alone should eliminate Owsley for the nomination in the senatorial race. To declare for such a man as Smith, to this writer, is the same as declaring for everything that the true American is opposed to. It means to us that he is in favor of Catholicism and whiskey, it means to us that he

is favorable to all kinds of vices and corruptness, its means to us that he is championing the tearing down of all morality, freedom of speech and press, and believes in corrupting the entire nation and delivering our free-born citizenship over to the hand of a religious denomination that rules with an iron hand and exterminates all people who believe in liberty and personal freedom. It means to us that all state rights are set aside, and the Pope of Rome will dictate the policies of our government, that the liquor gang will have free right to drive men and boys to the drunkard grave and our women and girls to the reservations of the common prostitute. We think that Owsley is unfit to even be countenanced by civilized society, for a man that will openly, or otherwise, champion the cause of a man that has publicly declared, and has used his power as an official to tare down the constitution of our nation, and is willing to deliver the people into the hands of the greatest two menaces that the world has ever known, is an enemy to all civilization, and should be eliminated at all costs from the privilege of seeking such a position as a spokesman for a state in National affairs.


Owsley has never, in our way of seeing it, did anything that was worth while and that would cause him to be considered by the people for an important position. He is only trying to make capital out of the fact that he was a soldier in the World War, in an effort to further his chances to feather his own nest from a selfish standpoint. The country owes him nothing, and we believe it would be very foolish to allow a man who has declared himself, as we see it, very low morally, to even have any consideration in the selection of a man for the people of this great state to place their confidence. There is one of two things the matter with Owsley, he is either morally rotten or else he has sold out to the Smith-Catholic-Whiskey crowd for a mess of portage.

**LOCKNEY NEEDS MORE BUILDINGS**

One of the crying needs in the town at this time is capital, and this capital is badly needed to build more brick buildings to accommodate different kinds of business institutions. The Denver railroad has completed its tracks into the city. Before long regular train service will be inaugurated on the Denver line, giving Lockney two good railroads, and putting it in the class of a two-horse town, instead of the one-horse town that it has been for many years. There is room here for two or three times the size town that this city now is. The country is developed to a stage where it can take care of twice as many businesses as we have at the present time, and good live business men are wanted and needed in the town. There is no town in the country that can offer a better location for business enterprises than can Lockney, but we are solely in need of more business buildings in which to house new businesses. Competition is the life of trade, and if the competition in the business circles of Lockney was keener, the town would reap a greater harvest in prosperity, and would grow many times as fast as it is growing today. Too much of the business that justly belongs to Lockney, and should be taken care of here, goes to other nearby towns, and the reason is the nearby towns have more to offer the people for their money or a better and bigger line of wares. Where competition between business firms are keener the trade naturally flows, and makes bigger business for the town, which causes the towns receiving same to grow faster and prosper. What we need in Lockney is more building activity, and a special drive to induce more good businesses to open in the town. Every resident of Lockney, who has the welfare of the town at heart, should make a special effort to induce more business buildings in the town, and more business enterprises to locate in the town. Let's all put our shoulder to the wheel and give Lockney a boost. This will be Lockney's banner year, and the town will be in the future just what the people of Lockney start to make it in 1928.

**POLITICS AND POLICY MEN**

Getting on the popular side of a question is the long suit of most politicians, where the said politician is a contender for a little or big office. It is real amusing to watch some of our office seekers squirm and twist, while they are trying to agree with a voter, and trying to find out on which side of certain questions the voter stands. We need men in all kinds of office, men that stand for principle and do not waver to the dictates of popularity. Often have we given our support to a man for a county office, who has told us pine-blank what his convictions were, to see him go back on every principle that he had told us he stood for, violate practically every campaign promise, and switch over to the side that had opposed him in former elections, because he thought that he would be more popular with these voters in the next election. We have little or no use for such wiggle-worms, and we have guts enough to say so. A politician that will double-cross his supporters will do anything in order to retain his office, and the voters should be very careful about electing men that can not be depended



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upon to carry out every campaign promise they make. This should be true in selecting officials, whether they are offering for national, state or county offices.

Two million girls work for a living in this country—2,000,000 too many. American girls should be married, producing good children for the next generation.


Schopenhauer, in his "Studies in Pessimism," referring to women's harshness in dealing with an erring sister, says all women are in a conspiracy to make each man, support some one woman for life, and won't forgive any woman that interferes with the conspiracy.

Something has happened to that conspiracy in modern times. It should be renewed.

**For Real Life INSURANCE**

See A. J. Cooper

The Southwestern Service Man of Lockney.



**SCALING THE HEIGHTS BY STEADY SAVING**

It may not seem an important step to you when you open your savings account with us. But it is the first step of a steady climb toward financial independence. Regular deposits mean regular success.

**The Security State Bank**



# SPECIAL BOOSTERS

## DEVELOPMENT SECTION

### TO THE LOCKNEY BEACON

#### THE FIRST NATIONAL BANK

(Member of Federal Reserve System)

A Town is Largely Measured by the Strength of Its Financial Institutions. The First National Bank of Lockney is Recognized as One of the Outstanding Factors in the rapid Development of This City and Community. The First National Bank is Under the Direction of Men Who Understand Every Phase of the Banking Business and Who Have Always Been Identified With the Spirit of Progress and Have Always Been Found in Line With Anything That Tends to a Bigger and Better Community.

In a review of this kind, setting one is thoroughly capable in the position he holds. The net worth of the stockholders is very large, which makes this bank one of the strongest backed banks anywhere in this county. To the people of this community, whether you are one of the patrons of the First National Bank or not we will say that you will be accorded a hearty welcome at any time you might visit them.

The First National Bank is for Lockney and Floyd county and in this review we are glad to present this worthy institution for your consideration.

#### LOCKNEY HATCHERY & POULTRY FARM

CUSTOM HATCHING AND BABY CHICKS

Is One of the Largest Hatcheries on the South Plains; Has a Capacity of 55,000 Eggs. In Our Interview with the Manager, He Stated to Us That the Poultry Business Was Steadily Growing by Leaps and Bounds in This Section.

In this development review of Lockney we feel that Mr. Grady Crager has surely been one of those personalities instrumental in the further development of his community. We are in earnest in saying that no better results can be obtained anywhere than the service one gets from the large Lockney Hatchery, which Mr. Grady R. Crager owns and operates. He knows the hatchery business to the minutest detail and employs only the latest scientific methods known in this field of endeavor.

We must devote one word here to the industry for it is surely based upon a scientific plan for the benefit of those who interests lie in this enterprise. The foundation of the poultry industry must be based upon the health of the flock and half the difficulties are over when one has a strong healthful flock of baby chicks to begin with. Just drop by to see Mr. Crager and he will gladly explain just exactly the most essential things that must be considered in the brooding and raising of poultry.

The Lockney Hatchery is the local dealer for those famous Purina feeds.

The fundamental factors in the raising of chickens is the correct feeding of the baby chicks. Purina feeds are a product produced under scientific methods.

The feeds as handled by the Lockney Hatchery are as follows: Purina Startena (starter); Baby Chick Chow; Intermediate Chick Chow; and Purina Chicken Chowder and Laying Mash. Other feed products are Steer fattening, Bulkylas; Chow Chow and Hog fattener.

As a booster for Lockney we find perfect harmony and interest is always extended to any progressive movement that will tend to forward the rapid development of his town and community.

On any day you are invited to visit the hatchery and watch many hundreds of strong little chickens pip their shell and enter into this new world of scientific poultry raising. Also we will say that Mr. Crager will be glad at any time to help solve your poultry problems; and we will say that he will surely give you courteous service at all times.

#### CRAGER FURNITURE & UNDERTAKING CO.

Located at Lockney, Texas, and in One of the Real Furniture Establishments of West Texas. Handles Only the Very Highest Quality Merchandise, and the Prices are Strictly in Line With Their Policy of Real Values at Less. Enjoys a Wonderful Patronage in This and Surrounding Territory. Mr. A. J. Crager is the Manager.

There is not a mercantile establishment in Lockney more deserving mention, in which we are setting forth the qualifications of the various establishments of this city, in this development section, than the above mentioned firm—Crager Furniture Co. is not an institution of this kind in Floyd county that carries a more complete stock of high grade furnishings than this company. The manager has had years of experience in the business, hardware and undertaking as well as furniture, he knows values when he sees them, and above all things he knows quality, and such information as is needed he will be glad in any way to be of assistance in making suggestions of your various needs.

Not only is the quality recognized but the prices presented on their merchandise is particularly appealing.

ing to the people. These savings are passed on to their customers, and this one feature has made for them a wonderful patronage and friendship in this section.

The manager, Mr. A. J. Crager, believes in the policy in treating his customers fair and square, and this coupled with the quality of his merchandise has created a large patronage for the Crager Furniture & Undertaking Co.

We are glad to present this large enterprise in this review, and assure our readers that at the Crager Furniture and Undertaking Company you will be accorded a service and courtesy that you will appreciate, and in addition you will be highly pleased with any purchase at the store. The Crager Furniture Company has it, and your patronage will be appreciated.

## EIGHTY-FIVE BUSINESS MEN

—of the City of Lockney Comprise the Membership of the Chamber of Commerce.

The Aims of the Lockney Chamber of Commerce are:

To help make Lockney and the surrounding communities a better place to live in and prosper in.

To help the people of the surrounding communities in any way possible. Your problems are our problems. When you are benefitted we are helped.

To advertise to the world the truth and the truth only regarding our towns, communities, homes and personalities.

Our offer is service. If you have a problem it is our problem, let's solve it together. This service is yours for for the asking.

## Lockney Chamber of Commerce

#### LOCKNEY AUTO CO., FORD DEALERS

Local Dealers for the Well Known and Popular Ford Cars, Trucks, Fordson Tractors, have Rendered a Comprehensive Service in This Section that is Indeed Grati-fying to Their Many Customers, Maintaining a Service and Parts Department that is Outstanding and are Able at All Times to Provide Anything the Ford Motorist May Need. Your Particular Attention is Called to the New Ford. Have You Seen It? or Had Its Merits Explained? If not Call Today and Courteous Attendants Will Be Glad to Wait on You. Mr. A. P. Barker is the Local Manager..

In this review of the development of this section of the state, in which the city of Lockney is the subject, and setting forth the qualifications and merits of the various establishments of this city, we feel that in a great measure the Lockney Company local dealers in Ford products, have played a highly important part in this program. In this we mean that there has never been a thing pertaining to development and further progress but what this well known firm has been wholeheartedly for it, and in this we are free to commend them to our many readers.

There is scarcely any need for the writer to go into the minute details of this popular motor company's products. Many of you too, have seen the new Ford, and have come to the realization that Henry Ford has put forth the greatest effort in the production

of this wonderful new and improved motor car, and that it has always been the name of Ford—outstanding and supreme in quality in every particular.

At the Lockney Auto Company's plant they will be glad to explain the merits of the new Ford to their many friends.

Orders are being taken for the different models, and if you want one of the new Fords, it is the advice of the writer to drop in at the Lockney Company and book your order NOW.

One of the highest class parts and service departments is also maintained here. You can obtain prompt service on anything pertaining to your car; in fact SERVICE is one of the outstanding features at the Lockney Auto Company in Lockney, and wholeheartedly for its further progress.

#### LOCKNEY GROCERY, Groceries and Meats

This Concern is One of the Most Popular Stores of Lockney. It has Become Really Popular With People All Over the Section; Handles Only Standard Lines of Merchandise, and is Strictly in Accord With All the Sanitary Measures. Mr. N. J. Smalley is the Manager-Owner.

In this review of the better conditions prevailing in the Lockney section at this time, there is none more worthy of commendable mention than the above mentioned establishment, who carries in stock a complete assortment of groceries and meats for the home—a quality that is surely outstanding in every feature.

The goods carried by the Lockney Grocery represent the very best quality money can buy, and the volume of business done by this store year to year, which has increased as each day passed, has enabled him to put in such quantities as to create a great saving on every purchase made by him. This saving he has passed on to his customers and in so doing he has made a large following of friends and

customers. As in all cases of foremost citizenry, the management has ever been identified with the steady growth and progress of the community in which he lives and conducts his business, and in all programs of development projected in the community he has ever identified with its furtherance. This fact also enables us to speak these words of commendation for the management and his courteous service rendered his patrons. We will add that you cannot go wrong by according him a share of your patronage when you think of anything in groceries or meats, with the assurance of the writer that you will always be treated fairly and squarely.

#### LOCKNEY SHEET METAL WORKS

Located in Lockney, Texas, are Satisfactory Tanners and Engineers, Who Have Kept Abreast of the Times. They are Prepared to Furnish All Kinds of Equipment for the People of This Section and at Prices that are Reasonable in Every Degree.

Metropolitan service of the highest type is offered to the people of this section, Lockney Sheet Metal Works, Plumbers and Tanners.

No matter what problems you may have in the sheet metal and plumbing line, they will be glad to consult with you in any thing in these lines.

Efficient by reason of the knowledge that comes from having mastered all the technical and intricate problems, and supreme in the prestige that comes from the use of the finest materials and highest class workmen, has building an extensive patronage for this firm in this section of Floyd county, and for this fact Lockney Sheet Metal Works are held in the highest esteem by their friends and customers. At their establishment one will find the most modern line of plumbing and fixtures and appliances, and sheet metal work that is unsurpassed in efficiency. The management is always on the

alert for changing styles, and when a new feature comes out that they think would please a patron, they immediately get it, for they believe in pleasing their customers.

All of the other features of the plumbing and lines are handled by them, and every detail is given the most painstaking care. Honest and straightforward in their business policies, they are among the most prominent in the business world, and we can say in this concluding paragraph that if you are thinking of plumbing or tin work, you can make no mistake in calling the Lockney Sheet Metal Works, who are not only experts in their lines, but are wholeheartedly boosters for Lockney, the Lockney community and West Texas as a whole. Remember them in Lockney, they will treat you right we assure you.



LOCKNEY PRODUCE COMPANY

Lockney Produce Co. is One of the Old Establishments of This City and Has Progressed from Year to Year to Better. At All Times are in the Market for the Products of the Farmer, Including Poultry, Eggs, Cream and Hides.

In this review of the better conditions prevailing in this section at this time, there is no institution more deserving of worthy mention than the Lockney Produce Company, one of the really outstanding factors in the development of this part of the country.

They have a wonderful outlet for the products as raised by the farmers. They are a medium through which the products as raised by the people of this section many find a wonderful

market—they bring more money into a community, and it takes just this to forward the development program of any section in which they may operate.

In this review we are glad to be able to present the qualifications of this well known establishment. They are for you first, last and all the time, and our suggestion is, if you have anything to sell in the above mentioned features, get in touch with the Lockney Produce Co., Lockney Texas.

CITY BAKERY

Located at Lockney, Texas, and with G. H. Phenis, as Proprietor, Has Built a Reputation for Service and Quality That is Unsurpassed. Featuring Their Famous QUALITY Bread, This Bakery Has Become Exceedingly Popular With the People of This Section.

In a review of this kind, embracing as it does the many features of the onward progress of Floyd county, we do not fail to devote space to this necessary enterprise.

This local establishment, having been in business in Lockney for some time and serving the people of this section with the best bread and bakery products possible to obtain, has builded for itself an enviable reputation that has spread for many miles around, due to the fact that they have always been fair and honest in their dealing with their customers, and have always endeavored to give value received for their money.

Such men as these build cities and Mr. Phenis is no exception. Remember the City Bakery when you think of bread and bakery products—in Lockney.

DR. S. T. COOPER, CHIROPRACTOR

Located in Lockney, Texas. "How Does Chiropractic Differ From Any Other Method?" It Consists Wholly of Adjusting the Moveable Segments of the Spinal Column to Normal Position. Once Tried Always Used.

Dr. S. T. Cooper is a Palmer method graduate, and has had adequate training in his profession, and this has been thoroughly realized by the people of this section of West Texas.

The aid and relief administered at this office can be easily established by inquiry to some of the patients that have been permanently relieved. We say that Chiropractic is unique and distinct from any other method, and this can be easily proven.

Chiropractic will get you well if you are sick, but its greatest service is keeping you well so you won't get sick. So if you have never visited the offices of this well known practitioner, we say to you, go to his offices at the above address and have a consultation with him, and if for any reason he cannot help you, he will at

WILL DAIRYING BE OVERDONE?

To our mind, the factor which is doing most to insure the permanency of dairying and fair prices is found in the new facts which investigators like Dr. McCollum have brought forward to make absolutely certain what was previously only a well founded belief, namely, that milk is not only a superior human food, but an absolute necessity in larger quantities for the proper feeding and development of the race.

These new facts and the educational work in putting them before the public in popular and convincing form have already greatly increased the consumption of dairy products and will continue to still further increase consumption for many years. Just how greatly the changed attitude of physicians and health authorities has influenced milk consumption in America is seen by the fact that from 1920 to 1925 the average per capita milk consumption in the United States increased from 43 gallons to 54 3-4 gallons, a gain of more than 25 per cent in a single five-year period—perhaps the most remarkable change in the diet or eating habits of the American people in all the history of the nation.

But for many of those who are now thinking of engaging in dairying, there is something more important than the answer to the question, "Will dairying be overdone?" For the really efficient producer of a high quality food product, the business is never overdone.

The question which many of those now thinking of going into dairying should ask themselves is, "Am I going into dairying with the determination to make it a permanent part of my farming and with the will to succeed by learning the business, or am I simply shifting to dairying to help me tide over a present or prospective depression in cotton or tobacco prices?"

The farmer or any community which now starts into dairying with the will to make it a permanent success, by increasing the production of the cows, by the use of better purebred bulls, and better feeding on home-grown feeds need not fear for future prices. The beginner in dairying who starts right both as to cows and as to feed—that is to say, the man who (1) starts with the best cows obtainable and improves the herd by the use of good, purebred sires and the best management which study and experience can produce and (2) who provides the best pastures practicable, and an abundance of silage and legume hays, with such other feeds as he can produce cheaper than he can purchase—such a man, we repeat, need not fear financial disaster such as periodically comes under our present, all too general, one-crop farming.

But unless one is determined to make dairying a permanent part of his farming and has the will to make it a success by the use of all the resources available, he had better leave dairying and all other form of livestock production alone.—The Progressive Farmer.

Reduce the Tax on Automobiles

The theory that automobiles are luxuries no longer holds good. For the business man, a car is a necessity. For the farmer at a distance from market, church, and neighbors, a car is often an even greater necessity. The farmer often cannot afford to keep his farm work waiting while he makes a slow trip to town in a wagon or buggy if he can make the trip in a few minutes in a car and so return promptly to his work.

For all these reasons, the federal government in making up its tax schedules should no longer consider cars as luxuries. The present 3 per cent tax simply adds 3 per cent to the price of cars, and if any tax at all is retained, it should be a graduated tax with an exemption of the first \$1,000 of the sale price, and a lower rate on the second \$1,000 than on larger values.—Editor Clarence Poe, in The Progressive Farmer.

BAPTIST MINISTER AT TROUP SHOT DOWN IN DRUG STORE

"Prepare to Meet Your God" Cries Killer and Shoots Once; Eyestander is Struck

Troup, Texas, April 16.—Warned only by a shout, "Prepare to meet your God," the Rev. Fount Wallace, 25, pastor of the First Baptist church of Troup, was shot to death here tonight.

Wallace, prominent churchman here, was standing in the A. B. Parbuton Drug store talking with Parbuton when a man, about 30 years of age, drove up in front of the place, parked his automobile, walked into the store and approached the minister.

"Prepare to meet your God," the man said, and at the same instant fired one shot from a 45-caliber revolver. The bullet went through Wallace's body and struck a boy standing on the sidewalk outside the building.

"KING or COMMONER?" No. 8 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.



One step toward freedom from King Cotton's tyranny lies in some degree of crop diversification

More than one-quarter of the Southern farmers have no gardens, he learned; more than a third have no cows—being reduced to the necessity of buying milk (or condensed milk); more than half have no pigs—their bacon, lard and other pork products must come from the store; many do not even keep chickens. But this is not all; 12 per cent grow no corn; 34 per cent no hay or other forage; 86 per cent no oats; 58 per cent no sweet potatoes; 79 per cent no Irish potatoes. A Georgia railroad estimates that in that state alone the farmers pay \$16,300,000 a year for supplies which they might raise for themselves.

Man Surrenders

Loys Wilson, owner of a garage and filling station here, drove with a friend to Tyler, county seat of Smith county, and surrendered to Sheriff Sikes.

He would make no statement with reference to the shooting. He is a member of a prominent Smith county family.

A preliminary hearing for Wilson probably will be held here tomorrow. Mr. Wallace is survived by his widow and a small child. He was the son of the Rev. H. H. Wallace, pastor of the East Tyler Baptist church.

OUR BEAUTIFUL MOTHERS

Whose eyes once so pretty and blue, Have faded worrying over you? Whose hands once so soft and white, Have toiled for you both day and night? Your darling mother.

When you broke Bonnie Nell, who Said, "Dear, don't cry, Mother will buy you a prettier doll bye and bye." Who came to your rescue when you fell, And kissed your knees to make them well? Your precious mother.

And that day, so long ago, when You were ill, Who fired the medicine so you Couldn't taste the pill? Who said, "Pretty is as pretty does; 'Tis a beautiful heart, not your face, that God loves." Our priceless mother.

Whom do you confide your secrets to, And she always tells you what to do? She says, "That's alright, dear I Know just how you feel." For, you see, she was once fun loving Till marriage placed its seals Your wonderful mother.

Perhaps Mother Dear's hair is almost silver now And her voice, her eyes, her smile, Are sweeter, somehow, Be sweet to her, dear hearts, and do As she wants you to do, Because some day God will call her To the beautiful skies of blue.

Did you ever, when the first balmy breeze wafted o'er the fields the pungent odor of growing vegetation, when the birds began their aimless twitterings, when the bluebonnets turned barren wastes into seas of blue, feel that unutterable longing, that burning desire to venture forth to the great open spaces, to gambol on the green and bask in the golden sunshine and dine unhampered by the conveniences decreed by man? And did you find that Old Jupiter Pluvius had chosen the same hour and place for the outpourings of his nature? Do not let your ardor be dampened—there may come a time, but 'twill not be in April.

"The time will come," shouted the speaker, "when women will get men's wages."

"Yes," said a little man in the corner. "Next Saturday night."—Good Hardware.

How to Play BRIDGE Series 1927-28 by Wynne Ferguson Author of "PRACTICAL AUCTION BRIDGE"

ARTICLE No. 18

A question that is always difficult to decide arises when the opponents have made a bid that you feel sure you can defeat and yet you have such great help for your partner's bid that you feel sure you can go game at his bid. Shall you double and play for the penalty or shall you help your partner's bid and try for game?

The correct solution of this question is very difficult at times, but as a rule is governed by definite facts. When you are sure of game, don't double unless you are sure of at least 200 points. When you are sure of a rubber game, don't double unless sure of at least 300 points. These values may vary at times but as a rule they are the proper rules to consider when you have a chance to double your opponents or go game. The following hand is a good example:

Hearts — 8, 6, 5, 3, 2 Clubs — J Spades — K, Q, 7 Diamonds — J, 8, 7, 3

Hearts — none Clubs — A Diamonds — 7, 5, 4, 3, 2 Spades — K, J, 8, 6, 5, 4, 3, 2

No score, rubber game. Z dealt, bid one heart, A bid three spades, Y four clubs and B four diamonds. Z now bid five clubs, A five diamonds, Y six clubs and B six diamonds. Z doubled and all passed. Z opened the king of hearts which B trumped in A's hand with the trey of diamonds. Y playing the five of hearts. B now led the deuce of spades from A's hand, trumping in his own hand with the six of diamonds. On this trick, Y played the seven and Z the ace of spades. What deductions should B make from the bidding and the cards played on the first two tricks and then how should he plan the play so as to make six odd?

This is a very interesting problem, because it can be solved if the deductions made by B after trick 2 are those which are the most likely to be correct. Let us take them one by one.

- 1. A and B hold eleven diamonds. Y and Z hold two between them. As Z doubled "Six Diamonds," it is likely that he holds both, viz., the king and deuce, and that Y is void in the suit.
- 2. Z played the ace of spades on the first round of the suit, although a trump had already been played by B. It is therefore a singleton, and Y holds four spades.
- 3. Z bid "One Heart." He, therefore, is likely to hold five. He would have preempted if he had held six. B has six hearts and A none. Y therefore has two.
- 4. Z's hand must therefore contain one spade, five hearts, two diamonds





All Types All Sizes All Prices ALL GOODYEARS

BE TIRE-PROUD TOO!

With Goodyear Tires on your car—you know you have the best. Your friends know it. The whole world knows it.

Everyone knows Goodyear is The World's Greatest Tire."

And now you can get this famous tire for no more than you pay for so-called "bargain" tires.

OZARK FILLING STATION

JACKSON BROS., Proprietors

COUNTY CORRESPONDENCE

MAYVIEW

April 16.—Health of this community is good at present.

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

Quite a few attended the musical given by Miss Robbie Lotspeich Wednesday night.

Mr. and Mrs. C. A. Smith and daughter, took supper with T. J. Campbell and family Thursday night.

A crowd of young people serenaded the newly-weds, Mr. and Mrs. Farrington Handley Friday night.

Miss Grace McNeill visited Jake McNeill and family of Campbell last week-end.

Lois Miller visited Annie McNeill Sunday.

Most everyone in the community were in Dougherty Sunday afternoon.

Mr. Pat Bullock of Lela, Texas, was here last week-end.

Mr. and Mrs. Eldon Gray visited in the C. A. Smith home Sunday.

Sunday is Bro. Shannon's day to preach here. Come out and hear him.

ANTELOPE

April 16.—Mr. and Mrs. J. H.

Thomas spent Sunday with Mr. and Mrs. Roy Capplinger.

The Home Demonstration club met at Mrs. J. M. Astons, Thursday of this week, and spent the day.

Miss Bass, the demonstration agent, talked on exterior decorations. Among those present were: Mrs. Wilks, Mrs. Bud Poole, Mrs. C. A. Coffee, Mrs. Barker, Mrs. Holloman, Mrs. Holt, Mrs. Ray, Mrs. Cooper, Mrs. Tilson, Mrs. Charlie Nickels, Mrs. Smith, Mrs. Thomas, Mrs. Palmer, Miss Donia Mae Aston, Miss Thelma Cross, Miss Marguerite Aston, and Miss Bass.

Miss Frankie Wisdom who has been in the sanitarium of Floydada, is going to return home this week.

Mrs. Bill Ardry and Miss Donna Mae Aston spent Friday with Mrs. W. D. Wisdom.

Miss Sarah Frances Smith is very ill this week.

Miss Lalla Jackson has been ill the last week.

Miss Faye Summearan spent Sunday with Miss Jaunita Thornton.

Mr. H. C. Aston of Spur spent Sunday with Mr. and Mrs. John Aston.

Mr. and Mrs. Bob Hinsley spent Sunday with Mr. and Mrs. Winifred Wilson.



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.

Have your motors and fans cleaned for the coming season. See or phone me.

Geo. F. Kinyon

In Beacon Office

Phone 92

Misses Neva and Viola Hinsley spent Sunday with Miss Connie Ray.

Mrs. Hollaman of Spur spent this week with her parents, Mr. and Mrs. Barker.

Messrs. Rayford and Homer Palmer spent the week-end here with their parents, Mr. and Mrs. Palmer.

Mr. Joe Smith spent the week-end with his parents, Mr. and Mrs. J. H. Smith.

Mrs. Stribblin finished her flower class Saturday. Those taking lessons were: Misses Lora Belle White, Bernice Holt, Sherlie Mae Palmer, Lillian Barker, Connie Ray, and Mrs. Barker.

Antelope and Roaring Springs played base ball at Dougherty Sunday. The scores were: Antelope 12, Roaring Springs 5.

BLANCO

April 16.—Little Miss Corene Daniel was operated on Saturday night for appendicitis. She is improving fast.

Mrs. Geo. Smith was badly burned Saturday while doing some cooking with her pressure cooker.

Mr. H. B. Alexander is busy this week hauling lumber to Lockney. Mr. Alexander will start building a house there, some time next week. After which he and his family will move in.

Mr. and Mrs. Collier Smith of Lubbock visited in this community Sunday.

Mr. and Mrs. Bob Smith and family of Floydada visited in the home of Mr. Smith's brother, Ham, Sunday.

Misses Ura and Opal Smith were the Sunday guests of Misses Elgah, Curely, and Floy Alexander.

Mr. and Mrs. Moss Howell spent Sunday with Mr. and Mrs. Roy Bennett and family.

We are getting ready for the close of school, which is not a long way off. They have only seven days more. We are planning a program which will be given Tuesday, April 24. We will also have a graduation exercise that night. There has been some talk of a dinner on the canyon Thursday at noon, but has not been definitely decided.

GOODNIGHT

April 16.—There was a pie supper at the school house Friday night. We had a large crowd. The proceeds go to buy a piano for the school.

Mr. Heasley and son of Throckmorton spent the latter part of the week at the home of W. F. Cook.

Miss Gladys Keisinger and Mr. Tom Ramsey were in Quitaque Sunday night.

Mr. and Mrs. R. A. White attended church at Turkey Sunday.

Bro. Sevens filled his appointment here Sunday afternoon.

Miss Lola Davis spent Sunday at home.

The superintendent of Quitaque and his wife called on Mr. and Mrs. W. F. Cook Sunday afternoon.

NEWLAN

April 16.—Bro. Davis filled his regular appointment here Sunday evening.

Mrs. Furrow came home Sunday after having spent several days with her daughter, Mrs. Edna Golden, of Amarillo.

Elzie Lloyd spent the week-end with his parents, Mr. and Mrs. Jim Lloyd.

Mr. and Mrs. Butler spent a few days visiting friends of the Newlan community last week.

Mrs. Lloyd is not much better at this writing.

Mr. and Mrs. Shelley Scott and daughter, Lena, took dinner at the Carden home Sunday.

Mr. Tom Carlton and son, Joe, took dinner Sunday with Mr. Edd Lincoln and son, Edwin, Sunday.

Perhaps no other faculty man possesses is so abused by him as that of speech.

There is an awful responsibility resting upon us all because of the power of speech.

Being unable to speak is rightly considered a deplorable affliction, but worse than this is uttering words unapproved by God, it is very much better to think without talking than to talk without thinking. "A word in due season how good it is."

PLEASANT HILL

April 16.—The Camden children who have had the measles are up now. Miss Ruby Peck is ill with the measles.

Mr. and Mrs. Dow Smallin of Petersburg, visited their friend, Miss Mayes, last Thursday.

Several of the young people attended the play at Lakeview Saturday night.

Misses Lucille Evers and Elizabeth Woolsey attended church services at Baker Sunday night.

Our boys played a ball game at Blanco Friday. Blanco won by a small score.

Miss Juanita Hart visited Miss Audrey Camden Monday afternoon.

Misses Hazel and Lula Blankenship were the Sunday guests of Miss Beatrice Fox.

Mrs. Scott gave little Myranell Evers and Zelda Battey a birthday dinner last Monday in honor of their birthdays. All enjoyed the dinner very much.

There will be singing at the school

house Saturday night.

FAIRVIEW

April 16.—Everyone is wishing for rain and fewer sand storms. Wheat is suffering much.

Mr. and Mrs. W. C. McClellan were visitors with his sister in Silverton Sunday.

Ernest Carter, a student in W. T. S. T. C. at Canyon, visited with home folk Sunday.

Leslie Peak visited with his home-folk near Afton Sunday.

Mrs. Annie Crouch from Cedar Hill was the guest of Mrs. W. B. Wilson, Sunday.

Mr. and Mrs. L. T. Walker of Lockney were guests Sunday in the home of her uncle, L. A. Horton. Mrs. Walker was formerly Miss Veda Horton, a student and social leader in our community.

J. E. Patterson and children of Cedar Hill spent a part of last week with his son, T. L. Patterson, of this place.

Lee Rushing made a business trip to Kansas City a few days ago.

Mrs. G. A. Stewart is just recovering from an attack of flu and illness.

Miss Thelma Kinnard spent the week-end in Ralls with her friend, Miss T. L. Fort.

Misses Pauline and Lula Belle Rushing of Lubbock spent Saturday and Sunday with their home-folk here.

Henry Calpepper of Floydada was the guest of his parents here Sunday.

Walter Wilson of Plainview visited Sunday with his mother, Mrs. W. Z. Wilson.

The Baptist meeting closed Sunday morning with two additions to the church. The B. Y. P. U. services Sunday night were well attended.

SAND HILL

April 16.—The Sand Hill school will turn out Thursday so that every one can go to Lubbock to the District meet. We feel that this ends one of the best school years ever taught at Sand Hill. Another teacher being added this year is the reason the school is short one month.

Quite a lot of measles has broken out this week. We hope these people will soon be up again.

Mrs. Glenna Jackson is ill with the measles this week, so Miss Alma Smith is teaching in her place.

The railroad work is moving along fine in our community.

Mr. Dee Rogers and Miss Lee Hope were married last Saturday night at Floydada by Bro. Joe Day. Their many friends wish them much happiness.

Bro. Joe Day is to preach at the

THERE IS ONLY ONE FRIGIDAIRE

THIS IS A PRODUCT OF GENERAL MOTORS

IN the Frigidaire cabinet everything is fully enclosed. There is no unsightly machinery sticking out like a sore thumb. Take a good long look at the Frigidaire Cabinet then close your eyes and your mental picture will be one of grace and harmony. There are no unforgetful irregularities to mar the picture.

For a number of years a certain automobile manufacturer producing a good car tried to make the public appreciate a new design of the hood. But unfortunately the design was such that seeing it once you could never forget how it looked. This always a mark of ugliness. You would not want anything like that in your home.

You will look at your Frigidaire many times every day for many years. You have a right to demand the beauty of a Frigidaire cabinet.

E. W. KINNEY

FRIGIDAIRE DEALER

704 Broadway

PLAINVIEW, TEXAS

11 o'clock service next Sunday. Be sure and come to hear him.

CEDAR

April 16.—Mr. Clarence Love and wife have been welcome visitors to Cedar Hill the past several days. They are at present living at Childress.

Miss Naomi Boyd spent Saturday night with Misses Erma and Berma Bean.

Mr. and Mrs. Maxwell of Lockney visited L. H. Randolph Sunday.

Lawrence and Luther Massengale spent Sunday with Everett and Edwin Hanna.

Mr. and Mrs. H. C. Randolph visited Mrs. Bradford Wilson, Sunday.

Mr. S. R. Austin's base ball team played ball against the boys of this community at Alcino Sunday. The scores were 8 and 29 in favor of the

visiting team.

Mr. and Mrs. Van and Mrs. Hanna visited Mr. and Mrs. Phillips of Lone Star Sunday.

Miss Ruby Lee Cypert spent Sunday afternoon with Miss Edna Mae Roberts.

Mr. and Mrs. Clarence Love spent Sunday night in the parental D. B. Love home.

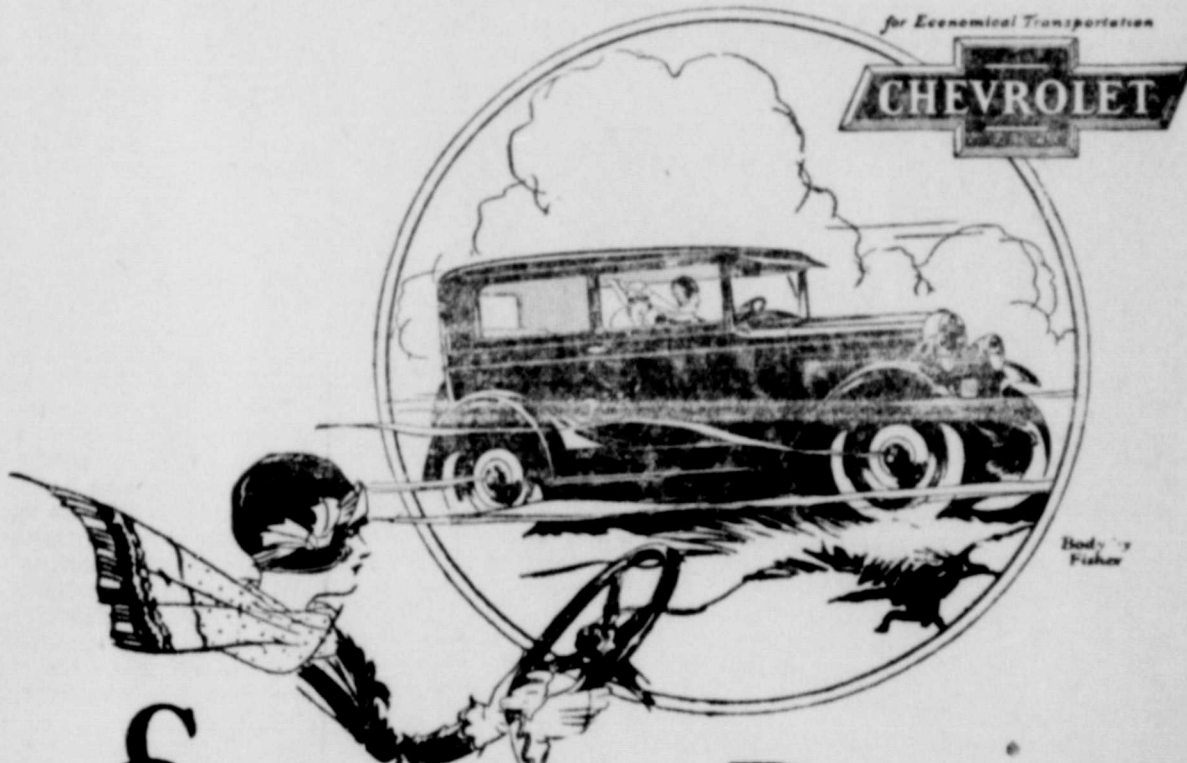
Miss Loney Love entertained as Sunday guests Misses Agnes Taylor, Vieta Dunlap, and Pauline Strickland.

Miss Anna Belle Pope spent Sunday with Miss Henrietta Randolph.

Miss Edna Mae Roberts visited Miss Lena Belle Ferrier the past week-end.

Mr. and Mrs. Robert Fisher of Whitehat visited Mr. and Mrs. Clarence Guffee Saturday and Sunday.

Miss Gladys Smith is ill with the measles.



Effortless Driving

Smoothness · Power and Ease of Control that make every mile a pleasure

The COACH \$585

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

All Prices L. & B. Flow, Mich. Check Chevrolet Delivered Prices They include the lowest handling and financing charges available.

Day after day it becomes more apparent that the unrivaled popularity of the Bigger and Better Chevrolet is due to its basic elements of superiority. And the greatest factor of all is the effortless driving it provides. It steers with the weight of the hand—for the worm and gear steering mechanism is fitted with ball bearings throughout... even at the front axle

knuckles. The clutch is velvety smooth in action and the gear-shift lever responds to the lightest touch. Acceleration is swift and certain, while big non-locking four-wheel brakes assure perfect control under every condition of highway and traffic. You'll never know what a great car it is until you sit at the wheel and drive! So come in today for a demonstration!



DYER MOTOR CO.

Lockney, Texas

QUALITY AT LOW COST





**MOTHERS' DAY SPECIAL**

From now until Mothers' Day, May 13th, we will make **SPECIAL PRICES** on some of our latest style Easel Folders.

- "The Lindy" a \$6.50 Easel Folder, per dozen **\$5.35**
- "The Varsity" a \$6.50 Easel Folder, dozen **\$5.50**
- Our Leader, a \$6.50 Easel Folder, dozen **\$4.95**
- "Little Vanity Fair" \$3.50 Easel Folder, dozen **\$2.60**

Make Mother happy, send her your best gift, Your Photograph, Mothers' Day. Have the sitting now at

**MEADOR'S PICTURE SHOP**

Lockney, Texas  
"Where You Get What You Want"



**CLEDDIE E. WALLACE**

**Gospel Meeting**

— IN THE —

**College Auditorium**

All services are being well attended. Singing led by R. M. Morgan is fine. Cled E. Wallace is doing some plain Bible preaching, which everybody ought to hear. Come and get your part of it.

Next Sunday will be a great day. There will be three services and dinner on the ground. Singing after dinner. Great crowds are expected. Here are some of the vital subjects which will be discussed during these meetings:

- "Christ and the Cross."
- "The Necessity of Being a Christian."
- "Only in Christ."
- "On the Bank of the Jordan."
- "What Happened on Pentecost."
- "Paul and the Church."
- "A Search for the New Testament Church."
- "Saved by His Wonderful Grace."
- "The Great Commission."
- "The How and the Why of Disobedience."
- "The Mission and Work of the Holy Spirit."
- "A New Testament Preacher in Action."
- "Christ the Friend of Sinners."

It will do you good to hear a preacher who preaches the Bible and who is not interested in anything in the way of religion he can't read about in that Great Book.

**Home Demonstration Club News**

**Providence Home Demonstration Club**

The Providence Home Demonstration Club met Tuesday, April 10th in the club room of school building. There were nine members present. Miss Bass met with us and gave an interesting lesson on "The Foundation of Good Dress."

We will not have the second meeting in April, but will go to Floydada Saturday, April 28th, to attend the all-day Home Improvement program that Miss Bass has arranged for us. Each member will take a dish to help out with the lunch. Let it be either a dish of meat, vegetable, salad, or ... We are hoping that Providence club will have 100 per cent attendance at this program, as it takes the place of one of our regular meetings.

Our next meeting will be Tuesday, May 8th at the club room with Mrs. T. E. Cowart as hostess. Miss Bass will meet with us and give a demonstration on "Cottage Cheese" and the many ways of using it. All members are urged to come. The hour is 2:30 p. m.—Reporter.

**Irick 4-H Club**

The Irick 4-H Club met Friday, April 13th, at 2 o'clock. All members were present with one visitor.

Miss Bass gave instructions on how to finish our dresser scarf, which is to be handed in next meeting.

At our next meeting we are to cook a meal.

The next meeting will be May 11, at 10 o'clock. Visitors are always welcome.—Reporter.

**Lakeview Home Demonstration Club**

The Lakeview Home Demonstration Club met in regular session April 11, with seven members present.

Miss Bass gave an interesting lesson on the subject, "Brightening the Corners with Possibilities in Old Furniture and Putting Personality into the Room as special topics.

Plans for the Home Improvement Contest were perfected and help given on some of the articles for the contest.

The next meeting will be May 9th at the home of Mrs. Tom Hopper, at which time Miss Bass will give a demonstration on Cottage Cheese, its preparation and ways of serving.—Reporter.

**Pleasant Hill 4-H Club**

The Pleasant Hill girls met Miss Bass Thursday morning at 10 o'clock.

We have our guest towels finished, and started on our club caps. Will have them almost finished by the next time.

All were present but Audrey Camden and Ola McKinney.

Miss Bass will meet with us the 10 of may in the school auditorium.—Reporter.

**Prairie Chapel Home Demonstration Club**

The Home Demonstration Club met at the home of Mrs. J. B. Teaff, Monday, April 9. Miss Bass met with us and gave us final instructions for making articles to enter in the Home Improvement Contest the latter part of this month.

We had an unusually good crowd present. We are glad to welcome two new members in our club. Mrs. W. A. Lovel and Mrs. John Butch are the new members. Mrs. T. B. Cox was a club visitor.

Our next regular meeting will be at the school house the second Tuesday in May. The program for this date will be published later. The second meeting in May will be at the home of Mrs. Clayton Weathers. Miss Bass will give a demonstration on yeast bread at this meeting.—Reporter.

**Waller Family Have Reunion**

The family of Mrs. Emma R. Waller held a reunion at the family home in Lockney the past week. Those present were: Mr. and Mrs. N. E. Waller and family, Mr. and Mrs. H. H. Trussell and family, Wm. L. Waller and Nat G. Waller, all of Lockney; Mrs. Mary Morton and family of Kress, Mrs. Annie Moore of Fort Worth, and Byrt Waller and wife of Long Beach, Calif. A very enjoyable reunion was held.

Mrs. Emma Waller returned with her son, Byrt, and wife to California for an extended visit.

W. O. Shurbet of Lockney and W. A. Knox of Hereford, returned last week from a trip of several days to California. Mr. Shurbet says he had a very enjoyable trip, but that the country on the Plains looks far ahead of California to him.

**T. E. L. Social**

The T. E. L. Sunday school class of the First Baptist church, held their regular business and social meeting Friday afternoon at the home of Mrs. A. A. Suits, with Mrs. T. U. Hamilton as joint hostess.

The meeting was called to order by the president. After singing two hymns the devotional was led by Mrs. Ashby.

The business session was then held, at its conclusion, we were fav-

*Winning the Diploma for Style, Quality; VALUE--*  
**Boys' Smart Suits For Graduation**

YOU'LL be proud of your boy when he steps up for his diploma in one of these smart suits—rightly so. They're both diploma-winners, both meriting praise.



**\$12.50**  
**\$15.00**



Smart single and double breasted models in the new blues and greys—stripes, herringbones, fancy weaves, worsteds, chevots, tweeds. Two pair of long trousers or knickers with each suit.

Sturdily Tailored  
Hard-Wearing Fabrics

**Martin Dry Goods Co.**

FLOYDADA "The Store With The Goods" TEXAS

ored with special music by Little Misses Bonnie Fay Goodrich, Billie Jean Biggers, and Master Gordon Suits. These numbers were especially enjoyed and appreciated.

The meeting was then turned to the hostesses, who had provided a very enjoyable program, appropriate to April fool time and Easter.

The "Easter Rabbit" made his appearance in a very unique manner, also "each guest told the fortune of

another," with the aid of an Easter egg, this proved quite humorous.

An "April Fool Bargain Sale," then took place. This was a very novel feature of the afternoon's program, and very much enjoyed by all, especially those who were fortunate enough to make a purchase of the valuable articles offered for sale.

The guests were then provided with material to fashion Easter bonnets. Each one set themselves to this task

with eagerness. At the close of this game honorable mention was given to two ladies who had made the "swellest" hats, Mmes. Biggers and Hickey winning the honor.

Delightful refreshments of brick ice cream, Angel cake, and Roman tea, with appropriate Easter favors, were served to twenty-one members and two visitors. All declared Mmes. Suits and Hamilton most excellent hostesses.—A guest.

**EXTRAORDINARY VALUES**

A dandy good 75c Union Suit for Men, with reinforced back. Your choice only **50c**

1 dandy Good Overall for Men **\$1.50**

Big lot of Men's Dress Hats, real \$6.00 values,

Your choice for only **\$3.95**

1 lot Ladies' House Shoes, choice **\$1.15**

**E. Guthrie & Co.**



# ISIS THEATRE

Program Week Commencing  
**MONDAY, APRIL 23rd**

Monday and Tuesday—  
MAY McAVOY  
— IN —  
**"The Fire Brigade"**

It's Another Big Parade at Peace  
Time.  
PARAMOUNT NEWS

Wednesday and Thursday—  
POLA NEGRI  
— IN —  
**"Secret Hour"**

COMEDY—"FIGHTING FANNY"

Friday—  
William Boyd, Elinor Fair, Tully  
Marshall and Tom Sauschi.  
— IN —  
PETER B. KYNES'  
**"Jim, The Conqueror"**

COMEDY—"PEACEFUL OSCAR"  
PARAMOUNT NEWS

Saturday—  
HOOT GIBSON  
— IN —  
**"Trick of Hearts"**

COMEDY—"DISORDERLY ORDERLY"  
PARAMOUNT NEWS

## PROVIDENCE

April 17.—The Providence boys played the Aiken boys in base ball Friday afternoon. The scores were 10 and 15 in Providence's favor. The party at Mr. and Mrs. Wade Lovvorns was well attended.

Mr. and Mrs. O. L. Bennett and children visited in the Brown home of the Prairieview community Sunday. The outside boys of Providence played the Plainview boys in base ball last Friday.

Miss Maude Foster visited Nadine White Saturday evening. Thelma Bennett spent Thursday night with Mr. and Mrs. Doc Bennett. Mr. Joe Golden attended the party

Saturday night. Richard, Eula Mae and Manola Ray Gilbreath are visiting friends near Hermleigh this week.

Mr. and Mrs. Willard Phillips, Mr. and Mrs. Lee Bennett spent the day with Mr. and Mrs. Clarence Powell Sunday.

Several of the young folks went picnicing Sunday.

## PRAIRIE CHAPEL

April 18.—March may have acted like a lamb most of her reign but April is certainly a roaring lion. Our winter clothes did not get settled in the moth balls good until they were brought out and put to hard service again. Every time we have a dust storm we clean up and think it will surely be the last as "March is gone." Our "garden sass" is putting up a brave fight to live, and as it has endured two snow storms, two frosts and half a dozen freezes and "forty leaven" sand storms we think it has a fighting chance if the weather does not have a relapse.

Mr. and Mrs. Henry Lindermann of Whitfield and Mr. and Mrs. William Wood were dinner guests in the Huffman home Sunday.

## RAMSEY

April 18.—Mr. and Mrs. Stewart and children of Allen, spent the day with Mr. and Mrs. Davis Sunday.

Mr. and Mrs. L. G. Rhine returned last week from a visit with relatives in East Texas.

Little Mary Jean Miller is ill with the measles. This is the first case in our community.

Miss Myrtice Meador called on Mrs. Luther Rhine Monday afternoon. Aubrey McCarty visited the Wilson boys last Sunday afternoon.

Miss Addie Williams was a Floydada visitor Monday afternoon. Edgar Miller and Alton King visited Hugh and Jack Spots Sunday.

## AIKEN

April 17.—This week will close our school for this term. Everyone seems busy preparing programs getting ready for the last day. The primary and intermediate rooms will render their program Wednesday night. On Thursday night we will have the graduation exercise of the Grammar school. On Monday, April 23, the school will go to the playgrounds at Plainview to have the school picnic.

Mrs. Lucille is quite sick at this writing. We hope that she soon recovers. Mr. Elam and wife from Seminole

spent the week-end with his brother, Charlie Elam.

Mrs. C. H. Day seems to be improving. She has had the mumps. Mr. W. C. Brown has returned from Ranger. His health has improved.

Mrs. McReynolds visited in Lockney Tuesday.

Mrs. Dorman is on the sick list this week.

The program at the Methodist church Sunday was well attended.

## STARKEY

April 17.—A good crowd attended the "Spring Frolic" Saturday night. We wish to thank everyone that contributed in any way.

Bro. E. Jennings filled his regular appointment at Ralls Sunday.

The meeting closed Sunday night at McCoy. Bro. Ray of Post City was in charge.

P. M. Howard spent the week-end here with his parents, Mr. and Mrs. C. M. Howard.

E. A. Grigsby spent Sunday in Plainview.

Frank Tye and family of White-deer spent the week-end here visiting J. W. Howard.

Bill Alliman of Brownsfield spent the week-end here visiting friends and relatives.

A few are having the measles now, but all seem to be on the road to recovery again.

Bro. Ray addressed the school pupils Thursday with a beneficial lecture.

## ROSELAND

April 18.—I. D. Gamble and E. Hays made a business trip to Petersburg and Estacado last Friday.

Mrs. Hays visited Mrs. Stapleton of Lockney last week.

Rae and Ada Hays, and Ina Rae Cummings of Floydada spent Sunday afternoon with Juanita Bybee.

Mr. and Mrs. Davis visited Mr. Hudson Sunday. Mr. Hudson's health is in a very bad condition at this time. June and Lucile West of Sunset visited Roseland school Monday.

Mayne Hackney spent last Saturday night with Mrs. Morris Nance of Lone Star.

Bro. Jones Weathers and Wayland Volunteer Band were at Roseland Sunday. The band rendered an interesting program in the morning, and Bro. Weathers preached at 8:00 o'clock in the evening.

The patrons of the school are invited to attend our closing day program at Roseland auditorium next Friday evening, 8 p. m.

**DR. H. Z. PENNINGTON**  
Physician and Surgeon  
ARWINE DRUG STORE  
FLOYDADA, TEXAS

## FLOYDADA STEAM LAUNDRY

We will be in Lockney on—

Tuesdays and Fridays  
of each week, to gather up and deliver laundry. Leave orders at—

**CITY BARBER SHOP**  
PHONE 98

## School News

### Junior-Senior Banquet

Friday evening, April 13, the Seniors were pleasingly entertained with a banquet given in their honor by the Juniors. The Senior and Junior class colors, pink and white and gold and white, were attractively carried out in the color scheme. The menu was as follows:

- Peach Cocktail
- Creamed Chicken in Timbales
- Stuffed Celery
- Buttered Carrot Strips
- Duchess Potatoes
- Asparagus Salad
- Iced Tea
- Fancy Cakes

Miss Elsie Meriwether was charge d'affaires for the evening. A response to a toast to the Seniors by Bertha Ragle was given by Marvin Shurbet. Miss Lauream Christian favored the assembly with a vocal number which was followed by toasts to Our Girls and Our Boys by Winford Fowler and Miss Hazel Gruver respectively. A response to Our Faculty by Miss Opal Ashby was given by Principal J. W. Jones. Miss Delma Fry read "The Little Cuss." Following this was a toast to the Board given by Miss Mildred Reeves to which Mr. T. H. Stewart responded. Miss Jane Guthrie rendered a piano solo. The after-dinner speech was made by Supt. W. D. Biggers in which he stressed the importance of keeping up with the news of the day and continuing a high school education.

The banquet was one of the most attractive and delightful occasions that has been included in the social calendar of 1928.

### IN APPRECIATION

The Junior class of the Lockney High School wish by this means to express to the merchants and residents of Lockney their gratitude and appreciation for the assistance extended them through the lending of articles for the Junior-Senior banquet on April 13. By your kindness you have made possible the continuance of a custom which has become one of the chief events of the school year and one of much social value to the students.

Signed: Elsie Meriwether, president, T. H. Stewart, Secretary, Willie Merle Trapp, Sponsor.

### NEW PAPER FOR SOUTH PLAINS

The South Plains Press, edited by John H. Deaver, is expected to make its initial bow to the people of South Plains and West Texas the coming week. Mr. Deaver was a pleasant caller at the Beacon office last Wednesday, and announced his intention of starting a new paper in Floyd county.

### WEST SIDE CHURCH NOW BUILDING

The West Side Church of Christ building is now being torn down, and a new building will be constructed to take its place at once. The congregation are going to build a larger and better building of wooden material to take care of their meeting house needs.

### AGAIN WORKING ON NEW CHURCH OF CHRIST

Work has been resumed on the new brick Church of Christ that is being erected just south of the Baptist church on Main street. The carpenters and brick masons are again at work, and the building committee of the church hope to carry the work on to completion without any further delays, so we are informed.

### REVIVAL MEETING TO BEGIN AT WHITFIELD SATURDAY NITE

You are cordially invited to attend the revival meeting to begin at Whitfield next Saturday night.

It will be strictly a Union meeting, and, therefore, we will expect you to come praying and working for the salvation of the lost, and for a Spiritual Revival, of all God's people. Will you do it?

We are not like the father who prayed at his table (in the presence of a Methodist preacher, who was spending the night with the old man), as follows: "O, Lord have mercy upon me and my wife, my son John and his wife—as four and no more. Amen!"

Bro. T. F. Casey has kindly consented to preach for me at Sunset next Sunday morning at 11 o'clock, and at South Plains, 3 o'clock in the

# HOKUS-POKUS SPECIALS SATURDAY

- DAIRY PAIL CRACKERS ..... 98c
- 1 Pound Calumet Baking Powder ..... 25c
- 25 oz. K C Baking Powder ..... 18c
- Pan Cake Syrup ... Gallon Size ..... 58c
- Honest Snuff, ..... Glass ..... 29c
- Sugar Bill Syrup ... Large Size ..... 75c
- 8 lb. White Ribbon Lard ..... \$1.25
- Babbit Lye ..... Per Can ..... 10c
- Quart Sour Pickles ..... 24c

## G. S. MORRIS

### ATTENTION ODD FELLOWS

Allp ODD FELLOWS and their families are invited to attend supper on April 26th, at the Odd Fellow Hall in Lockney. Bring a well filled basket.

Chiropractors now treat many a case  
Due to accidents years ago that took place.  
A slight twist of the spine, however obscure,  
May develop nerve pressure it takes years to cure.  
Be the source of the trouble recent or old  
A Chiropractor will shake off its hold.

### DR. C. J. McCOLLUM

McCullum Building, Locust Street Phone 17

afternoon, and to call in my appointment at Sunset at night, (owing to the fact that I cannot well afford to come off and leave my protracted meeting at Whitfield.

Most cordially,  
J. N. S. WEBB, Pastor  
Lockney Circuit, Lockney, Texas.

### LAMB COUNTY VOTES TO HIRE FARM AGENT

Littlefield, Texas, April 16.—The commissioner's court of Lamb county has voted unanimously to employ a county agent. This action was demanded by the farmers here, who are progressive and are making every effort to carry on their farming operations according to the best methods.

Dairying and poultry raising are increasing rapidly in this county and general conditions are good.

Ladylike Warrior  
"So you want to join the army—fer how long?"  
"Duration."  
"But there ain't any war on."  
"I know—I mean duration of peace."—California Pelican.

Tie a String to It  
Another thing—when you give a wedding present to a companionate couple, do you get it back when they separate?—Dallas News.

## Saturday Specials

- 3 lb. can Maxwell House Coffee . \$1.44
- Mothers Alluminum Oats, pkg. . . 25c
- Good Bulk Coffee, 3 Pounds ..... 98c
- Everlite Flour, Per 48 lb. sack . . \$1.89
- No. 2 Lamp Globes, each ..... 7c

## NORTHCUTT'S GROCERY

Marshall's Old Stand

# CLOSING OUT SALE

WE ARE CLOSING OUT OUR STOCK OF—

## Hardware and Furniture

Everything must go. The stock is moving out fast, and the Prices we are quoting will soon empty the house.

### Come In Now

and buy what you want before the stock runs low.

## J. F. Sewell & Co.

LOCKNEY, TEXAS



# COUNTY BRIEFS

## IRICK

April 17.—A large crowd attended Sunday school Sunday afternoon.

The singing at the home of Mr. W. T. Glass was enjoyed by many.

Mrs. W. H. White is the only case of Smallpox in the community this week.

Many enjoyed the play Saturday night presented by the P. T. A.

A few of the ladies of this community spent Monday evening with Mrs. W. T. Glass.

Eight of the young folk of this community spent Sunday visiting the tunnel.

Miss Lily Mae Tack spent the week-end with her parents.

Mr. Raymond Nix visited in this community Saturday and Sunday.

Miss Sue Blanton spent the week-end with her parents.

Misses Ora and Gladys Ellis of Plainview attended the play Saturday night.

Miss Bass met with both clubs Thursday evening.

Miss Helen White spent the week-end with Miss Opal Ashby.

## SUNSET

April 16.—Our play, "The Arizona Cowboy," which was given last Friday night was well received by a large audience.

Rev. Y. F. Walker of Lockney filled his regular appointment Sunday.

Sunday school is progressing nicely. We now have an enrollment of

100, for the first time. The membership drive put on by the young men and young women classes closed Sunday, with the young ladies in the lead.

This is the last week of school. The Seventh and Tenth grades will have their graduation exercises Thursday night. The high school will present their play Friday night. We extend a cordial welcome to one and all.

Mrs. Geo. Weast and children were Floydada visitors Friday.

Mr. and Mrs. Bill Harper were Floydada visitors Saturday.

Mrs. G. Milton and children attended church at Lakeview in Briscoe county Sunday.

## CENTER

April 15.—April showers are said to bring May flowers, but I fear the showers like April has given us thus far will not cause many beautiful May flowers. We would sure enough like to have some rain.

Our hearts go out in sympathy to our friends and neighbors, Mr. and Mrs. A. H. Matthews and children, in the passing away of the baby boy of the family, Little Junior, who died Saturday morning and was buried Sunday afternoon at the Floydada cemetery. A fuller account will be found elsewhere in the paper.

Mr. and Mrs. W. B. Jordan's new house is beginning to take on the appearance of a home from the outside, but there is lots to do inside yet.

Mrs. Montgomery is sick at this

writing, though better than for a day or two the latter part of last week.

Harold Tubbs is sick and it is feared he is taking pneumonia.

Mrs. T. J. Gill was called to Mt. Vernon, Texas, Sunday, by a message stating that her father was not expected to live. Mr. and Mrs. Gill and little daughter, Ruth, left about 2 p. m. Sunday for a drive of about 500 miles.

At the meeting of our club Friday night the name Parents-Teacher's and Children's Association was chosen.

We were sorry to hear our erst while neighbor and friend, Mr. J. L. King, has had a light attack of apoplexy. His condition has greatly improved the last few days.

Mr. and Mrs. C. O. Spence took Sunday dinner with Mr. and Mrs. Claud Carpenter.

C. E. Meredith and Miss Maudie were down from Aiken Sunday to attend the funeral of Little Junior Matthews.

April 9.—The most of our news was frozen over Sunday this time.

The Rev. East filled his regular appointments here Saturday night, Sunday and Sunday night, but our Sunday crowd was very good considering the inclement weather and recent sickness in the community.

The Lightfoot children are well again for which we are very thankful.

Mr. W. C. Spence spent last week with his sons here, returning to Crosby county Saturday.

Mrs. Montgomery and children called at the Noland home Thursday night. Miss Effie is home and doing very well.

Junior Matthews is not able to be brought home yet, they have moved

him from the sanitarium to the Eubanks home. He don't improve as fast as it was hoped he would.

Miss Cecile Lightfoot is spending from Friday until Wednesday at home.

Mr. and Mrs. Jackson of Ralls spent Sunday at the J. Q. Carpenter home.

Miss Mildred Jackson attended singing with Mr. and Mrs. Claud Carpenter Sunday afternoon.

Mr. and Mrs. Dennis, who have bought the place known as the Foster place attended singing here Sunday. We will welcome them into our community this fall. In the meantime we invite them to visit us occasionally.

Mr. and Mrs. Bob Spence and children and Mr. and Mrs. Bee Nichols attended singing here Sunday afternoon.

Center and Fairview played baseball Friday afternoon at Center. The score was 4 to 24 in favor of Fairview. The Fairview team out-sized our boys.

Mr. Green was re-elected trustee at Saturday's election.

## PRAIRIEVIEW

April 16.—Rev. L. E. Hurt filled his regular appointment here Sunday.

Some good B. Y. P. U. programs were rendered Sunday night. We welcome all the visitors for we need the young people in our B. Y. P. U.

Mr. and Mrs. Grover Lemaster visited with Mr. and Mrs. L. V. Brittain Wednesday night.

The wind surely has been blowing for the past week. As April will soon be over we are in hopes that we will not have so many more sand storms.

Claude Toyler spent Saturday night with J. V. Gamble.

Miss Lucille Marr spent this week-end visiting home-folks of Lockney.

A revival meeting will begin here next Saturday night, April 21, and continue throughout the week if not hindered in some way. Bro. Vernon Shaw of Olton will hold the meeting.

Mr. Perry Woods and family visited in the Patterson home of Kress Sunday afternoon.

Mr. and Mrs. Bashrod Thompson were visiting in this community Sunday afternoon.

Saturday was a beautiful day and the Young People's Sunday school class and teacher took advantage of it and took their lunch and spent the day picnicing at Claude Crossing. A very enjoyable time was had by all.

Willa Dean Ellred and Maggiebell Aycock spent Sunday afternoon with Ruth May.

M. T. Smith had his tonsils removed Saturday. He is getting along nicely.

The little Hudgin children attended a birthday party Saturday afternoon at the home of Mrs. Cora Spann of Plainview.

## PLEASANT VALLEY

April 16.—The P. T. A. met last Friday evening with Dr. McCollum as the speaker. The interesting talk on China was enjoyed by all. The social hour afterwards was quite a success.

Alex Virden spent Saturday night with Claud Spence.

Mrs. W. F. Sammons spent Sunday afternoon with her sister, Mrs. S. J. Virden.

Mr. and Mrs. Lee Reeves and daughter, Fae, spent Sunday with Mr. and Mrs. Hugh Mathis of Cedar Hill community.

Mr. and Mrs. W. M. Goode of Floydada spent Saturday night and Sunday with their parents, Mr. and Mrs. A. B. Collis.

Mr. and Mrs. W. C. Hubbard and family spent Sunday in the Mitchell home.

Mr. and Mrs. Bob Donaldson of Floydada spent Saturday night and Sunday with old friends, Mr. and Mrs. L. M. Watkins.

Mrs. Lucille Crawford and son is visiting her parents, Mr. and Mrs. L. E. Reasonover.

R. C. Mitchell spent Sunday night with W. C. Hubbard.

Mr. and Mrs. Harris, Mr. and Mrs. Townsend, Mr. and Mrs. Eisland spent Sunday afternoon with Mr. and Mrs. W. L. Craft.

Annie Mae Bloxom spent Sunday afternoon with Beulah Fae and Jean McClure.

Wilda and Oweda Townsend spent Sunday with Katherine Harris.

## LONE STAR

April 16.—Rev. McGahee filled his regular appointment both Sunday morning and evening.

The baccalaureate service was held at the school auditorium on Sunday afternoon at 3 o'clock. Rev. Wallace of Temple delivered a splendid sermon. Miss Margaret Luna, accompanied by Miss Josephine Wayland, both of Plainview, sang "Have Thine Own Way."

Miss Alma Jarboe entertained her room at six o'clock dinner on Sunday.

Mr. and Mrs. Joe Hanna and family of Cedar Hill visited Mr. and Mrs. J. H. Phillips Sunday.

Mrs. A. E. Johnston of Ralls is visiting her sons of this community.

Mr. W. R. Jones and family of Turkey are visiting Mr. and Mrs. R. L. Jones this week.

Several people of our community attended the funeral of little Vernon Hise Sunday afternoon.

Doyle Roberson of Roseland visited

Mr. Walter Griffith Sunday night.

Mr. J. W. Bragg and son, and Mr. E. Brooks of Spur visited Mr. E. J. Bragg Sunday.

## HARMONY

April 17.—Mrs. D. F. Scott, returned home Sunday from Lubbock, where she has been for the past two weeks taking treatment at the Lubbock Sanitarium. Her condition is somewhat improved.

Mr. and Mrs. R. B. Gary and Mrs. Chas. Trowbridge motored to Lubbock, Friday.

The Carrs Chapel Epworth League met for council at the home of Raymond Williams, Friday evening.

Mrs. H. M. Miller, who has recently been very ill, was reported Sunday as slightly improved.

Mrs. O. M. Tinnin, has been seriously ill since her return from Granbury, where she was called by the sickness and death of her mother.

Mr. and Mrs. L. D. Williams and family attended a family reunion at the home of Mrs. Williams' father and mother, Mr. and Mrs. Dunn of Floydada.

The Floydada band gave a delightful concert at the auditorium Monday evening. Due to the large amount of sickness the audience was

not as large as had been expected.

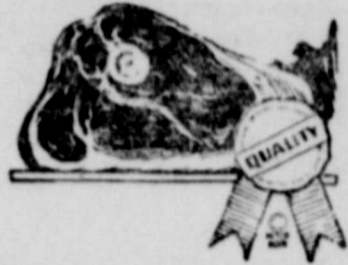
ELECTION AT ALLMON SET FOR SATURDAY, APRIL 28

After much planning and discussion by trustees and patrons of the school district as to the best plan to adopt for the construction and financing of a new school building to take the place of their building destroyed by fire last fall, plans were recently adopted by the trustees of the district, and petition for the election made to County Judge McGehee.

The date for the election is set for April 28 in the judge's order and an \$11,400 bond issue will be floated if the election is favorable to the bonds. This amount of money, together with some \$4,000 salvaged insurance from the fire last year will make a total of approximately \$15,000 available for the new building.

## Highway Meeting Postponed

The Lee Highway meeting, that was to have been held at Vernon, Texas, next Monday, and for which a delegation from Lockney was expected to attend, has been postponed on account of Dr. Johnson, President of the Lee Highway Association, being unable to attend the meeting.



## PRIME QUALITY MEATS

All our meats are selected for their prime and choice qualities. You pay no more here for extra richness and tenderness. Also the choicest of ham, bacon and sausage.

Gardening time is now on and we have most any kind of seed, of the very best sort for the planting of that garden you expect to raise this spring.

A full line of Fresh Groceries and Vegetables at all times.

## RILEY & BREWSTER



## FOR EMERGENCIES

IN CASE of sudden accident or illness it's good to have the means of forestalling disaster

## STEWART DRUG CO.

We handle



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

# Millions of Model T Fords are still in active service

FOR nearly twenty years, the Model T Ford led the motor industry and it still is used by more people than any other automobile. More than eight million Model T Fords are in active service today—an indication of their sturdy worth, reliability and economy.

Because of the tremendous investment which people have in these cars and because so many of them will be driven for two, three, and even five more years, the Ford Motor Company will continue to make replacement parts until, as Henry Ford himself says, "the last Model T is off the road."

For the Ford Motor Company has always believed that its full duty consists not only in making a good automobile at a low price, but also in keeping it running efficiently for you as long as possible at a minimum of expense.

No matter where you live, therefore, you can still buy Model T Ford parts with the same assurance as formerly, knowing that they will give you the kind of service you have a right to expect, and at the same time protect the money you have invested in your car.

All Ford replacement parts, as you may know, are made of the same materials and in the same way as those from which your car was originally assembled, and are low in price because of the established Ford policy.

So that you may get the greatest use from your Model T Ford over the longest period of time, we suggest that you take the car to the nearest Ford dealer and have him estimate on the cost of any replacement parts which may be necessary. You may find that a very small expenditure will maintain the value of your car and will be the means of giving you thousands of miles of additional service.



### FORD MOTOR COMPANY

Detroit, Michigan





The Cream of the Tobacco Crop

VINCENT RICHARDS  
Champion Tennis Player

writes:

"Immediately before and after my important tennis matches I obtain the greatest possible comfort and satisfaction from Lucky Strikes.

A tennis player must guard his throat carefully, and that is why I smoke only Luckies—they are mild and mellow, and cannot possibly irritate your throat, and my wind is always in splendid shape."

Vincent Richards



"It's toasted"

No Throat Irritation - No Cough.

©1928, The American Tobacco Co., Inc.

Parent Teachers Association

Lockney delegates attended the District meeting of the State Congress of Mothers at Lubbock last week. The six Parent-Teacher's organizations of the city left nothing undone which might have added to the efficiency of the program. Prominent educators and P. T. A. workers from all parts of the state were on the program.—Mrs. J. I. Hendricks, District Chairman, Amarillo; Dr. P. W. Horn, President Tech College, Lubbock; Mr. W. E. Jones, Director Texas Council of Safety, Austin; Mrs. L. E. Ledbetter, State Health Dept., Austin; Mrs. J. A. Hill, Canyon; Mr. R. T. Ellis, Secretary Outlook, Fort Worth; Mrs. Walter Donald, Pres. Armstrong County Council; Dr. David K. Brace, University of Texas, Physical Education; Mrs. Ira L. Cain, State Chairman of Juvenile Protection, Wichita Falls. The orchestra of the First Methodist church, Tech Band, Tech Saxophone Orchestra, High School Orchestra, Prof. W. R. Wagborne, organist, and Miss Dunn, violinist, furnished music for the occasion.

There are 165 associations in this district. Mr. Peevhouse, County Superintendent of Lubbock county, stated that his county led the state in

good school buildings and that it topped the U. S. in the number of teachers. The Parent-Teacher's Association is active in 18 out of 23 of the schools.

Goodnight was given first place in the scrap book—publicity—contest. She has 120 paid up members and their greatest achievement for the year was creating more school interest on the part of the parent.

Thoughts from Mrs. Ira I. Cain's address on Juvenile Protection: "As I look over the audience this evening, it reminds me of a story. A little girl came in from school and says to her mother, 'Are you my parent?'"

Mother: Yes Darling, why?  
Child: Well, the teacher told us to write the names of our parents on the board and I wrote yours. She asked if my father was not my parent and I told her my mother was. Is Dad my parent, mother?

So, I wonder if 'dad' is not a parent. I counted 17 in the meeting at Big Spring and I count 22 here. Perhaps 'dad' will be a parent yet.

"Juvenile protection is generally misunderstood as it is usually applied to the delinquent child. It is not so but the stitch in time to save nine, so to speak. It is a desire to put into the mind of the parent to prevent the child from taking the wrong road. We often wait until it is too late to protect them. It has been said that if we wait until they are three years of age it is then too late to begin. Forty per cent of our

delinquency comes from what is termed our best homes.

"What is wrong with the boys and girls? What is wrong with our homes? What can we expect when we have no method at all—no stability, no discipline, no home environment. Instead of character coming from the home, we expect it to come from other sources and be brought to the home. Let us guide them, provide wholesome activities. Too many fathers are not pals with the son. They miss the opportunity of teaching them to shun evil. Be fit yourself and join hands with your neighbors and friends and help make the world fit not only for your child but for all children.

"How do we use the time our mothers did not have. They made our clothes, washed, ironed, mended, combed our long hair and prepared our meals on the old time range. The new inventions it is conceded saves 2 1-2 hours labor for the house wife each day. Are we making the best of our heritage? Or, do we, spend our leisure time going to card parties day after day, to the picture show just to pass away the time or to the beauty parlor? Do we have beats? Let us learn to give our time to the things most worth while.

"Seven to ten has been called the zero hour with reference to youth, because it is at that time they are in danger. What about a united family evening hour? Do you have it in your home? Can you? A parent must first be a good citizen himself. There are too many law breakers. And when your child sees you breaking the laws of your country, he understands. There is too much of the idea 'Be careful you don't get caught.' "We will find exceptions, but sincere church relationship is a wonderful asset to any home. We owe our educational system and we might say our civilization to Christianity. The sincerity of its smooths out the rough places and binds us closer together. Then, let us try to make our communities as decent as we want our homes to be.

"Late parties, familiarity which is unwholesome and dangerous, can not be avoided by one parent, but by cooperation we can raise the standard of our morals and make it safe for youth. The youth is human as we are—they want to do things all other youths do. But can we not cooperate in elevating the ideal. We have Safety Councils for the protection of our bodies; why ignore the destruction of youth.

"There is so much parental indifference. We put money above morals; gain above good; might above right. The Parent-Teacher Association is the best place in the world to get on the right side. And let them properly function and our schools and our communities will be fit for youth.

"We are failing in our homes to give the spiritual culture, to live closer to God. So many of us are spiritual illiterates. Christian education is the greatest need in the world because it gives us strength and guidance. We need religious teachers, religious parents, Christ, what are we building for youth—stumbling blocks or stepping stones?"

The Lockney P. T. A. will meet at the school auditorium Friday, April 20th. Everyone interested in a pro-

gressive commu-y spirit is invited to come. Bring your friends. Join hands in putting over a better Lockney.

STILL BUILDING PARTS FOR MODEL "T" FORDS

Detroit, April 17.—The manufacture of replacement parts for the millions of Model "T" Ford cars still in daily use continues to demand nearly one third the production capacity of Ford plants here.

Ford officials estimate, from reports of dealers all over the country, that there are still approximately eight millions of the Model "T" cars in constant use in the United States. Some of these cars are many years old. Every now and then there are reports of Ford cars of the old brass-bound radiator types of twelve or fourteen years ago, still running after more than a hundred thousand miles of service.

The newest of the Model "T" Fords is now nearly a year old, for the production of assembled Model "T" cars was suspended in May 1927 to make way for the new Model "A".

This suspension of assembled Model "T" cars did not affect the production schedule of Model "T" replacement parts, however. Throughout the past year the manufacture of Model "T" parts continued to occupy about one third the production capacity of the Ford plants.

A few days ago newspaper correspondents here asked Henry Ford how long he expected to continue making parts for Model "T" cars.

"Until the last Model "T" is off the road," Mr. Ford replied promptly. Then he added: "That may be ten years, but we do not intend to allow any Ford car to become obsolete as long as it can be made useful with reasonable replacements."

Ford engineers, from tests and observations made over a long period of years, have estimated that the average useful life of a Model "T" Ford car is about seven years.

FIRST CHEVROLET BUILT IN DIXIE ANNOUNCED

The first Chevrolet car ever built in Dixie rolled off the assembly line Friday, April 13th, when the mammoth new Chevrolet factory in Atlanta—the largest automotive institution in all the South—swung into operation to supply the Southeastern states. In the presence of a group of notables, including city, state and civic officials, the first Southern-built Chevrolet was welcomed to the land of cotton and sunshine by Governor Hardeman of Georgia and Mayor Ragsdale of Atlanta. Representing the Chevrolet Motor Company were W. S. Roberts, plant manager, and L. S. Costley, regional sales manager.

Flashing from the assembly line, its lustrous finish glistening in the sunlight, Number one caught every eye as it was quickly driven out to make room for Number Two which was coming up immediately in the rear. Over to the driveway shed it went as an admiring crowd followed to make further inspection of the car that is the herald of a long line to follow in succeeding weeks.

City officials present at the formalities commented on the significance of the event, its importance, not only to Atlanta but to the entire South-

east, and joined in the opinion that the huge Atlanta plant would be a leading factor in increased industrial activity in the South.

Constructed at a cost of more than \$2,250,000, the plant covers 32 acres and has 410,000 square feet of floor space. It has an assembly capacity of 350 cars a day, or more than 100,000 a year. Following the Chevrolet policy of recruiting workmen from the community in which its plants are located, it will be almost exclusively a Southern institution, its 1,300 employees being residents of Atlanta or nearby cities. The payroll will approach \$3,000,000 annually.

Production will be on a basis of 2,000 cars for the last half of April, with the May schedule calling for six thousand cars.

News Item—The cause of the majority of auto accidents can be traced directly to the nut that holds the wheel.—The Farmer's Wife.



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

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 State Representative: A. B. TARWATER of Hale County

For District Attorney, 64th Judicial District: MEADE F. GRIFFIN

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: F. 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. OLSON

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  
N. T. A. BYARS

For Commissioner, Precinct No. 3: M. H. TAYLOR  
WALTER WOOD (Re-election)  
L. H. RANDOLPH

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

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

First Texas Joint Stock Land Bank.  
Houston, Texas. 6% Farm Loans.  
Quick Inspection and prompt closing of loans. Call us about your loan.  
PHONE 170  
Surginer Bldg. Floydada, Tex.

GRADY R. CRAGER  
UNDERTAKER & EMBALMER  
Hearse To All Parts Of The Country  
Day Phones 126 and 121 Night 70  
In Crager Furniture Company  
Day and Night Service  
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

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

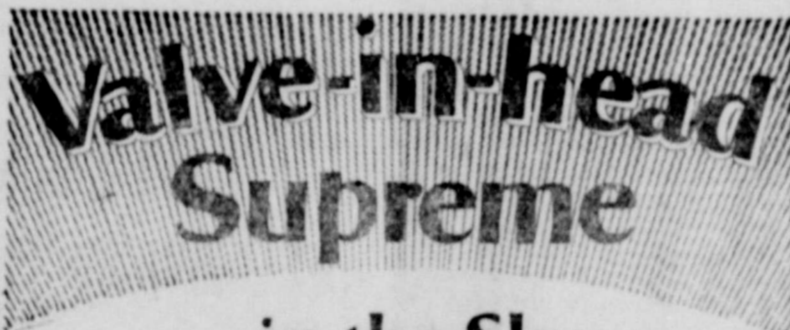
We give prompt and efficient service, and guarantee to please you with our work. Phone us at 114 or Call on us in the rear of Roy Griffith's confectionery.

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

CHICKENS CHICKENS  
Star Parasite Remover will keep them free of worms and destructive insects, in better health and producing more eggs.  
BABY CHICKS  
Don't let white diarrhoea and other bowel troubles kill them. Star Roux and Diarrhoea Tablets will prevent and relieve them or money back.  
At all Drug Stores



-in the Sky  
-at the Speedway  
-on the Road

The famous Buick Valve-in-Head Engine has given conclusive proof of leadership in all elements of performance over a period of twenty-four years. Lindbergh, Maitland, Chamberlin, Byrd—the famous fliers of the day—use engines employing the Valve-in-Head principle in their record-breaking flights.

Practically every racing car entered in all the major speed classics of the past twelve years, has been Valve-in-Head equipped.

Choose Buick—powered by the famous Valve-in-Head Engine—supreme in the sky, at the speedway, on the road!



BUICK

SEDANS \$1195 to \$1995 COUPES \$1195 to \$1850  
SPORT MODELS \$1195 to \$1525

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

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

CALLOWAY MOTOR CO.  
FLOYDADA, TEXAS

LOCKNEY HATCHERY

PURINA CHICKEN CHOWS, STARTINA, BABY CHIX CHOW, CHIX CHOWDER, LAYING MASH COW CHOW, BULKY-LASS

We are booking orders for Custom Hatching. We have several thousand Chicks of all breeds at reasonable price, twice a week.  
POULTRY SUPPLIES, FEEDERS AND REMEDIES

Smith Hatched Chixs Live and Grow.

LOCKNEY HATCHERY

Grady Crager, Manager  
Concrete McCollum Building



WANT COLUMN

BALED MILLET hay for sale.—See John McDonald.

NEW, modern greenhouse, four blocks west of Sanitarium, Floydada, Texas.—Hollums, Floydada Florist. 25-1f-c

Hemstitching done in gold and silver thread at The Thrifty Nifty Shop, Floydada, Texas.

BARGAIN in a farm, improved, good terms.—Baker & Carter.

BLACK MAMMOUTH JACK—My Jack will make the season at my place 2 miles north of Lockney.—H. A. Bretherton. 29-4f-c

FOR SALE—A desk and typewriter, worth the money.—See J. B. Downs. 31-1f-c

BARGAINS in a good home in city, good terms.—Baker & Carter.

TEST on our planting cotton seed shows germination of 96, 94 and 97 per cent, which is considered high, our price is \$1.25 with one lot at \$1.75; these seed are acclimated to this country.—Lockney Gin Co. 30-4f

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

FOR SALE—Some row-crop implements and team of good young horses.—See O. L. Allen, Route 2, Lockney. 27-1f-c

FOR RENT—100 acre farm, want to sell teams and farming tools.—D. B. Badgett, 3 miles west and 5 miles south of Floydada, Rt. 1, Box 121, Floydada. 30-2f-pd

FOR RENT—Modern 6-room house, 1 block west of school building, \$22.50 per month.—Mrs. Lizzie Whately.

EXCHANGE cheaper land for your improved farm.—Baker & Carter.

FOR SALE—A quarter horse-power motor.—See Bill Langfeldt, at Locksey Hatchery. 31-1f-c

Mother's Day, May 13th. Plenty of quality cut flowers and pot plants at Hollums, Florist, Floydada, Texas.

SORE GUMS-PYORRHEA  
Foul breath, loose teeth or sore gums are disgusting to behold, all will agree. Leto's Pyorrhoea Remedy is highly recommended by leading dentists and never disappoints. Druggists return money if it fails.—Stewart's Drug Co.

CARD OF THANKS—We take this method to thank those who in any way assisted us during the illness and death of our dear mother and grandmother, Mrs. E. E. Cole. Words cannot express our gratitude, but we pray God's richest blessings may be bestowed upon each of you, and that you, too, may have such friends in time of need.—Mrs. M. E. Lewis and family, Mrs. M. S. Fairington and family, Mrs. Mary Burnett and family, Frank Cole and family, J. B. Cole and family, G. C. Cole and family.

Wipe Out Disease in Your Poultry

\$1.00 MAY SAVE YOU HUNDREDS

See your dealer for free literature and sample of Revenge Lice Destroyer, Kurum, a tonic for roup and diarrhoea. Worm X for intestinal worms. This merchandise is registered in U. S. patent office, and highly guaranteed by our dealer.

FOR SALE BY Merchants Produce Co.

FOR SALE OR EXCHANGE

HERE AND ELSEWHERE Clear Property to trade for your land. Have money to take care of your indebtedness.

J. B. DOWNS The Land Man

PLUMBING E. D. CHAMPLIN

Headquarters at Pioneer Hardware Co. Phone No. 5 Cheap Figures, Work Guaranteed.

REMOVAL NOTICE

We have moved the laundry to our home, 4 blocks east of our former location. We will be glad to serve our patrons and friends in our new location.

HOME LAUNDRY

CITY DAIRY MILK AND CREAM

Let us supply your needs in the Dairy Line. We deliver milk twice daily to our patrons in Lockney, and would be glad to have you on our list of regular customers.

CITY DAIRY Phone 9008-F3

Mr. R. D. Carter of Anson, has been here this week visiting his son, D. P. Carter, and family.

WHAT'S DOING IN WEST TEXAS

Alanreed—The chamber of commerce is meeting every Tuesday to care for the pressing needs arising from oil development here.

Carlton—The annual Carlton Fat Stock Show was held April 13 and 14, with large attendance from neighboring towns.

Quanah—The Greenbelt Lower Panhandle district convention of the West Texas Chamber of Commerce convenes here May 14.

Lawn—W. L. Hughes of A. & M. College spoke at a recent mass meeting of Lawn citizenship on problems of rural education.

Clarendon—April 30 and May 1 have been set as dates for raising funds to take the local band to the W. T. C. C. Fort Worth convention.

Aspermont—Material is being placed on the ground to erect a new building covering four lots.

Stamford—Newspaper editors all over West Texas will be guests of the West Texas Chamber of Commerce at breakfast June 18 in the Fort Worth Club.

Slaton—The Slaton Slatonite has been sold by Mrs. Bessie M. Donald to J. L. Nunn of Amarillo, D. D. Roderick of Lubbock, and T. E. Roderick of Tulsa, Okla.

Alvord—A fifty by seventy mill house is to be erected here.

Weatherford—The Weatherford Chamber of Commerce is offering a scholarship to the Texas Business College, Weatherford, in the "My Home Town Contest" of the West Texas Chamber of Commerce.

Memphis—A new telephone switchboard is expected to be in operation here by July 1.

Lampasas—J. R. Key, a director of the West Texas Chamber of Commerce, has offered to pay all expenses of the boy or girl representing this city in the annual "My Home Town Contest" at Fort Worth.

Claude—Mains have been completed at Claude for natural gas.

Fort Stockton—A modern brick business building is under construction here by Tom Talley.

Blackwell—New machinery for the Blackwell ice factory is being installed.

Lamesa—The South Plains district convention of the W. T. C. C. meets here May 10.

Pampa—A new carbon black plant is being established in Pampa.

Rotan—A water extension movement is underway in Rotan to be completed during the summer.

Rising Star—A luncheon club, auxiliary to the chamber of Commerce, has been formed at Rising Star.

WAYLAND COLLEGE IS OUT OF DEBT

Plainview, Texas, April 17.—Those interested in the future of Wayland College are rejoicing in the announcement made the past week by Frank Day, president of the board of trustees, that the college is free of debt. The declaration follows a campaign for funds that has been waged in Plainview by the Chamber of Commerce represented by A. G. Hinn and R. H. Knoohuizen.

Wayland opened school last fall under the burden of a \$42,500 debt and facing a gloomy future. Today it is free of debt and according to A. B. DeLoach, college accountant, will open next fall with the brightest future the institution has ever known.

Several months ago a proposition was made whereby Wayland College would receive \$10,000 from a group of Amarillo citizens, \$7,500 from the State Baptist Convention, \$10,000 from Plainview Baptists if the citizens of Plainview would contribute \$15,000. Plainview met its quota last week and all debts were paid in full.

Mr. Day stated that members of the board of trustees working through the chamber of commerce had found more friendly feeling and co-operative spirit existing toward Wayland among citizens of Plainview at this time than at any previous period in the existence of the college. Baptists over the Panhandle have become interested in the institution and criticism has been turned to praise. This fact points toward an increased enrollment next fall.

A \$200,000 endowment is now the goal of the board of trustees. An Amarillo man, who is interested in the college has offered \$25,000 to apply on the proposed endowment and other individuals have intimated that they will be interested in aiding the board to procure the desired amount.

Never has the institution faced a more brilliant future than at the present time. The high type of students that attend Wayland and the excellent training received from the carefully selected faculty are evidence of future growth. With the school out of debt and a substantial endowment visioned, G. W. McDonald, president, is looking forward to an increased enrollment and many needed improvements.

HARVEST OF 50,000,000 ACRES EXPORTED

The output of approximately 50,000,000 acres of American farm land was represented in last year's exports of cotton, wheat, wheat flour, barley and rye, according to an estimate by the Bureau of Foreign and Domestic Commerce of the Commerce Department, announced today by

Dr. Julius Klein, Director. Official figures give the combined value of these exports during 1927 as \$1,226,266,045. It is estimated that from 112,000,000 to 120,000,000 acres were required to produce the entire domestic crop of these commodities.

In announcing the estimate, prepared on request, Dr. Klein pointed out that the export acreage figures would be increased materially if conservation was given to other leading commodities, such as tobacco, corn, corn fed pork, and cotton textiles.

Nearly 2,500,000 bales of cotton, valued at \$836,000,000 found their way into foreign countries during 1927. It is estimated that it required about 30,000,000 acres of land to produce just the raw cotton exports.

During the calendar year 1927 export trade in wheat, wheat flour, barley and rye amounted to \$337,000 short tons, representing the production of about 20,000,000 acres.

The largest share of the cotton was shipped to Germany, that country taking about 2,611,000 bales, valued at \$230,695,000. The United Kingdom imported 1,694,000 bales valued at \$140,170,000 while Japan, the third ranking country in our cotton export trade, took 1,437,000 bales. France followed with 945,000; Italy, 670,000; Russia, 475,000; Spain, 315,000; British India, 262,000; Belgium, 266,000; Canada, 264,000; China, 243,000; and the Netherlands, 135,000.

Flour exports during 1927 represented 12,826,000 barrels. In addition to the acreage and farm labor represented by this figure export shipments of flour also involve the labor of more than 3,000 men working in over 450 average sized mills every working day of the year. Export trade in flour represents over ten per cent of the country's entire flour trade. Our largest flour markets are the United Kingdom, the Netherlands, Cuba, China, Brazil, Germany, and the Philippines.

The bulk of the export of wheat grain during 1927 found its way to the principal European countries such as the United Kingdom, Netherlands, Italy, Germany, France, Belgium, Greece and the Irish Free State. Important buyers outside of Europe were Japan and Brazil.

It is interesting to note, according to Dr. Klein, that from 200,000 to 250,000 freight cars were necessary to haul the flour and grain products to seaboard for shipment to foreign markets.

WHY FARM FLOCKS?

Every Plains farm should boast of a sizable flock of good chickens for the following reasons:

1. The meat and eggs are needed for home use.
2. A small cash income can be obtained each week in the year.
3. Chickens consume insects, weed seeds, and scattered grain that would otherwise be wasted or in some cases would be detrimental to crops, and transform them into appetizing food or cash.
4. Only a small investment is necessary and the time and labor devoted to chickens in many cases would otherwise be wasted.
5. One of the richest fertilizers for field crops, fruit or nut trees, will be obtained in the form of poultry manure.

BETTER BRED CHICKS AT REDUCED PRICES

- Rhode Island Reds,
- Barred Rocks,
- Buff Rocks,
- White Rocks,
- White Wyandottes,
- Silver Laced Wyandottes,
- Buff Orpingtons,
- Light Brahmas,
- Black Minorcas,
- White Minorcas,
- Anconas,
- White Leghorns,
- Brown Leghorns,
- Buff Leghorns.

C. E. WHITE SEED CO. PLAINVIEW, TEXAS

The value of meat and eggs in the home we list first because it is the most important reason why we should have a good farm flock. If we have to purchase eggs we will not use as many as we should eat. There are

Plains farms today where chickens are not kept and very few chickens or eggs eaten. There would be fewer rickety children if more fresh eggs were consumed. In the southern States the egg consumption per capita is 25 dozen a year. In the far Western states 36 dozen eggs are consumed per capita. In Montana the consumption is 44 dozen, or nearly twice what we consume in the South. Surely we should consume as many eggs as people in other sections.

The second reason, that of cash income, is important. We all know that we can sell eggs or chickens anywhere anytime of the year for cash. We may not always get as much as we want but we can get cash. Very few farm crops can be sold as readily regardless of time of year or place. Poultry flocks are generally life savers when crop failures are experienced.

In the Black Belt of Alabama, \$84,000 worth of turkeys were mar-

keted co-operatively just before Thanksgiving. You can imagine what this amount of money meant to these cotton farmers at this season of the year. The cost of raising the turkeys was small and just as much cotton or other crops were made as if the turkeys had not been raised.

We receive letters from many subscribers who are sending their children through school on chicken money. Others get comforts for the home which could not otherwise be enjoyed. A steady cash income can be used effectively on every farm and will make us all feel more contented. The boys and girls often take an interest in the flock and do the chores, keep records, etc., if they realize what the flock income means to the family. By so doing they receive good training and at the same time help their parents.

One hundred birds is a good economical farm unit. Such a size flock will supply the table and furnish a small steady income. If successful with 100, the flock should be doubled. Two hundred can be cared for almost as easily as 100 and products from the larger flock can be marketed more efficiently than from the smaller one.—The Progressive Farmer.

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**SATURDAY SPECIALS**

|                            |         |        |
|----------------------------|---------|--------|
| A DANDY SWEET SPUDS        | 10 lbs. | 29c    |
| 3 lb. SACK TABLE SALT      |         | 6c     |
| COLDEN YELLOW BANANAS      | Per lb. | 6 1-2c |
| 1/2 GALLON RED HFN JELLY   |         | 39c    |
| WEINES AND BOLOGNA SAUSAGE | Per lb. | 19c    |

FRESH FISH, DRESSED CHICKENS, OLEOMARGARINE, FLEISHMANN'S YEAST.

LUNCH MEATS, COOKED BEEF, AND MANY OTHER BARGAINS TOO NUMEROUS TO MENTION.

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