

PUBLISHED EVERY THURSDAY

THE LOCKNEY BEACON

OFFICIAL PAPER OF THE CITY OF LOCKNEY

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-SEVEN

Lockney, Texas, Thursday, May 10th, 1928

Number 34

Helpy-Selfy Will Open in Lockney Saturday

HELPHY-SELFY STORE TO OPEN HERE SATURDAY WITH BIG PROGRAM

Three Full Pages of Red Hot Special Prices to Be Found in Helpy-Selfy Section—Entertainment and Refreshments for Visitors Saturday.

Lockney's Helpy-Selfy Store will open in the Lockney Grocery old stand on the east side of Main Street...

Mr. Smalley needs no introduction to the Lockney people, as the Lockney Grocery, which has been dispensing groceries to this territory for the past ten years...

Tremendous kick was added to the opening of the Lockney store, due to the fact that it was the first in the county, and second in this section of the country to go under this modern form of supplying the people with groceries...

Helpy-Selfy will sell and feature nationally advertised and well known local products. The store will be the most complete, having the finest meat market equipment obtainable...

This store will carry a liberal space in this paper at all times and expect to run a first class grocery store

School News

BACCALAUREATE SERMON SUNDAY AT BAPTIST CHURCH

The baccalaureate sermon for the graduating class of Lockney High School will be preached at the Baptist church Sunday morning at 11 o'clock...

Special seats will be reserved for the parents of members of the graduation class. Everybody is invited to attend the services.

Program for Commencement Week

Friday, May 11th—Joint Music and Expression Recital by pupils of Miss Lauream Christian and Mrs. O. E. Stevenson.

Sunday, May 13th—Baccalaureate Service at First Baptist Church.

Monday, May 14th—Program by the Primary department.

Wednesday, May 16th—Grammar School Commencement Exercises.

Thursday, May 17th—"The New Poor," Senior play.

Friday, May 18th—High School Commencement Exercises.

Baccalaureate Services will be conducted at the eleven o'clock hour. All other programs will be held at the High School Auditorium beginning at eight o'clock in the evening.

Admission fee of twenty-five and thirty-five cents will be charged for the Senior play. Further information concerning the play is published in this issue of the Beacon.

Senior Play

"The New Poor," a farce in three act by Cosimo Hamilton, will be presented by the Senior Class of Lockney High School on Thursday evening, May 17th, at 8 o'clock.

The cast of characters is as follows:

Grand Duke—Hershel Carthel. Count Iven—Robin Byars. Prince Vladimir—Leo Cooper. Princess Irina—Alice White. Mrs. Wellby—Hazel Joe Anderson.

CHURCH OF CHRIST NEARING COMPLETION

The new church of the West Side Church of Christ will soon be completed. A crew of many of the members are very busy working on the church, and have about got it ready for the painters.

Parent Teachers Association

Lockney Parent-Teachers Association opened the Summer Round-Up last Friday with a clinic under the supervision of Miss Celia Moore, State Itinerant Nurse.

The general report is as follows:

1. Number Pre-School children examined 22.

Defective—19. Number perfect—3.

2. Number First Grade Children 24.

Defects—57. Number underweight 10 per cent or more—11.

3. Number Second Grade Children 48.

Defects—46. Number underweight 10 per cent—6.

A number of children who would fall in these classes were kept away on account of illness or for some other cause. Miss Moore asked that we set a day to take them through the clinic and those interested in giving their children this attention, please call Mrs. L. L. Savage or Mrs. A. B. Cox.

This work comes to us through the State Health Department, which is co-operating with the Parent-Teacher organizations of the State in raising the standard of health in the schools by these free schools. We appreciate most highly this service. We also wish to express our appreciation of Mrs. Kate Collier, Chairman of Parent-Teacher Health committee; of the free service rendered by Dr. Ball, Dr. Colvern Henry, Dr. Mary Henry, Dr. Greer; and of the ladies who assisted, Mrs. L. L. Savage, Mrs. T. L. Griffith, Mrs. Ball, Mrs. Roy Griffith, Mrs. Gunn, Mrs. A. B. Cox.

It is hoped that corrections will be made as soon as possible so that we may have a better chance for school work next year. Miss Moore will be with us again in September, and will keep check on the summer progress.

Pictures of the perfect children of the Pre-school age, were made but, due to the fact that cuts had to be ordered, it will be impossible for them to appear in this issue. The Pre-School Health Poster will be at one of the drug stores, and, as corrections are made, pictures will be taken and added to these.

Those registering perfect were, Elizabeth Ann Baker, Mary Elizabeth Broyles, Lucy Dean Rose, Robert Morris Miller and Harris joined the ranks Monday.

At the regular meeting, Friday, a Health program was rendered. Each one present was asked to say something about health. A report of the clinic was given and a Health song by the Primary Department was enjoyed. Mr. Biggers gave a brief discussion of what the Health meant to school progress. The Third grade gave a playlet in which they broadcasted from the various Health stations. Dr. Mary Henry discussed the Prevention of Contagious Diseases.

The next meeting of the year will be next Friday, and all are urged to be present.

Marriage Licenses

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

J. H. Mears and Miss Opal Fay Hand, May 3rd.

B. L. McGee and Lou Allen Dale, May 5th.

Jessie Bartlett and Miss Oda Meek, May 5th.

Students Picnic at Claud's Crossing

A group of High school students went to Claud's Crossing Saturday with Misses Dalma Fry and Martha Cox, chaperones. About twenty-eight students enjoyed the day of climbing, hiking, and picnicking.

Highways Are Main Topic of Meeting

American Automobile Association Delegates to Form Organization in Lockney

About twenty members of the Lockney Chamber of Commerce attended the luncheon at the Methodist basement at noon.

Miss Martha Cox, rendered two violin solos, accompanied by Miss Dalma Fry on the piano, and Mrs. Daff Griffith sang a solo, accompanied by Mrs. H. H. Ball on the piano.

A Mr. Haines, representing the American Automobile Association, was present and made a short talk relative to the organization of an Automobile Association in Lockney, and stated that he would hold a meeting in the C. of C. office Tuesday for the purpose of going further into the organization.

Artie Baker made a report on highway matters pertaining to Lockney, and advised certain steps be taken for taking care of certain propositions, and it was decided that a petition would be drawn and presented to the Commissioners' Court at once relative to the opening of the highway across the county alongside the Denver railroad.

Mrs. A. B. Cox announced the forthcoming Biennial Convention of Women's Clubs, which is to be held in San Antonio, at an early date, and stated that it was the intention of the P. T. A. and County Clubs to have representatives at the meeting from here, and solicited the aid of the C. of C. in putting on a play of some kind to raise expense money for the delegates from here.

All members were requested to attend the District meeting of the West Texas Chamber of Commerce at Lamesa, Texas, Thursday of this week, hoping to have as large delegation present as possible.

Prohibition Plank is Demand of Convention

Endorsed Strict Prohibition Plank in Democratic Platform at Houston Convention

The Democratic county convention was held in Floydada Tuesday afternoon, and twenty-one delegates were allowed votes in the convention.

The resolutions sent out by what is known as the "Harmony" wing of the Democratic party of Texas, was adopted by a vote of thirteen to seven, the seven voting for the "Constitutional" resolutions, as were sent out by the Anti-Saloon League of Texas.

Dr. Lon Smith and Mrs. Kenneth Bain of Floydada were elected as delegates to the state convention at Beaumont.

Those attending the convention from Lockney were: R. E. Patterson, J. D. Huggins, D. P. Carter, A. B. Cox, and H. B. Adams, and Bert Bobbitt of Lone Star, as delegates, and Judge J. N. Stalbird, County chairman.

Lewis Lee Gets Ankle Broke

While the senior class of the Lockney High school were celebrating Senior Day on Tuesday of this week at the farm of Mr. and Mrs. Albert King near Lone Star, Lewis Lee, one of the members of the class, happened to the accident to fall into an underground silo, breaking the ankle bone on one of his legs.

He was taken to the Plainview sanitarium, where the member was set, and is reported as resting well at this time.

REPUBLICAN COUNTY CONVENTION HELD

The Republican county convention was held in Floydada Tuesday afternoon, and the convention went on record as endorsing Herbert Hoover for the nominee for president of the United States on the Republican ticket.

Those attending from Lockney were Homer Howard, W. S. Rexrode and son, Artie Baker, and others.

HARMONY FACTION HAS BIG LEAD IN COUNTY CONVENTIONS

Dry Platform Plank Urged by Democrats—About Two-fifths of Total Vote Already Is Reported

Dallas, May 8.—Prohibition supporters apparently will control the Texas State Democratic convention when it meets in Beaumont, May 22, reports from conventions in 188 of the 253 counties tonight showed. The state convention will have about 825 votes, and the counties reporting will have 682. Of that number 468 go to the convention instructed to work for delegates to the national convention pledged to stand for prohibition and to support candidates in accord therewith.

Eighty-one of the 468 had ultra dry instructions, that is, to support only delegates who would be against any candidate for president with wet sympathies. The other 387 lacked instructions to be for or against any individual candidates.

The entirely uninstructed number 174. Thirty-three votes in the state convention had instructions to support Governor Alfred E. Smith of New York, and 6 were ordered to support Jesse Jones of Houston for president.

Whether the "harmony Democrats" under the leadership of Governor Moody, or of the faction known as "constitutional Democrats" under the leadership of Tom Love, Cone Johnson and others, actually would be able to control the convention was in doubt from the reports received of the county needs. Both factions were for stringent dry planks, their differences being largely as to whether the state delegation should be instructed merely to support a candidate who was in accord with the prohibition laws, or should be told to be against any not in sympathy with prohibition personally and officially. The line was finely drawn between them and county convention reports failed to show distinctly where it was drawn, if at all in many counties.

The conventions generally were harmonious, only here and there anything occurring to ripple the surface. Several of the counties which reported their delegations instructed specifically to stand for prohibition only, selected men from factions which are known to be opposed to Gov. Smith's candidacy, and accordingly reported their delegations as "anti-Smith." Generally the reports came in, however, as "uninstructed as to president, but instructed to support prohibition and those in accord."

Practically all counties instructed delegations to vote as a unit. Governor Moody was mentioned repeatedly as having been endorsed for delegate at large from Texas, and to head the Texas delegation. He also was suggested in some counties as candidate for vice president, as also was Jesse Jones of Houston.

The majority of the missing counties were with few votes each in the convention. The reports were from all sections of the state.

SINGING CONVENTION WELL ATTENDED

The singing convention held at Sunset the past Sunday was well attended. A record breaking crowd was in attendance, sitting room was not available for everyone, forcing others to stand, while some could not gain admittance.

Singing in quantity and quality was in evidence. Starting at one o'clock singing was resumed until four o'clock. Some very good singers were present from different parts of the county, however, we failed to get their names.

ISIS THEATRE INSTALLS NEW MUSICAL MACHINE

A new musical machine, known as an "Orchestra" was installed Tuesday of this week by Mr. Jno. T. O'Hearn, in his picture show, The Isis Theatre. This machine is electrically operated and all the latest vocal and instrumental music is played on it. It is operated on the order of a graphophone, using records to reproduce all the latest numbers in music.

Mr. O'Hearn states that this machine is specially built for moving picture use, and he expects to be able to receive by the first of next year pictures that will be accompanied by records of special music for each picture shown.

Candidate for Congress Will Speak Saturday

J. Ross Bell Will Speak in This City Saturday Afternoon at 4 O'clock, May 12th

J. Ross Bell, of Foard county, candidate for congressman from the 18th Congressional District, will speak in behalf of his candidacy in Lockney next Saturday afternoon at 4 o'clock, coming here from Floydada, where he will speak at 2 o'clock Saturday afternoon.

Mr. Bell is a candidate for the seat of Congressman Marvin Jones. Mr. Jones is standing for re-election, and Mr. Bell is the only opponent against Mr. Jones at this time.

He requests that the voters of this part of the country turn out and give him a hearing at 4 o'clock Saturday afternoon.

ALABAMA VOTING IS AGAINST AL SMITH

Birmingham, Ala., May 8.—The so-called anti-Smith candidates for delegates at large to the Houston convention took the first advantage tonight as the returns trickled in from today's Democratic primary.

Twenty-three precincts widely scattered, gave A. P. Carmichael 1,217 votes; Borden Burr, 1,202; Harry M. Ayers, 1,044, and T. S. Faulk, 366.

Mayor W. A. Gunter, Jr., of Montgomery, showed anti-Klan candidate, by 100 votes on the face of these returns.

The other nine men in the race trailed with less than 250 votes each. Four delegates at large will be selected.

WOMAN, 60, IS KILLED, SIX HURT AS CARS CRASH

Mrs. B. F. Saunders of Chowchilla Thrown Out of Auto—Two Injured Are Taken to Sanitarium in Madera

Chowchilla, Madera, Co., Cal., April 24.—Thrown to the pavement when cars driven by Dr. E. H. Porter of Medford, Oregon, and B. F. Saunders of Chowchilla, crashed on the Pacheco Pass highway, Mrs. B. F. Saunders, 60, was instantly killed about 6 o'clock this evening.

The injured are: Dr. E. H. Porter, lacerations of the hand and abrasions of the body.

Mrs. E. H. Porter, contusions about the body and four broken ribs.

Bertha Porter, daughter, abrasions and contusions.

B. F. Saunders, 64, possible internal injuries.

Margaret Clendennin, 11, granddaughter of Mr. and Mrs. Saunders, deep abrasions on both legs, cuts in body.

Edward Clendennin, 13, bruises.

Dr. and Mrs. Porter were picked up by passing motorists and taken to a Madera sanitarium.

Members of the Saunders party were on their way to dine with the Clendennin family but two blocks distant when the cars crashed on Pacheco Pass highway, six miles southwest of the Golden Gate highway. Dr. and Mrs. Porter were on their way to San Francisco from Los Angeles.

Saunders is custodian of the Wilson grammar school in Chowchilla.

Mr. Saunders is resting fairly at Burnett Hospital, Fresno Calif., but his condition is still doubtful.

PRECINCTS CONVENTIONS HELD IN LOCKNEY

The precinct conventions for precincts 5 and 18 were held in Lockney Saturday afternoon of last week, to elect delegates to the Democratic county convention, which was held on Tuesday of this week.

Mr. E. Guthrie was chairman in precinct No. 18, and N. E. Waller, chairman in precinct No. 5. Both conventions went on record as favoring the "Constitutional" resolutions, that positively instructed the delegates to vote against Gov. Al Smith, or any other candidate that was opposed to prohibition, and demanding a strict prohibition and enforcement plank in the Democratic platform.

The delegates were as follows: D. Huggins, R. E. Patterson and F. W. Huggins from Precinct No. 5; and J. Carter, A. B. Cox, and H. B. A. from Precinct No. 18.

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

H. B. ADAMS, Editor and Owner
TERMS OF SUBSCRIPTION
One Year \$1.50
Six Months .75
Three Months .40
Subscription Cash in Advance

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

MAY BE CAMOUFLAGE
Propaganda, put out by the Smith for President organization in Texas, would lead the people to believe that there is no doubt that Smith will be the nominee in the Democratic convention to be held in Houston June 26th. How much of this is true and how much as camouflage, we cannot say, but we can say that it is a long road for an aspirant for any office to get a two-third vote, and we think after a few ballots are taken in the convention hall Smith will be one of those "he also rain" men, and that the Democrats will nominate some man that is more acceptable to the whole of the party than would be the proponent of the Catholic church and the whiskey gang. But on the other hand, should the Democrats stoop so low as to nominate Smith we believe that there will be the best chance in

the history of Texas for the Republicans to swing Texas to their column in the November election. Texas has never went Republican, not because that they did not believe that government was just as good, or maybe better, under a Republican administration, but because of sentiment, and because the state belonged to the Confederacy and Solid South, but some day this sentiment is going to fail to hold, and every year it is getting weaker.

The writer, is a Southerner through and through, a native Texan by birth, and has spent all his life in the state. His father marched under Morgan for four years in the Civil War, lost more than three hundred thousand dollars worth of slaves and property by the result of the Civil War, came to Texas and refused to vote until the obligation placed on Confederates by the North to come back into the Union was removed, he died a Southerner in every sense of the word, but he never failed to vote for the man or party that he thought to be the best for the country as a whole, and we, following in his footsteps, today, as we did yesterday and the day before, will not let party lines hold us when a principle that we deem worth fighting for comes into the political arena.

They try to tell you today that the main issue is to change from a Republican to a Democratic administration, but this is camouflage, for the main issue today is will we allow the Pope of Rome to dictate the policies of the United States, and Al Smith to rub the 18th amendment off the statute books and allow the foreign element of New York City, and the whiskey gang of the United States to take over our government.

You may love your liquor and be

opposed to the 18th amendment, but as a citizen, and especially if you are an honest anti-prohibitionist, can you afford to deliver your government over into the hands of the Catholic church, in order to tear down a law that was made by an overwhelming majority in every state in the Union, save three. Are you willing to put yourself, your wife and your children under the dictation of the Pope in Rome, for the sake of a little "red-eye to wet your whistle." If you are you are not a true American, neither are you a true Democrat or Republican, you are just a selfish human being and care nothing for the freedom of your country. The whiskey dealers of the country have lost millions of dollars because of the 18th amendment. These men have never cared for America or American institutions, their whole desire had been to further their own ends and fill their pocket books with paltry dollars drawn from the morality of the country; they care not whether the country is free and moral or not; the almighty dollar is their God and their hereafter, and they reach into the bottom-pit of hell to saddle upon this civilization their vile way of assembling dollars. They rave about the business that the bootlegger does, and say that prohibition cannot be enforced, and they throw every obstacle possible in the way to keep the law from being enforced; but after all the law is enforced too well for their good, and they well know that the intoxicating liquor dispensed of today through every agency that can muster to tear down the law, is a mere drop in the bucket to the amount of liquor sold during the days of the open saloon, when the country was not prohibition, and that it would be

still a larger and more profitable a business for them today, if the saloons were to open, than it had ever been in history. They know well that with open saloons that the country would be unsafe in this day of the automobile, or America on wheels, that the moral of the country is far the superior of the saloon days, that our men have cleaner habits, that the families are better cared for and happier, that the people spend their money for dry goods, groceries, luxuries, and pleasures, where their half starved, families were mistreated, children went without education, and men wallowed like hogs in the gutters in the days of the saloons. That there is few houses of prostitution in the country, where under the rule of the saloon, practically every town had a restricted district where our boys and girls were sent to hell by droves. Yet some men who claim to be decent will argue that conditions today are no better than they were before the 18th Amendment was passed and went into effect, there is something wrong with the man or woman that can't see the difference, for it is painted in bright colors on every walk of life; our churches are better, our school system has advanced, every boy and girl has an opportunity today to equal every other boy and girl in the country, they are living on a higher plane, learning more with sober minds to comprehend more, they even look brighter and better, people as a whole are more civilized, and it all in a way reverts back to the fact that we have practically rid our country of the worst serpent that was ever created. No man can stop and think one moment, with a clear sober mind, and doubt one word that has been written in this editorial, no matter how diseased his morals may be, and the people must now speak on the question of whether we will advance as a Christian Nation, and drive our ambitions on to a higher plane, or retard our progress, and again wallow in the slime of the gutter, and worship the Pope of Rome as our Supreme Councillor.

What is your choice? You, the voters of Texas, as well as the voters of the United States are going to answer this question, and you are going to seal your doom by your decision. The last fight of the whiskey gang is at hand, they have enlisted the help of the worst denomination, if they are to be called a religious denomination, to assist them in their effort to tear down America and American institutions, and if they are whipped at the ballot boxes over the country, it will save this Nation a Civil War that will not be long coming. What, as an American citizen, is your verdict? Do you prefer whiskey and Catholicism to what life is today in your State and Nation?

PUTTING WATER ON WHEAT

Most all of the farms in the Lockney country, that are equipped for irrigation, have had their wells in operation the past week, and either watering the wheat or getting the ground ready for row crops.

Generally in this section of the country there is no reason for turning straight to irrigation for the raising of crops, and a cost a great deal to irrigate the land under the present high prices of pumping machinery and fuel, but irrigation is always a crop insurance to the people of this country, and we believe it to be the best thing for every farm in the shallow water belt to have a well dug and equipped to use for crop insurance, as we think that crops really need watering at least once or twice every year in order to raise the maximum production, and get the most profits out of farming.

We know very little about farming, but we have been advised by men who ought to know a great deal about farming, that if the ground was thoroughly soaked with water just before planting time, in order to prepare the seed bed correctly, and then with one good watering when the crop has reached the right stage to receive it, that each year the production of every farm in this country could easily be doubled.

Irrigation in this section of the country can be used as a crop insurance profitably, for the rainfall most every year is sufficient to make some kind of crops, but generally the size of the crop is cut at a critical time, because the rain fails to fall at the stage when the crop is badly in need of same. This particular section has the advantage over all other parts of West Texas, as we have an abundance of water just under the ground, and everybody who has visited this country knows that the only thing that stands in the way of good crops here every year is the getting of the water on top of the ground at a cost where the farmer can afford to water his crops. Cheap pumping power and cheap fuel or electricity to pump with is the things that must be overcome in this section, so that every farmer can afford to dig, equip and operate an irrigation well. The question of acreage arises, for most all the farms are very large and are planted to crops that are easiest cultivated, but every man can well afford to cut the size of his acreage, if he can obtain irrigation by doing so, as he can always count on two to three times as much production per acre under irrigation as he can under dry farming methods. We need more forty, eighty and one hundred and sixty acre

Advertisement for THE FIRST NATIONAL BANK. Includes illustration of a piggy bank with 'SAVINGS DEPOSIT' written on it. Text: BUILD IT UP! Erect a Protective Wall Against Penury. We all read in the papers a few months ago of Young Griffo, once known over all the world for his pugilistic skill, dying in poverty. Young Griffo was not the SAVING SORT. DO YOU DEPOSIT REGULARLY? Are you in a position to pity others whose improvidence brought misery in its wake? A savings account, steadily built up, will insure you against Young Griffo's sad fate. We invite your account. THE FIRST NATIONAL BANK. A SAFE DEPOSITORY FOR YOUR MONEY. "There is no Substitute for Safety"

farms in this section, and these farms equipped for irrigation, or crop insurance, as you might put it. The wheat that has been watered in the last few days proves the value of irrigation, yet most of the wheat farmers waited until the very last minute before they put their well into operation to save their crop. Of course, there are lots of wheat fields in the country that have stood up so far, and we believe will make a very good yield of wheat whether it rains or not between now and harvest, but even these fields would have yielded twice the amount if they had been watered at the proper time.

What the shallow water belt needs, as we see it, is a well on every farm and to put that well in action when the crops need the water, and then this will be the most sure crop country in all Texas.

MOVING BAYLOR

It seems to us that some of the Baptist people are making a mistake in attempting to move Baylor from Waco to Dallas. Dallas may be much richer than Waco, but we fail to see how they will be able to do much more for Baylor with another large Denominational University on their hands than Waco is already doing and has done with only one University to care for. We doubt if Dallas wants Baylor very badly. It is more probable that they have been forced to extend their invitation for the University to come to their city, for it is not at all the spirit of Dallas to try to take something from one of her sister cities.

The Baylor incident looks very

much like the Clarendon College movement, and Dallas is probably in the same position as Amarillo was then. Clarendon College was moved to Amarillo, but what has come of it? The Methodists have no junior college in the Panhandle as a result and there is no telling when they will have one. It would be a shame for a similar fate to befall Baylor simply because some zealous Baptist wanted to pull it up by the roots and transplant it in another city.—Wellington Leader.

It is all in the way you look at it. A drought means more than the loss of one year's crop. Too many of us forget that if something is taken away from us there is usually a pretty good reason for it. We cannot see why the good people of West Texas should be punished by a drought this year, but there are many things that happen that we fail to see the reason in. A drought is but nature's means of giving the soil a rest. Every farmer of Hale county and West Texas will probably make up for it in the years to come. Perhaps some of these fields need a change from the continual cropping of wheat. If you had to eat the same food three times a day, year after year, you would want a change. Nature is protesting. This soil was not put on this land to be entirely exploited in a single season or by a single generation. Nature is protecting West Texas, making it a better country this fall, next year and the coming years.—Plainview News.

Sell It With a Want Adv.

For Real Life INSURANCE See A. J. Cooper The Southwestern Service Man of Lockney.

PURINA CHOWS A full line of all kinds of Purina Chicken and Cow Chows on hand at all times. Feed more of this prepared chicken and cow feed, and watch the results you get from it. All kinds of Baby Chicks for sale. Book your orders now for future sittings in our big incubator. Smith Hatched Chixs Live and Grow. LOCKNEY HATCHERY Grady Crager, Manager Concrete McCollum Building

Protect Your Investment in Your Model T Ford THE Ford Motor Company is making a new car, but it is still proud of the Model T. It wants every owner of one of these cars to run it as long as possible at a minimum of expense. Because of this policy and because of the investment that millions of motorists have in Model T cars, the Ford Motor Company will continue to make parts until, as Henry Ford himself says, "the last Model T is off the road." More than eight million Model T Fords are still in active service, and many of them can be driven for two, three and five years and even longer. So that you may get the greatest use over the longest period of time at the lowest cost, we suggest that you take your Model T Ford to the nearest Ford dealer and have him give you an estimate on the cost of any replacement parts that may be necessary. You will find this the economical thing to do because a small expenditure may enable you to maintain or increase the value of the car and give you thousands of miles of additional service. No matter where you live you can get these Ford parts at the same low prices as formerly and know they are made in the same way and of the same materials as those from which your car was originally assembled. Labor cost is reasonable and a standard rate is charged for each operation so that you may know in advance exactly how much the complete job will cost. Ford FORD MOTOR COMPANY Detroit, Michigan



SUCH VALUES
MY DEAR!

May Sale!

Store will be Closed All Day Friday, May 11th, arranging and marking down merchandise. Sale Begins—

Saturday Morning, May 12th.

AND ENDS SATURDAY, MAY 19

A CLEAN SWEEP

ON MEN'S AND BOYS' CLOTHING AND HATS, SHOES OF ALL KINDS, PIECE GOODS, ETC.



SIMPLY
WONDERFUL

Mother's Day

SATURDAY, 12th, WE WILL GIVE A FREE SURPRISE PACKAGE TO EACH MOTHER WHO ENTERS OUR STORE BETWEEN 2 AND 4 P. M. The packages contain odds and ends, slow sale merchandise. Come and get one FREE and have fun opening it.

BROOMS 1c

(Limit one to a customer)

On Sale All Day Saturday, May 12th, after you purchase \$3.00 worth or over of other merchandise at reduced sale prices.

TABLE COVERS 35c

Size about 48x48 inches

OIL CLOTH ... 25c and 33c

Schrader Valve Cores .. 15c

Box of 5 Cores

LADIES' HOSE 87c

Pure Thread Silk Rayon reinforced

HOUSE DRESSES 85c

Assorted sizes and colors.

YOUR CHOICE

30 Men's and Boys' Hats 50c

GINGHAM . 5 yards for 28c

On Sale Thursday, 17th from 2 to 4 P. M. Limit 10 yards to customer.

CURTAIN SETS 75c

With Valance and Tie-backs

15 Men's Suits, Choice . \$4.89

Sizes up to 36

Boys' Suits, Choice ... \$4.48

Some have 2 pair trousers

Bleached Sheets, each . 79c

Standard size, hemmed

TIRE PATCH, Each 8c

Hohner Harps 27c

Regular 50c seller

BUTTONS 2 Cards 5c

DRESS SNAPS, per card 4c

TUESDAY, MAY 15th.



WE LIST A FEW EXTRA SPECIALS FOR TUESDAY, MAY 15th:

- Women's and Girls' Dresses, mostly fall weights, 36 in this lot
Go at, each \$1.00
- Towels, regular 39c value 4 for \$1.00
- Men's Dress Shirts, no collar, 2 for \$1.00
- Coleman Lite Mantles 21 for \$1.00
- Shoes, one lot, per pair \$1.00
- Men's Hats, one lot, each \$1.00
- One Dollar size and one 50c size Hinds Honey and Almond Cream
Both for \$1.00
- Men's and Boys' Knockabout or Work Trousers, per pair \$1.00
- Mercerized Hose, Women's, 6 pair \$1.00
- Turkish Towels, 22x44 inches 6 for \$1.00
- Men's Athletic Union Suits 3 for \$1.00
- Men's Work Shirts 2 for \$1.00
- Ladies' Rayon Hose 3 pair \$1.00
- Auto Tubes, 29x4.40 Grey, each \$1.00

Free Merchandise

FRIDAY, MAY 18th, ALL DAY WE WILL GIVE A PACKAGE "SLOW" SALE MERCHANDISE TO EACH CUSTOMER WHOSE PURCHASES AMOUNT TO \$1.00 OR OVER.

SHOES!

There will be hundreds of Shoes in this Sale. Owing to lack of space we cannot itemize them here. Shoe prices are advancing.—BUY NOW!

GROCERIES!!!

IF YOU WANT TO SAVE MONEY—TRY NORTHCUTT GROCERY. INVESTIGATE!

REMEMBER THE DATE OF SALE—STARTS SATURDAY, MAY 12th, AND ENDS ON SATURDAY, MAY 19th. COME, BRING FAMILY.

NORTHCUTT'S

DRY GOODS AND SHOES

LOCKNEY, TEXAS



High in Quality Low in Price

There's a big difference in tires, although they all look pretty much alike.

Some are made with skimpy, short staple cotton. Some have an overdose of "filler" in the rubber of the tread. Some are long on looks and short on quality. But you won't need a microscope to be sure that the Goodyear Tire you get from us is a real buy.

OZARK FILLING STATION JACKSON BROS., Proprietors

The Lockney Beacon

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

H. B. ADAMS, Editor and Owner

TERMS OF SUBSCRIPTION

One Year \$1.50 Six Months .75 Three Months .40

ADVERTISING RATES

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

WHY THEY BUY AWAY

It seems to be normal that from twenty to twenty-five per cent of the people in a community feel they can go elsewhere and do better in their purchases.

A story comes to us that a certain radio station selling goods directly to farmers recently put on an active campaign selling smoked salt. It offered two cans of good quality smoked salt for \$2.50, postage prepaid.

Offers Real Opportunity The small town as a business center is not doomed. On the contrary, it offers opportunities to those wise enough to see them.

Saturday Specials

WE ARE MAKING BETTER PRICES THAN EVER

WE WANT EVERY OLD BROOM IN FLOYD COUNTY. OUR \$1.00 BROOMS ARE GOOD ONES, AND WE ALLOW 25 CENTS FOR YOUR OLD BROOM.

Gallon can PEACHES ... 44c

Better Buy Some—Fruit is Scarce

8 lb. COMPOUND ... \$1.15

POST TOASTIES (Limit 2) .. 9c

WITH ONE POUND OF CAKES AT 30c WE WILL GIVE FREE 1 15c Pkg Salad Wafers

NORTHCUTT'S GROCERY

Marshall's Old Stand

lower in the village than in the city, giving a big advantage to the small town merchant. Improved highways are not necessarily fatal to the little towns; they lead towards them as well as away from them.

What the Shopper Wants

"I don't have to advertise because everybody knows who I am, where I am, and what I sell," will never make much more than a living.

The average shopper does not care who a merchant is, where he is, or what he sells.

But, the average shopper does care about information as to the cost of what he wants and where to get it without wasting time and steps going from store to store looking for it.

NOT A HORNE TOAD

When our old building was wrecked we did not find a horned toad as they did over in Eastland, but we did find what is pronounced by on-lookers to be a perfect skeleton of a MONKEY.

BRAIN LEAKS

Considerably better to throw away your knocking hammers and energetically exercise your lungs in the blowing of the community horn.

It is reported that the fuelless motor is soon going to be ago. We get they will keep on till there will be radio collections in the church radio programs.

The loco weed grows down this way, and it may be a pretty good idea to keep a close watch on the democratic donkey next June.

Whatever else may be said of modern styles for women, they certainly have brought about an improvement in the appearance of back yards.

Nothing else helps son earn a living so quickly as failure to get money from dad.

When wife tells husband she has a proposition to make to him, he knows right straight that he can't afford it.

It might be worse in Nicaragua. Suppose our poor marines had to keep order in a Democratic convention down there, too.—Dallas News.

Roseland Home Demonstration Club The Roseland Home Demonstration Club met Friday, May 4th, at 2:30 o'clock at the home of Mrs. Irvin Bennett.

Thirteen members and four visitors were present. After the usual business meeting, Mrs. Baas gave a salad demonstration. By combining fruits and vegetables, many healthful and delicious salads were made.

The next meeting will be at the club room, Friday, May 18th.

Mothers' Day Service The Intermediate B. Y. P. U. will render a Mothers' Day Program at the Baptist church next Sunday evening at 8:15. You can show a tribute of love to your parents by attending this service, then you can really "honor thy father and thy mother" by carrying out the lessons in your own life.

All Day Service at Irick There is to be an all day service at Irick next Sunday. A worth while program has been arranged. There will be dinner on the ground. All are urged to come and bring well filled baskets and enjoy the day.

COUNTY BRIEFS

SAND HILL

May 7.—The Sand Hill P. T. C. has started work on a new play "My Dixie Rose." This play will probably be given the first of June. This play will be the last one on the season tickets.

OWN YOUR OWN HOME

We loan money at a low rate of interest with which to buy, build, or re-finance dwellings and business buildings. Pay back like paying rent, \$12.50 per month on each \$1,000 borrowed. Option to pay all or any part at any time without extra charge.

Many new homes have been built in Lockney the past year through our loans. Come and see us.

MONROE-SPEEGLE AGENCY

GENERAL INSURANCE—FARM AND CITY LOANS

To The Public

Owing to the fact that most all business houses are now cash it makes the credit trade heavy on those who yet try to carry customers the regular 30 days. We have considered the facts as they are and concluded to continue the 30 day business with those who pay promptly, knowing as we do the perils of such business we are compelled to select such as we think can and will pay on the 30 day plan for the accommodation of such trade.

RILEY & BREWSTER

end. They attended the singing convention at Sunset Sunday afternoon.

Miss Lorene Workman, a Senior in Lockney High school, took sick Wednesday with the measles, and was brought home that day. There is hoping she will soon be well again so that she may participate in the graduation exercises, which are a few days in the future.

Mr. and Mrs. Hue Day Robinson of Lockney spent Thursday night with Mr. and Mrs. Griffith and family. The Griffith family are sick with the measles.

Mr. and Mrs. Dee Taylor and daughter, Marie, of Providence, and Miss Ruth Anderson of Lockney, attended Sunday school at the Baptist church Sunday.

Mrs. W. T. Reeves of Lockney visited her son, Bob Reeves, this week-

Davis are visiting in New Mexico this week.

Work on the oil well is progressing fine. They have been digging day and night for the past week.

Mr. and Mrs. Lew Mickey of Plainview visited Aunt Sallie Mickey Sunday afternoon.

Milton Smith, Bill Tarpley and Melvin Duncan were Plainview visitors Sunday afternoon.

Mr. and Mrs. Aden Gleen gave an ice cream supper Saturday night. Everyone who attended reported a good time.

Mr. Earl Terry visited in the community over the week-end.

BLANCO

May 8.—Miss Irene Cates is attending school at Floydada.

Mr. John Henry Alexander is visiting his sister in Lubbock this week.

Misses Opal Smith, Elgah Alexander and Ina Jackson visited in the home of Mr. and Mrs. Stanley Childress of Ralls, Texas, last week.

Mr. and Mrs. Price Reece of Sweetwater, Texas, visited relatives in this community last Friday.

Mr. and Mrs. Vivian Gram and Mr. and Mrs. Hal Hamilton and little daughter, Mary Jane, were the Sunday guests of Mr. and Mrs. Sam Smith.

Mr. and Mrs. H. B. Alexander and family and Mr. Cecil Toon, took dinner with Mr. and Mrs. Alva Smith, Sunday.

Mr. George Smith and family attended church at McCoy Sunday.

PRAIRIE CHAPEL

May 2.—The measles are still going strong, but we hope the epidemic will soon wear itself out.

Prairie Chapel was well represented at the Home Improvement Contest held at Floydada last Saturday. We did not win any prizes, but we did get experience. Practically all of the club work done by our women was their first work ever done on the particular kind of article required.

Prairie Chapel had enough rain to settle the dust last week, but not enough to shrink the long faces.

LONE STAR

May 7.—Sunday school was well attended at all three churches Sunday. Several from this community attended the North Side singing convention at Sunset in the afternoon.

Mr. and Mrs. Dellis of Olton spent the week-end with Mrs. Dellis' mother, Mrs. J. H. Phillips.

Mr. J. H. Phillips, who is at Glenn

SAVE MONEY

—BY—

Giving Us Your Trade

It is a recognized fact that we sell reliable merchandise at Lower prices. Our offerings from week to week are convincing.

Regular \$2.00 Silk Hose, new shades, per pair \$1.65

Men's Blue Overalls, per pair \$1.50

Men's Heavy Weight Blue Work Shirts, each 95c

E. Guthrie & Co.

LOCKNEY, Leaders in Low Cash Prices TEXAS

ISIS THEATRE

Program Week Commencing

MONDAY, MAY 14th

Monday and Tuesday— RICHARD DIX

"The Gay Defender"

An action drama of the Great outdoors.

PARAMOUNT NEWS

Wednesday and Thursday—

W. C. FIELDS, CHESTER CONK- LIN AND MARY BRIAN

"Two Flaming Youths"

COMEDY—"DIZZY LIGHTS"

Friday—

DOLORES DEL RIO

"Loves of Carmen"

COMEDY—"FOUR FACES WEST" PARAMOUNT NEWS

Saturday—

AL WILSON

"Phantom Flyer"

Comedy, "NO BLONDS ALLOWED" PARAMOUNT NEWS

COUNTY BRIEFS

NEWLAN

May 7.—Today is the full blown blossom of life. The petals of yesterday have shriveled into the past and tomorrow is an unopened bud, a bud that may be blackened by the frosts of fate, and the future, the future is but a seed not yet planted—of unknown quantity. But today—today is a gorgeous blossom of beauty and fragrance. Today is opportunity, opportunity in your hands to use at your will, it is the tool with which you may work and your success, your happiness, your eternity, it is yours for today.

Had a beautiful day Sunday. Sunday school was right well attended. Bro. Davis filled his regular appointment Sunday evening. Had several from other communities to visit Sunday school and at church too.

Mr. and Mrs. Williams of Crane visited at Newlan Sunday. They took dinner at the Lincoln home.

Mr. and Mrs. J. D. Ayers left Monday for Lubbock to take up a job of carpenter work.

Mrs. Artie Newell and children spent the week-end with her parents, Mr. and Mrs. C. F. Lincoln.

The new town, Dougherty, seems to be growing. Every day new people coming in, new buildings going up.

Oh, if the trickling of the rain drops could be heard up on the house tops again what sweet music it would make.

MAYVIEW

May 7.—Health of this community is good at present.

Everyone enjoyed the nice shower that fell last Thursday night.

Several from this place attended the play given at Campbell Thursday night.

Mr. and Mrs. C. A. Smith and daughter, Norman Payne and Vellie McNeill attended the play at Fairview Friday night.

C. A. Smith and family spent the night at T. J. Campbell's Thursday night.

Sunday school and B. Y. P. U. were well attended at this place Sunday.

Those visiting R. L. McNeill and family Sunday were: T. L. Mangum and family of Plainview, Mrs. Bray of Lubbock, Mrs. Mollie Parks of Dallas, C. A. Smith and family, Charlie Hawk and family of Campbell, and Lee Hawk and wife.

Mollie Parks of Dallas, who has been visiting her sister, Mrs. R. L. McNeill, was called home Sunday on account of a serious accident of her son. We understand that he was shot.

Mayview school will close Friday, the 11th. There will be a play given that night entitled, "Beads On a String." You are invited to attend.

Bro. Patterson will preach here Sunday morning and Sunday night. Bro. Davis preaches in the afternoon.

CENTER

May 7.—All our prospects for rain blow away or freeze up it seems. We surely wish we could get a good rain once more. Wheat in this section seems about dried up.

Mr. and Mrs. J. Elvis Gill's baby is improving daily, they have some hopes of it staying well now.

Mr. and Mrs. Paul Williams have a new boy at their home, born last Thursday.

A number from Center went to

Sunset to the North Side Singing Convention Sunday afternoon.

We had a good P. T. C. Ass'n meeting Friday night, despite the fact some of our North side community friends want to move our school house away.

Mr. Ramsey was a pleasant caller at our association meeting Friday night.

Mrs. Conner spent the week-end with Mrs. Montgomery. She reports a new grandson at the home of her son, Jim Conner.

The Rev. Patterson of the Methodist church preached at the school house Sunday afternoon. They are talking of organizing a church here.

We are having applications for our school in great numbers. We have two vacancies this year.

Eddie Fields is home from school now.

Mr. Austin's entertained company Sunday.

Mr. and Mrs. J. L. Carpenter and Mr. and Mrs. Leo Frizzell went to Wichita Falls last Sunday to visit their daughter, Mrs. Cone, and meet another daughter, Mrs. Greenway of Wolf City. Mr. and Mrs. Frizzell will return home Tuesday.

We are planning a Mothers' Day program for Sunday afternoon until the singing hour.

Mr. C. O. Spence and family, W. B. Jordan and family, took Sunday dinner at Claud Carpenters'.

Mr. and Mrs. J. W. Nicholson of Wichita Falls spent Tuesday night at the Jordan home enroute to Plainview on business.

Our principal and trustees made a tour of inspection of new school buildings over the county last Friday.

Miss Alma Montgomery of Center appeared in Mrs. Kirk's recital last Monday night, May 7th.

McCOY

May 8.—Rev. Casley from Wayland College filled Bro. Lollar's appointment at the Baptist church. Bro. Lollar is still at Fort Worth on account of ill health. We hope he can be back to his church soon.

The base ball game between McCoy and Starkey community boys came out to Starkey's honor. The score was twenty-three and three.

The following girls who are attending school out of the community, spent the week-end here with homefolk: Misses Marie Smith, Wilma and Wilda Spikes, Vera Thacker, Violet Pittman, Wanda and Flora Day. Mr. and Mrs. J. F. Nixon and daughter, and Mr. and Mrs. O. L. Lawrence, were visitors in the Campbell community Sunday with Mr. and Mrs. Nixon's son, Leslie L.

Several of the young people of McCoy attended singing at Starkey Sunday night.

Homer Lee Curry visited Cullen Wilson Sunday.

Mr. and Mrs. Brock visited out of this community Sunday.

Mrs. W. W. Smith has been ill for the past week. She is making rapid improvement.

Mr. and Mrs. Lenard Smith and Mr. and Mrs. Olen Lawrence were visitors in the Nixon home Sunday evening.

The little shower which fell last week helped things quiet a bit. The wheat greened up considerably by it.

SUNSET

May 7.—The North Side Singing Convention met Sunday afternoon at Sunset. There was a large crowd in attendance, with lots of good singing.

Mrs. John Bragonier of Davenport, Iowa, who has been visiting her daughter, Mrs. Hartman, left for her home last Wednesday.

Mr. and Mrs. Paul Snodgrass, who have been visiting relatives in Fannin county, returned home last week.

Mrs. Eugene McCloud spent the past week in the home of Mr. and Mrs. Wade Deavenport, while Mr. McCloud was away on business.

The P. T. A. will meet at the school house next Friday, May 11th. All members are urged to be present.

Mr. and Mrs. McAda of near Floydada visited in our community Sunday.

Mrs. Hartman, who has been confined to her bed with rheumatism is able to be up.

Mr. and Mrs. Penn of Ranlett, Okla., Mr. and Mrs. Eaf Milton and family of Kress, and Mr. Bill Milton and family of Quitaque, were guests of Mr. and Mrs. G. Milton last Saturday.

Mrs. B. H. Phegley and children are visiting relatives in Amarillo and Hartley, Texas, this week.

Mr. and Mrs. Jefferson of Floydada visited with Mr. and Mrs. T. H. Bradshaw Sunday.

ROSELAND

May 8.—Several tractors were started in our community Monday morning. Some of the land will be planted in cotton and row crops and some will be summer worked preparatory to sowing wheat again this fall.

Mrs. J. J. Smith, who has been ill for some time is reported improving. She is visiting her daughter, Mrs. Silas Ellis, near Aiken this week.

Mr. and Mrs. Chas. Parsley, and little son of Plainview, were guests in the Sims home Sunday.

Mr. C. C. Hackney and family have been having quiet a siege of colds and sore throats for the past week, but all are better now.

Mr. and Mrs. A. S. Cummings of Floydada visited Mr. and Mrs. M. M. Smitherman Sunday.

Mrs. R. C. Bennett, Miss Laura, and Mrs. Clyde Bennett of Lockney visited the Home Demonstration Club Friday afternoon.

Mrs. W. A. Whitlock attended the Federated Club meeting at Lockney Saturday afternoon.

A number of Roseland people attended the singing at Sunset Sunday.

Mr. and Mrs. Homer Ford of near Lockney were guests of Mr. and Mrs. John Smitherman Sunday.

Mrs. Chas. Flock of Plainview visited her mother, Mrs. Sims, and family Sunday and Monday.

Mr. and Mrs. O. E. Wicker are the proud parents of a fine baby boy born Saturday, April 28th.

Ernest Smitherman played ball at Hale Center last Sunday.

A game between Fairview and South Plains is planned for Tuesday afternoon.

Mr. and Mrs. S. R. Helms of California spent the week-end in the H. L. Barton home, and left here for points in Oklahoma Monday. Mrs. Helms is a sister of Mrs. Bartons.

IRICK

May 8.—Several enjoyed the singing at the home of Mr. W. T. Glass Sunday night.

School was dismissed Friday for the year.

Many of the ladies of this community met at the home of Mrs. Dick Ashby last Tuesday evening.

Mr. and Mrs. Dick Ashby spent Sunday with Mr. and Mrs. W. T. Glass.

Miss Brooker of Waco attended the singing Sunday night.

Mr. Homer Blanton is spending the week with his parents.

Ray Foagan is quite sick with the measles this week.

There is going to be an all day program Sunday at this place. Every one come and bring a well filled basket.

HARMONY

May 8.—The light showers, of last week, were refreshing but did very little good.

Mrs. D. T. Scott, whose condition continues to improve, was carried to Plainview Monday, for further treatment.

Raymond Williams, who represented the Floydada High school in the mile race, returned home Sunday from the State Interscholastic Meet at Austin.

Mr. Price Scott and family, Miss Sudie Miller and mother, visited in

the Scott home, Sunday afternoon.

Mrs. H. M. Miller, who has been very ill for several months, died at the Lubbock Sanitarium, Friday nite. She was buried at Carrs Chapel, Sunday afternoon, with Rev. M. P. Hines in charge of the funeral services. The high esteem in which the family was held was attested by the large crowd that attended from this and surrounding communities, Floydada and Lockney.

PLEASANT HILL

May 6.—There were some of us glad and some of us sorrow that school is out. We had a picnic and some ball games at the school house Friday.

Miss Laura Mae Mayes left Sunday afternoon to spend the vacation with her folk at Lorenzo.

Jack Mayes and James Broilers from Lorenzo spent Friday night with Miss Laura Mae Mayes.

The young folk of this community enjoyed a party at Mr. and Mrs. S. D. Scott's Friday night.

Billy Brown is spending this week with his grandmother, Mrs. Dan Day. Mr. and Mrs. Roe Jones spent Sunday with Mr. and Mrs. Roy Billington.

Mrs. Cardinal and family, Mrs. Day Myrtle Day, and Billy Brown, spent Sunday afternoon with Mr. and Mrs. Roy Billington.

Lucile Evers and Vera Almond spent Saturday night with Misses Abbie Lee and Elizabeth Woolsey.

FAIRVIEW

May 7.—The play, "Nancy Anna Brown's Folks," which was rendered here last Friday night by the High school pupils, was well attended and well received.

Miss Thelma Kinnard is suffering an attack of the flu this week. Her sister, Miss Frances Kinnard, is substituting for her as teacher.

The members of the Senior B. Y. P. U. and a few guests carried a program to Whiteflat Sunday afternoon. They enjoyed a picnic supper on the return trip.

Lee Rushing left Saturday morning for a few days' business trip to Sweetwater.

Rev. Green B. Patterson filed two regular appointments here Sunday. Both services were well attended.

Mr. and Mrs. W. R. Hodges and children had as their guests in their home Sunday, their cousins, Mr. and Mrs. Carl Thorn, of Fort Worth.

A Mothers' Day program is being arranged for by a committee of both churches. This program will be given at the 11 o'clock hour in the school

HOKUS-POKUS SPECIALS SATURDAY

- Wesson Oil, Pints 28c
Wesson Oil, Quarts 53c
Grape Juice, White Swan, Pints 23c
Grape Juice, White Swan, Quarts 45c
Brer Rabbit Syrup, Pure Cane, Gallon 75c
Post Toasties, each 10c
10 lbs. Cane Sugar, in Cloth bag 73c

G. S. MORRIS

auditorium. Mrs. Clyde Cummings and children of Lockney were the guests of Mr. and Mrs. Luther Rhine Tuesday night.

The primary and intermediate grade rooms are preparing a nice program to give on the night of May 17. Our school will close May 18.

RAMSEY

May 9.—Mr. Earl Smalley has a case of the measles this week.

Mr. and Mrs. J. R. Davis and son, Buster, attended the singing convention at Sunset Sunday afternoon.

Mr. and Mrs. Tell Nix of Plainview were visitors at the W. E. Meador home last Wednesday.

Mrs. Harley King visited at the H. V. Wilson home Tuesday.

Virginia Miller has been sick the last few days with measles.

Mr. and Mrs. J. J. Hill and children went to Plainview Tuesday to be with Mrs. Hill's little niece, who was carried to the sanitarium for an operation.

Jack and Hugh Spots spent Sunday afternoon with Edgar Miller.

Messrs. J. R. Davis, C. E. Davis, and T. E. Mays were business visitors at Dougherty Monday.

Why Order Tires And Pay More

FISK TIRES

- 30x3 1-2 Regular Cords \$4.45
29x4.40 Balloons \$5.80
30x3 1-2 Giant Oversize Cords \$4.85
30x5.25 Balloons \$12.35
31x5.25 Balloons \$12.75

TRUCK TIRES

- 30x5 Heavy Duty, 8-ply \$28.00
32x6 Heavy Duty, 8-ply \$37.00

Don't throw away your old tires, they might be worth something on a trade in here.

WELLS TIRE CO.

West of Ware Hotel

PLAINVIEW, TEXAS

Before you select your next car see what General Motors offers

GENERAL MOTORS was organized on the principle that a group of strong companies, working together as a family, could serve the public better than they could separately.

The public has approved this principle.

In 1924 one out of every six cars chosen by the public was a General Motors car. In 1925 the proportion was one in five. In 1926 it was one in four.

And last year it was one in three.

The improvement in General Motors products is continuous. Great Research Laboratories are constantly seeking new paths for betterment. A 1245-acre Proving Ground tests all that science has discovered and proves each new design before it is offered to you. Each year there has been a steady advance in the quality, performance and beauty of General Motors cars, with no increase in price.

7 famous cars-86 models

\$495. to \$5500. (FOB Factories)
and the low-cost
GMAC Purchase Plan

The General Motors cars are listed on the coupon below. They include a car for every purse and purpose—passenger cars and trucks—models of every kind—fours and sixes and eights. You may select any model with full assurance that by every test it offers the largest value per dollar in its price class.

The passenger cars include 86 models, ranging in price-at-the-factory from \$495 to \$5500. All closed bodies are by Fisher. All cars have four-wheel brakes. All have quality where quality counts most in long life and high resale value. All are backed by service organizations which are permanent.

CLIP THE COUPON

It will pay you to see what General Motors offers before you select your next car. Compare General Motors quality and value in each price class. Learn about the tests General Motors applies to all cars produced here and abroad, at its great Proving Ground. Consider the importance of a time payment plan which gives you low rates, because of the volume of business handled. Remember that you are assured of service, because General Motors dealers are everywhere.

By using the coupon below, you can bring into your home immediately full, illustrated information about any or all of the products made by General Motors. With this will come a new book called "Principles & Policies." You will find it unusual reading, for it takes you behind the scenes and shows just what General Motors is and what it is doing to continue to merit public goodwill.

GENERAL MOTORS

CLIP THE COUPON

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

CHEVROLET Please send, without obligation to me, illustrated literature describing each General Motors product I have checked—together with your booklets "The Proving Ground" and "Principles & Policies"

PONTIAC

OLDSMOBILE

OAKLAND Name _____

BUICK Address _____

LASALLE

CADILLAC

FRIQUIDAIRE Automatic Refrigerator DELCO-LIGHT Electric Plants

BEGIN PLANS NOW FOR YOUR PULLETS FROM 1928 CROP

Replace Old Hens Now With Young Pullets for Fall and Winter Layers

By F. W. Kazmeier

It is not too early to be thinking about this important thing, if you want Fall and Winter eggs. It is a mistake to keep too many old hens instead of growing pullets, however, it does not cost but very little more to grow a good pullet, than a poorly bred pullet. The cost of feed and labor is a like on both the well bred pullet as on the non-descript pullet.

Many people make a serious mistake, in keeping too big a part of their flock, consisting of old hens or even young hens. At least fifty per cent of the flock should consist of well developed pullets and sometimes we think that seventy-five per cent is not too high. Pullets will lay when eggs are high in price, and that is early in Winter and Fall. They will also lay as many later in the year. Many poultry flocks are unprofitable, because too large a number of them predominate in two and three year old hens. The mortality also is greater among old stock than among the young stock. Some have said, that pullets are not desirable for breeders. This, however, is not true. Well matured pullets make the best of breeders. This is just another old idea that has been exploded.

We have found that the same applies to male birds. Early hatched cockerels make better breeders than two and three year old male birds. Profitable poultry keeping calls for renewing from fifty to seventy-five per cent of the entire flock each year.

Barred Rocks and S. C. R. I. Reds

Breeds like the Rocks and all other breeds should be hatched earlier than the smaller breeds like the Leghorns and Anconas. For Fall layers Rocks and Reds and similar breeds should not be hatched much later than last of April to May 15. There is good money in growing poultry for the broiler and fryer market. Today I was offered 28c per pound for broilers delivered and weighed in New Orleans, or 32c per pound my weight f. o. b. Bryan. On this basis a two and half pound fryer would net 80c each, which is a profitable price.

White Leghorns and Small Breeds

It is true, that produce men are penalizing white leghorn broilers about two cents per pound, but in spite of this, our experience and observation leads us to believe that they are the most profitable from standpoint of egg-production. Leghorns and other small breeds, however, should not be hatched before April, if they are hatched before April, they will almost be sure to go into the early Fall moult, which of course, knocks them out as Fall and early Winter layers. Last year practically all early hatched Leghorn flocks, on account of extremely cold weather in December, were thrown into a premature moult.

"MOTHERS DAY"

What a beautiful thought it was that prompted a woman to have set apart a day known as "Mothers Day." Although she had never been a mother, yet she surely understood what a blessing the world had received from just "Mothers." How they should be remembered with tender thoughts and loving gratitude at home or scattered over the broad earth. It's a day when sacred memories of youth are reviewed, when the wanderer's memory turns back to childhood's happy days to the home where the star was "mother," around the dear old name "mother" clusters all the happiest and sweetest memories of early life.

Men and women are always happier from having been happy. To, on this day comes back thoughts of mother, father and home.

There is in each life, some time or spot, some hour or moment, of night or day that never grows dim. Lead thy mother tenderly down life's last incline, once her arm was thy support, now she leans on thine. Think of all the helpless years her hand has guided you, her fondest hopes, her girlhood dreams were centered all on you. She watched through many lonely hours, never a friend so true, and now in her declining years a true blue.

Or maybe Mothers far away perhaps, you think of her today, she daily thinks of you. And did you send that letter home as you promised you would do, she may be setting all alone, set down and write today. Or has "mother" left this world of care for mansions in the skies, where all is peace and joy and love, and where there's no more good bys. Then breathe a prayer beyond the star and say, "Dead God above, my mothers where the angels are, I'm sending her my love."—Mrs. Opal Carden.

COUNTY BRIEFS

ANTELOPE

May 7.—Miss Zelma Aston, daughter of Mr. and Mrs. John Aston, is very ill at her home here.

Misses Donna Mae Aston, Lora Belle White, and Marguerite Aston,

spent Sunday with Mr. and Mrs. W. W. Wisdom.

Mr. and Mrs. Ted Jones have their new home completed and will move into it this week.

Mr. and Mrs. J. H. Thomas spent Sunday with Mr. and Mrs. Roy Cappinger.

Mr. Bill Brown and Johnny Wisdom spent the week-end here, they returned to Brownfield Monday.

Mr. Henry Cross and sisters, Misses Thelma and Belle Cross, returned to Commerce last Wednesday, where they will go to school this summer.

Mr. Johnny Isibell spent the week-end with Mr. and Mrs. Roy Cappinger.

Miss Shirley Mae Palmer spent Sunday with Miss Lillian Barker.

Miss Lolla Jackson spent Sunday with Miss Faye Summeran.

Mrs. Bill Webb is visiting her parents at Justin, Texas.

Dougherty and Mt. Blanco played ball at Dougherty Sunday. The scores were, Mt. Blanco 6, Dougherty 15.

Dougherty and Cone played ball Saturday. The scores were: Cone 5, Dougherty 8.

Mr. and Mrs. Barker spent Sunday with Mr. and Mrs. Palmer.

Mr. and Mrs. Bob Hinsley spent Sunday with Mr. and Mrs. Bud Hinsley.

Mrs. Virgil Cooper is ill this week. Miss Sarah Frances Smith spent Sunday with Frankie Wisdom.

April 30.—Mrs. Roy Shirley of Crosbyton has been spending this week with her sister, Mrs. R. S. Moore.

The graduating class took dinner Sunday with Mrs. Will Poole.

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

The high school play, entitled, "Safety First," was enjoyed by all present last Friday night. Mrs. Chas. Nickles of Floydada entertained between acts.

Mr. and Mrs. J. L. Davis and Mr. H. C. Aston of Spur spent Monday with Mr. and Mrs. J. M. Aston.


Miss Lillian Barber and Connie Ray spent Sunday with Neva and Viola Hensley.

Joe Bailey and Roaring Springs played ball Sunday at Dougherty. A large crowd was present to see Joe Bailey carry off the honors.

GOODNIGHT

May 7.—Several of the boys have gone upon the plains today fishing.

Miss Lola Davis and her friend, Miss Summers from Quitaque, ate supper with Mrs. Davis Wednesday



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

Mr. Cook and family went to Kress Friday night to see the closing exercise of the school.

Mr. McFarling is suffering with high blood pressure.

Dorothy Keisling spent Sunday with Annie May Merrell.

Iva Marie Davis spent Wednesday night with Hazel and Inez Gaugh.

Eula Edwards went to Sunset Saturday night.

Subscribe for the Beacon

Buy with Confidence!

for Economical Transportation



This Car has been carefully checked as shown by marks below

- Motor
- Radiator
- Rear Axle
- Transmission
- Starting
- Lighting
- Ignition
- Battery
- Tires
- Upholstery
- Top
- Fenders
- Finish

OK

USED CARS

"with an OK that counts"

A few of our exceptional Used Car values "with an OK that counts"

DYER MOTOR CO.

Lockney, Texas

QUALITY AT LOW COST

Mr. and Mrs. A. B. Brown returned Saturday from a two weeks' stay in Mineral Wells, and other points down in the state.

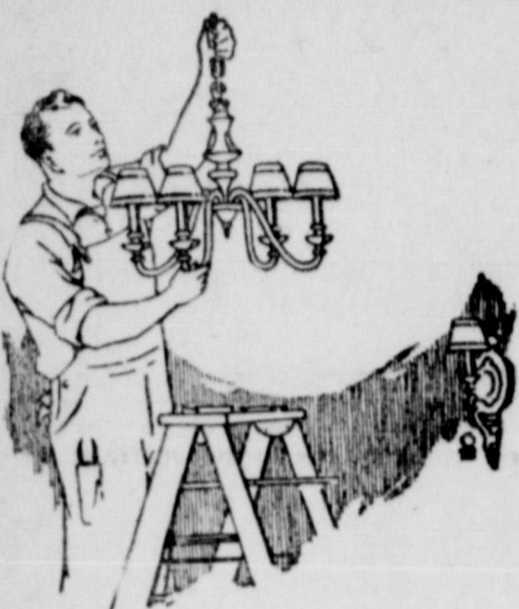
Cecil Cope, who is employed on the Slatonite, at Slaton, was here over the week-end and visiting his parents, Mr. and Mrs. Tom Cope, and friends.

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager

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

Room 7, First National Bank Building Floydada, Texas



I Save You Money On Repair Work and Wiring

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

LET ME FIGURE ON YOUR JOB

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

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

Geo. F. Kinyon

Beacon Office

Phone 92



FOR EMERGENCIES

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

STEWART DRUG CO.

We handle

COAL THAT SATISFIES

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

PROHIBITION AND AUTOMOBILES ARE NATIONAL TOPICS

Automobile Is Sufficient to Keep the United States Dry

By PHEBE K. WARNER

It's easy to talk. So long as we have no intention of doing what we think others ought to do. It's easy to criticize. There is no other line of thought that requires so little backbone and brains as criticism. It's easy to stand around and tell the world what ought to be done. But it takes more moral courage than the great majority of us have to get busy and DO IT. Most of us do know better than we do. And a lot of us think we are really better than we are.

Just now our whole country is in a political turmoil. We have this same political epidemic every four years without fail. And I suppose it will continue to occur at the same intervals of time as long as our government lasts.

Several years ago the question of prohibition became one of our political problems. Year after year the wets and the dries fought for political supremacy. And finally prohibition won the fight. The nation's great distilleries were shut down and hundreds of thousands of saloon doors were closed. A terrible howl went up all over the country. The country was ruined some said. The saloon keepers would all starve to death because the government eliminated their business.

But so far have any of you noticed any headline in the daily papers announcing the fact that any saloon keeper and his family have ever starved to death because of losing his job? Instead of the majority of the saloon keepers starving to death they found better jobs. And they have been making a happier living since they lost their old job than when they had it. And not only that but thousands of their old patrons are now living in homes of their own and supporting their families and sending their children to school every day in the year.

Oh, yes, a few of the men and even women who believe in the old theory of the saloon have drifted out to the woods and the canyons and down along the river bottoms and are "still" operating. But they are not happy in their business. There is not a happy proud bootlegger in this nation. Nobody is happy when he is doing something that he is ashamed of and that he has to hide from the laws of the country to do. And I sometimes wonder how many of us who talk so loud about the bootlegger know the real motive of his business. Most of them are trying to make some money and every other business seems over loaded. That's one motive at least. There are others.

But how many of us have studied the relation between prohibition and the automobile business. What effect has prohibition had on the automobile business?

Statistics tell us that the people of the United States spend approximately \$8,000,000,000 annually on automobiles. How much of this EIGHT BILLION DOLLARS do you suppose used to be spent in the open saloon? And who got the benefit of that money? Did the wives and children of our drunkards get any pleasure out of the money spent at the saloon. Do you believe the automobile industry in all its branches is furnishing as many men a job today as the saloon business did twenty-five years ago? If it is then how many people were thrown out of employment by the elimination of the saloon? This is not saying that all the saloon keepers and managers of distilleries went into the automobile business. It is not saying that any of them did. But it takes about so many people to do the world's work and if the automobile business which has been developed almost entirely since the open saloon was forced out of business is furnishing employment to an equal or greater number of home providers, then how can we argue that the nation has lost anything in an industrial way or a commercial way by getting rid of the saloon?

But there are other sides to the question. Which of these two national industries means the most joy and happiness and pleasure to the American homes? Now those three words, "joy, happiness and pleasure," may sound just alike. But they are not. It is a real JOY to even look at a pretty car. But it is a lot more pleasure to ride in it and real happiness lies in owning it, if you own it honestly.

And now the question that every sane voter should ask himself or herself is this: Has prohibition helped the automobile business? Has it made the automobile a safer means of transportation? Or do you think we would all be just as safe in our cars out on the public highways if we allow the open saloon to come back into our country and turn everybody loose in both the saloon and the automobile if they choose to indulge in both. Would the women be safe out on the road? And no other thing invented has brought so much freedom and pleasure within reach of the busy women of our land as the automobile. Would children be safe on the road to school? Oh, we'd fine the drunk drivers? When? After the children were crippled and dead. And our policemen wouldn't have time to do a thing but keep the people out of the

way of the drunk drivers if the open saloon were to return to the U. S. A.

If there were not another reason for keeping our country DRY, the automobile is reason enough. Or shall we all give up our cars and wipe out the automobile business in order to make our country safe for the saloon and its advocates.

There are a thousand reasons WHY we should not allow our country to fall back into the "wet" column. And now is the time for every American citizen to do some sound, sensible, sane thinking. Now is the time to lay down every form of sentiment and prejudice in favor of a few people having their own way for their own special gratification, and stand and vote together as one united, patriotic nation for the greatest good and the greatest safety and the most happiness for all the people.

MY VIEWPOINT

Life is not a bed of roses,
Neither is it full of woes;
But it is a changefull mixture
Each and every way we go.

At times the sun shines brightly,
Then gloomy clouds appear
It takes the strong brave hearted
To wait for skies to clear.

Some are weak and careless,
Heeding not the murky light;
That shuts out all the brightness
From the shining path of right.

But when the storm clouds gather,
When the gale howls at the door;
We should keep the home fires
burning.

Let the tempest vainly roar.
—J. H. Hampton

PLAINVIEW SANITARIUM NEWS

Mrs. H. M. Curtis of this city has been discharged from the sanitarium after undergoing a successful operation.

E. L. Prosser of Plainview is improving nicely after being in the sanitarium for some time as the result of an attack of pneumonia.

Mrs. Earl Wise of Quitaque, who underwent an operation on April 24, is resting nicely at this time.

Martin Alexander of this city is improving since undergoing an operation for tonsillitis.

Mrs. Frank Bailey of Lockney, who underwent an operation for appendicitis a few days ago was discharged on last Saturday and returned to her home.

E. J. Smith of this city is recovering from an operation.

Miss Rosa Lee Allen of near Plainview is improving nicely after undergoing an operation for appendicitis, which was performed recently.

Mrs. Marsh Watson of this city who was operated upon a few days ago is recovering rapidly.

Mrs. John Abbott has been discharged from the sanitarium after undergoing a successful operation.

Ewing Vaughn, son of Ed Vaughn of Silverton is recovering rapidly after submitting to an operation for appendix with pus.

Carl Studer of Olton has been a patient in the sanitarium undergoing general physical examinations.

Miss Kate Morrison has been removed to her home east of town after undergoing a mastoid operation.

Mr. and Mrs. B. G. Whitfield of near Plainview are the happy parents of a baby boy, which was born at the sanitarium on April 28th.

Mrs. Ira Bean of Silverton, who was operated upon last Sunday is improving nicely.

We are glad to report the condition of Mrs. Henry Belcher of this city, who underwent an operation on last Monday as being very favorable.

Miss Jackie Shelton of Quitaque had her tonsils removed Monday.

Harrell Dieter, son of G. T. Dieter of Lockney, who underwent an operation on last Monday is doing nicely.

Mrs. O. L. Boland of this city is recovering nicely after having had her tonsils removed on May 1st.

B. A. McCarty of Plainview was discharged from the sanitarium last Saturday. Mr. McCarty has undergone three serious operations during the last month. His condition is very favorable at this time.

E. E. Giesecke of Lockney who has been a patient in the sanitarium has returned to his home.

Mrs. Arthur Williams of this city is in the sanitarium as the result of a surgical operation. Mrs. Williams is resting nicely.

Mrs. Stokes Rosser of near Plainview is recovering from a tonsillectomy operation.

Miss Annia Laura Sanders of Kress is resting quite nicely after undergoing an operation for appendicitis.

Mrs. Alfred Windweben of this city entered the sanitarium on last Wednesday, where she submitted to an operation.

George E. Schenk of Amarillo is a patient in the sanitarium suffering injuries which he sustained in an automobile accident Friday.

Ralph Brown of Lockney is doing well since undergoing an operation for appendicitis and hernia.

Jim Scroggins of Borger, Texas, entered the sanitarium Saturday and had his tonsils removed.

Little Gaston Green of Quitaque underwent a minor operation in the sanitarium Saturday.

Mr. Elmer Giesecke was brought

home from the Plainview Sanitarium Friday of last week. He is in a very precarious condition at this time, but is thought to be some better than he was several days ago.

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



This is one of the many children whose eyes we have sighted, 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 E. 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:
P. G. STEGALL
For Re-election

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

For Tax Assessor:
C. M. MEREDITH
For Re-election
J. W. PITTS
O. B. 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
Floydada, Texas

A. C. GOEN M. POLK GOEN

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

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

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 Roup and Diarrhoea Tablets will prevent and relieve them or money back.
At all Drug Stores

SPECIAL SPECIAL

36 in. Dimity, per yard	25c
32 in. Gingham, good grade	15c
Hope Domestic, per yard	15c
9-4 Bleached Sheeting, per yard	35c
Rayon Hose, per pair	49c
Silk Hose, per pair	59c

1 lot Men's Summer Suits	13.95
1 lot Men's Dress Hats	3.95
Good Work Gloves, per pair	98c
All Leather Gloves, per pair	49c
1 lot Good Work Hose, per pair	15c
1 lot Overalls, per pair	98c

E. L. AYRES, DRY GOODS

WANT COLUMN

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.

BARGAINS in a good home in city, good terms.—Baker and 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. 30-41

CABBAGE, tomatoes and pansy plants now ready.—J. S. Miller, 4 miles northwest of Lockney, phone 2002-1-2.

NOTICE—To parties that have spoke for cotton seed from Lockney Gin Co., please call and get same at once. Cannot keep them any longer. 11-c

A short time only—\$1000.00 cash payment will give you possession of a colonial 12-room residence in Lockney, balance of \$2500.00 on easy terms. This is a rare opportunity for some one to own this place at a bargain.—Baker & Carter.

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

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

FOR RENT—bed room, joining modern bath.—Phone 40.

FOR SALE—Wind mill and tower.—See Mr. R. E. Patterson at First National Bank.

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 OR RENT—Good four-room house in northeast Lockney.—J. H. Henson. 35-11-c

FOR SALE—One Jersey cow, price \$75.—See Clyde Cummings.

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

CHURCHES

Methodist Missionary Society In Social Meeting Monday

The Methodist Missionary Society met in a social meeting Monday afternoon at the home of Mrs. H. B. Adams, with Mrs. J. H. Hohlaus and Mrs. Adams as hostesses. The afternoon was spent in contests and conversation, and refreshments of ice cream, cake and punch were served.

Methodist Services

The following services will be held at the Methodist church Sunday and next week:

Sunday school at 9:45 a. m.
No preaching at the 11 o'clock hour as the congregation will attend the Baccalaureate sermon at the Baptist church at that hour.

Preaching at 8 p. m. Sunday evening.
Stewards meeting Monday night at the church.

Women's Missionary Society meets Monday afternoon at 3 o'clock at the church.

Prayer meeting each Wednesday night.

Senior Epworth League at 7 o'clock Sunday evening.

There is a contest on at this time between the members of the Men's Bible Class in the Sunday school. The class has been divided into two

groups, with Mr. A. J. Crager and Mr. J. M. Cooper as captains of the groups, and a 60 days contest will be held for the securing of members to the class. Every man member of the Methodist church above 24 years is urged to attend and take part in the contest, and all men of the city are cordially invited to come and join the class.—Reporter.

Miss June Guthrie In Recital

At the high school auditorium Monday night, Miss Lauream Christian presented her pupil, Miss June Guthrie in a piano recital. Miss Guthrie is the fourteen-year-old daughter of Mr. and Mrs. E. Guthrie, and is one of the most talented musicians in Lockney.

The program consisted of seven piano selections, a reading by Miss Guthrie, who is also a pupil of Mrs. O. E. Stevenson in expression, and two chorus numbers by the High School chorus. The affair was quite entertaining, and spoke well for Miss Guthrie's talent, and the instruction she has received as a pupil of Miss Christian.

Miss Guthrie has won many places in the music festivals at Amarillo and Lubbock.

Misses Ruth and Dorothy Ford of Lubbock were here over Sunday visiting their parents, Mr. and Mrs. Frank H. Ford.

Misses Hula and Eunice Coleman were down from Canyon, where they are students in the West Texas State Teachers College, over the week end, visiting their parents, Mr. and Mrs. H. P. Coleman.

A. B. Brown made a business trip to Amarillo the first of the week.

MOTHERS DAY



IS SUNDAY, MAY 13th

—and if you are yet permitted to wear a red flower for her, visit this store and select a PRESENT that will gladden her heart.

GRADUATION DAY IS AT HAND

—and a present is needed for that event, and you will be delighted with what you find here.

We have hundreds of items appropriate for Gifts, but the following are great leaders:

FOR WOMEN

- PURSES
- FLOWERS
- HOSIERY
- SILK UNDERWEAR
- SILK GLOVES
- DRESSES
- MILLINERY
- NOVELTIES

FOR MEN

- NECKWEAR
- HOSIERY
- BELTS
- SHIRTS
- SUITS
- STRAWS
- STETSONS
- FLORSHEIMS

Make 1928 memorable by your thoughtfulness.

HARDWARE AND GROCERIES

A full line of the necessities of life are always found in our—

HARDWARE AND GROCERY DEPARTMENTS

We extend to every reader of the Beacon an invitation to avail yourself of the service and "Quality Merchandise" which we offer.

BAKER MERCANTILE CO.

"The Store With the Goods"

PIGGLY WIGGLY



Congratulations —TO— HELPY-SELFY

We desire to congratulate Mr. Smalley & Co. in behalf of the forward step they are taking in installing this new system of merchandising. More and better business for Lockney.

WE WISH YOU WELL

Yours truly,

PIGGLY WIGGLY

MARKET OPEN SUNDAY MORNING FROM 8 TO 9 O'CLOCK.



Heaven Help Us! Another Saxophone!

Not content with spring house cleaning, presidential campaigns, senate investigations and nine saxophones, the fates have thrust upon us another saxophone, making ten. We just received his bad news from the Conn Music Center, Elkhart, Indiana.

That will increase the suffering of the music ten per cent, according to the reports of the country's best statisticians. The latest perpetration is a saxophone in "F." We don't know what that means but it is reported to mean "Saxophone in Finale." If it is true that this is the last saxophone, we're humbly thankful. Providing no more saxophones are made, we guess we can stand just one more. Hospital records will tell.

According to the latest United States census, the saxophone family, from smallest to largest, consists of the following: E flat soprano, C soprano, B flat soprano curved, B flat soprano straight, F mezzo-soprano, E flat alto, C melody, B flat tenor, E flat baritone and B flat bass.

Count 'Em and Weep

Count 'em, gentlemen. Count 'em and weep. Ten of 'em, now.

What makes it worse is that the new mezzo-soprano in F is to be a lead instrument. You know what that means. Remember when you used to sing in the choir? Everybody wanted to sing the solo parts. It wasn't so bad when most of the choir was set to work singing alto, baritone or bass, but when they broke forth into the lead it was terrible.

With the resourcefulness of the Spanish Inquisition, the makers of this instrument have doped out a new design which is different from all the rest. It looks the same but it sounds different. We're not interested. It can't sound any worse. Ho hum.

Lower
Prices
Every
Day!

HELPSY-SELFY

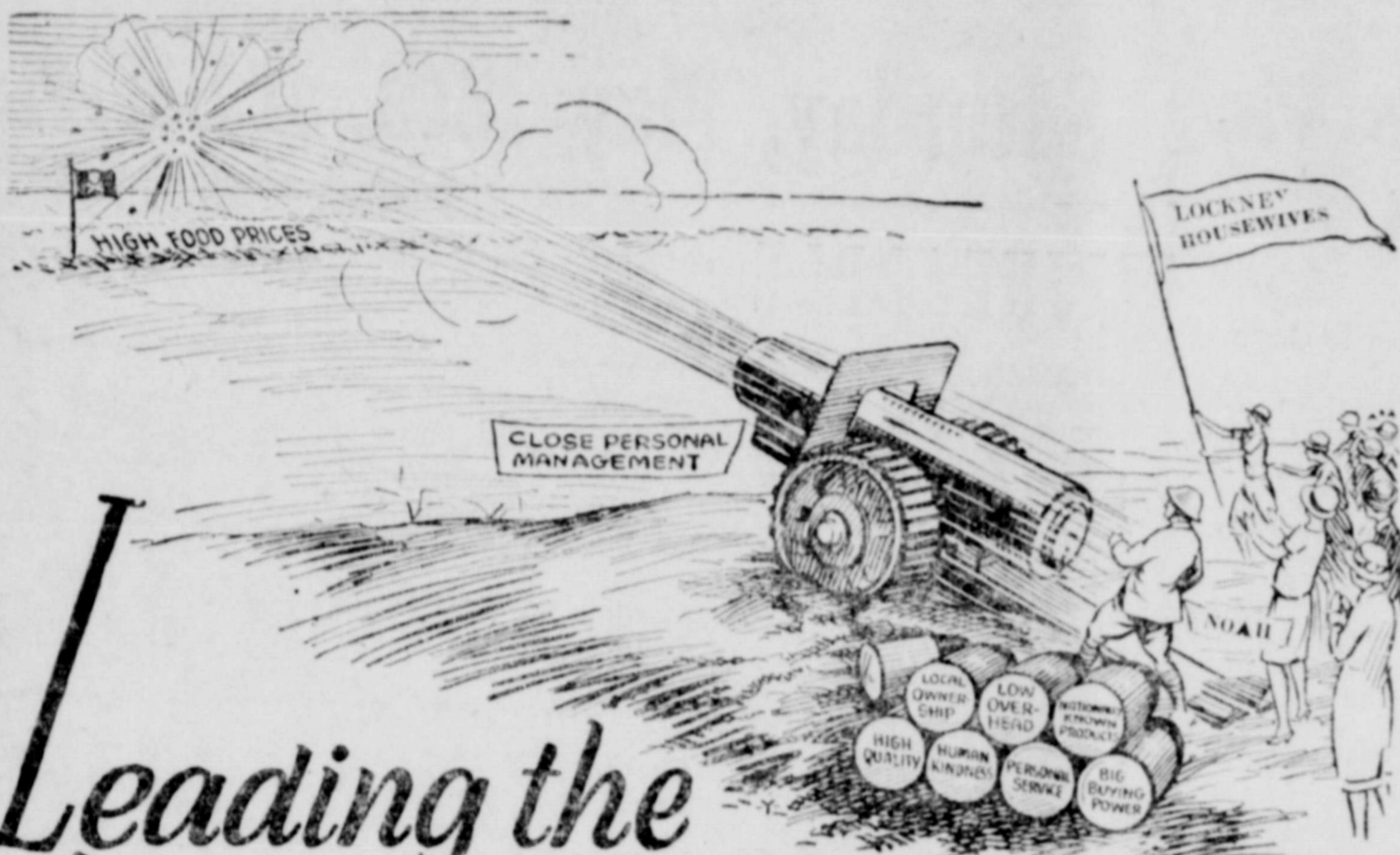
A LOCKNEY INSTITUTION

Owned and Operated by Smalley & Son

The
Best
for
Less!

Lockney, Help Yourself to Bargains

Your Big New Helpy-Selfy Opens Saturday, May 12th and Monday, May 14th



Leading the Army against High Prices—

Bang! Bang! Bang! The Helpy-Selfy Army against prevailing High Food Prices in Lockney has captured the City! Look out, Competitors! LOW PRICE Shells are bursting! "HURRAH!" shouts the Lockney Housewives, glad to be liberated from High Prices!

Plain facts for Lockney People: Helpy-Selfy will revolutionize grocery business in this section! The big Blue and White Store of cleanliness, convenience and better service will bring prices DOWN! Every item, every day will be cheaper here, because of Helpy-Selfy's famous position of LOW OVERHEAD, BIG BUYING POWER, MODERN METHODS and CLOSE PERSONAL MANAGEMENT by HOME folks! Let's Go.

Long have you heard the amazing stories about how much money the famous HELPSY-SELFY Stores are Saving Housewives in all the cities where they are serving. Long have you wished you could take advantage of this super store service. These extra low prices prevail Saturday and Monday—and of course lower than competition ALWAYS.

At last, Helpy-Selfy comes to YOU! Right here in Lockney, you will now get the same wonderful service, the same convenient shopping where "You Serve Yourself and Save," the same finest nationally advertised foods, and the same LOWER Prices that the largest cities enjoy!

Helpy-Selfy is DIFFERENT with a capital "D"! The greatest movement forward in grocery stores of the Century! Big, clean, blue-and-white, this store is a marvel of service and attractiveness. You will be delighted to trade here regularly.

Saturday and Monday, we will hold the biggest store opening Lockney has ever known. There will be many sensational FREE OFFERS—and EXTRA SPECIAL LOW PRICES on EVERYTHING! You are cordially invited to attend the Opening whether you buy or not.

A SOLEMN PLEDGE

I pledge the good people of Lockney that these men will provide for you the cleanest food store in the city—that their stock of groceries, meats, fruits and produce will be complete at all times—that they will sell for less—treat everyone with courtesy—and advertise truthfully.

JACK LONG,

Originator of Helpy-Selfy.

A NEW AND FINER MARKET FOR LOCKNEY

A big beautiful Department equipped with the latest and best appliances for sanitation and cleanliness and service. Only the finest Meats that money can buy will be handled. But like all other Helpy-Selfy Departments, the Meat Market will SELL FOR LESS! MR. HARVE WILLIAMS will be in charge of the Market. He is a practical meat man and will give you service with a smile.

SMALLEY & SON.
Noah Smalley, Buyer-Manager

Red Hot Prices for Opening Days

FLOUR	24 lb. Amaryllis or Everlite 99c 48 lb. Amaryllis or Everlite \$1.97
BUTTER	McIlhaneys lb. 49c
SUGAR	10 lb. Pure Cane, cloth bag 67c 25 lb. Pure Cane, cloth bag \$1.69
PEACHES	No. 2 1-2 can Wa ^o co 21c
O. B. Macaroni	3 for 19c
SALT	Reg. 5c pkg. 2 for 5c

A BIG CANDY BARBER POLE FOR EVERY CUSTOMER AND EVERY CHILD ACCOMPANIED BY ITS PARENTS.

FREE GROCERIES

A fine big sack of standard nationally advertised and well-known local products worth \$1.50 to \$2.00 will be given FREE with each purchase of \$5.00 or over on opening day—as long as the above lasts.

MUSIC FROM 8:30 to 11:30 A. M. and 7 to 8 P. M. will make shopping a real pleasure by playing for Helpy-Selfy Patrons. PERETS PLAINVIEW SERENADERS will furnish the music.

COMPLETE MEAT MARKET PRODUCE AND GROCERY ITEMS ON PAGES 2 AND 3		
BEANS	Navy, Pintos, Limas lb.	10c
PURNES	lb.	10c
SOAP	P. & G., or C. White 10 Bars	37c
LARD	Swift's Jewel, 4 lbs	63c
	Swift's Jewel, 8 lbs.	\$1.18
BACON	English Style Sugar Cured whole strips lb.	29c

Lower
Prices
Every
Day!

HELPHY-SELFY

A LOCKNEY INSTITUTION

Owned and Operated by Smalley & Son

The
Best
for
Less!

A BIG, CLEAN, BLUE AND WHITE STORE TO SAVE YOU MONEY

Prices Cut to the Core for Our Big Opening

Helpy-Selfy's Garden Is The Envy of Our Neighbors!



"YES MAM"!

You should see how we have worked to get every kind of Fruit and Vegetable that is on the market at this time.

Even fresh Pineapple, Mushrooms, Brussels Sprouts, Roasting Ears, in fact you will be surprised to see how complete, yet how reasonable, all these items are priced. Come and visit our garden.

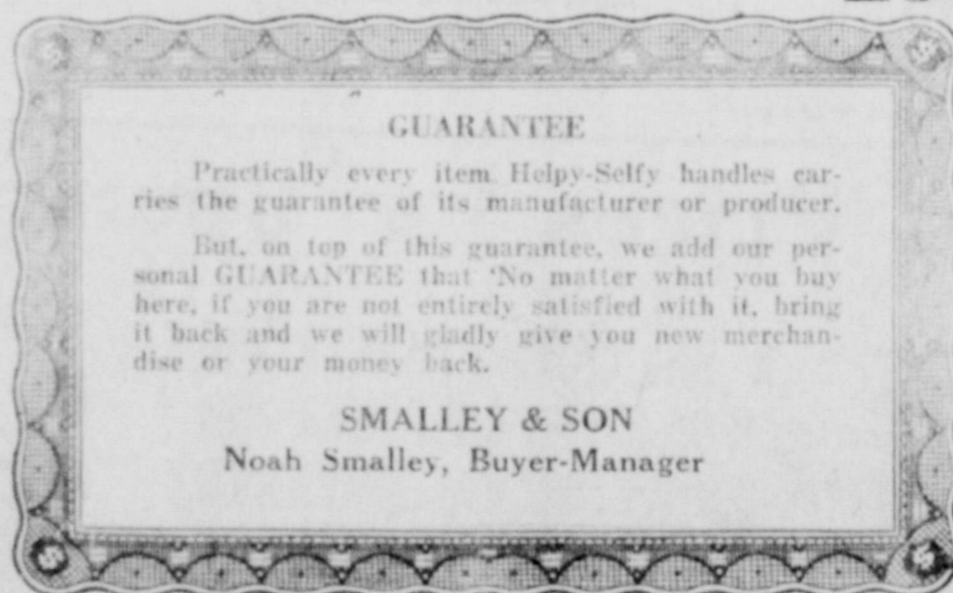
Saturday, May 12th, at 8 A.M.

PALMOLIVE SOAP 3 Cakes 19c	McILHANEY BUTTER Per lb. 49c	RAISINS Sun-Maid Seeded or Seedless 15-oz. Pkg. 12 1/2 c
--	--	---

PINEAPPLE	No. 1 Can, Grated No. 1 Can, Sliced	9c 11c
TOMATOES	3 Cans for	23c
CORN	Concho Brand No. 2 Can 2 for	23c
PEAS	Concho Brand No. 2 Can Per Can	14c
HOMINY	Wapco No. 2 Can 2 for	15c
GREEN BEANS	No. 2 Wapco Per Can	14c
KRAUT	No. 2 Wapco Per Can	10c

PINEAPPLE No. 2 Can 24c
APRICOTS No. 1 Can 19c
MALT, Blue Ribbon . Large Can . 63c
SOAP . . Guest Ivory . 3 Bars . . 11c
SANIFLUSH Can 21c
CALUMET . Baking Powder . . 24c
PEACHES, Blue Ribbon . 2 lbs . 37c
CAKE FLOUR . Reg. Swandown . 36c
OATS . Mothers China, Large . . 34c
Marshmallows, Creamery . 2 for 15c
SPICES . All 10c Pkgs. 8c
CATSUP . White Swan, 14-oz. . 19c
Sour , Full Qt. Jar 27c

BROWN'S MARSHMALLOW CAKES
1 lb. Assorted Cakes 40c
1 Package Saltine Flakes 15c
Regular value 55c
SPECIAL DEAL SATURDAY, ONLY 29c



The Helpy-Selfy Guarantee
The Guarantee above means something. It is ironclad and has teeth in it. YOU must be satisfied. What YOU say GOES at HELPHY-SELFY'S!

SMALLEY & SON,
Noah Smalley, Buyer-Manager.

SUGAR , Confectioners and Old Fashion Brown, lb. 10c
POST TOASTIES Large Size 9c
CORN FLAKES Large White Swan 9c
CREAM OF WHEAT Package 14c
COCOANUT White Swan, 1-4 lb. Package 10c

MUSHROOMS . . . 1-4 Cans 29c
MUSHROOMS . . . 1-2 Cans 47c
ASPARAGAS No. 1 White Swan . 19c
RAISINS , 4lb. Market Day, Pkg. . 32c
SPINACH . . . No. 2 Can 16c
KRAUT JUICE 2 Cans 19c
PIMENTOS 3 Glasses 25c
COCOA . . . Hershey's 1-2 lb. . . 17c
TREE TEA . . 1-4 Package 19c
MILK , Carnation Tall, W. Swan . 10c
SHRIMP . . No. 1 Can 19c
OLIVES . 3-oz. Queen 9c
OLIVES . 3-oz. Stuffed 11c

"War On Prices Forever"

HELPER-SELFY

A LOCKNEY INSTITUTION

Owned and Operated by Smalley & Son

We Sell BEST for LESS!

LOCKNEY MEN OWN THIS STORE

Fishing for Bargains Is a Snap Here!



SAY BOYS!

When mother says to you or dad "go to Helper-Selfy and get this or that" you don't have to fish around and Hunt and Hunt to find what you want, everything is arranged so as to make shopping easy and pleasant—spend your fishing time on the river bank—but come here for food for less.

M·J·B 2 lb. Can 94c
 3 lb. Can \$1.41
The full-flavored coffee  Half Pound Can **Free**
 vacuum packed

BROOMS
 Good Strong
 4 Strand
 Each
39c

PORK AND BEANS
 Wapco or Van Camp
 3 Cans
23c

MATCHES!
 6 Large Boxes
17c

FINE MEATS

HAMS	Cudahy's	lb.	23c
SAUSAGE	Pure Pork	lb.	25c
BACON	Northern Sugar Cured, Sliced	lb.	29c
BACON	Box	lb.	36c
STEAKS	Round or Loin	lb.	30c
SMOKED BACON	Nice and Firm		23c
DRY SALT	Per lb.		17 1/2 c
ROAST PORK	Shoulder	lb.	18c
ROLL ROAST		lb.	20c
SHORT CUTS		lb.	27 1/2 c
PORK CHOPS	Small Lean	lb.	27 1/2 c
HAMS CURED	Center cut	lb.	39c
CHEESE	Full Cream	lb.	33c
BOILED HAM		lb.	37c
LUNCH MEATS	Assorted	lb.	40c
LOAF MEAT	Pork Added	lb.	34c

Fruits and Vegetables

POTATOES	Russet	10 lbs.	19c
BANANAS		Per dozen	19c
STRAWBERRIES	Fresh from Valley		11c
LETTUCE	Firm and Hard Heads		5 1/2 c
TOMATOES	Pink Meats	lb.	15c
SPINACH		Per lb.	5c
GREEN BEANS		Per lb.	8c
NEW POTATOES		Per lb.	4 1/2 c
PEPPERS, BELL		Per lb.	17 1/2 c
GREENS	Mustard and Turnip, bunch		6c
APPLES	Winesaps	Dozen	34c
ORANGES	Medium, Navel	Dozen	24c
ENGLISH PEAS		lb.	14c
CABBAGE	Small Heads, Nice and Hard	lb.	5c
YAMS	Kiln Dried, Fine Stock	lb.	4c

See This Beautiful Meat Market and Vegetable Department

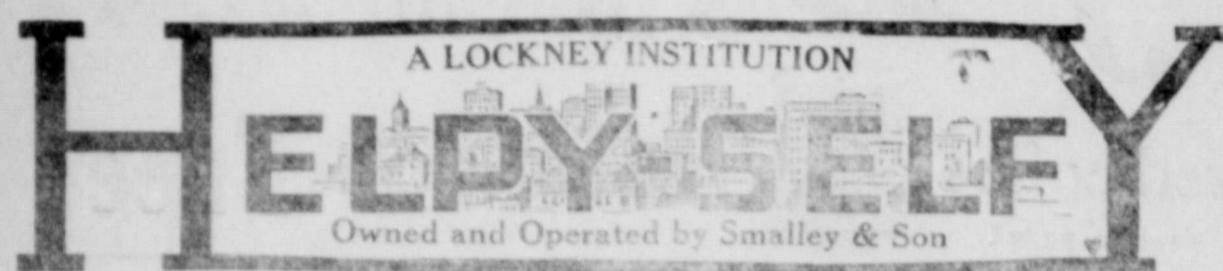
Hennard's
MAKERS OF QUALITY
Mayonnaise

SANDWICH SPREAD
THOUSAND ISLAND DRESSING

FOR HOME AND PICNIC USES SELECT—

Hennard's

FOR SALE AT—



ON TOP OF CONDIMENT COUNTER, RIGHT HAND SIDE OF ISLE ONE AND ALL OTHER GROCERS AND FOOD STORES

Hennard's Food Products
DALLAS, TEXAS

WHEN YOU THINK OF
MACARONI, SPAGHETTI, VERMICELLI OR NOODLES
THINK OF

OUR BEST
(BRAND)



FOR SALE AT THE NEW



Being opened by Smalley & Son; also at all other Grocers

**FORT WORTH
MACARONI CO.**



Grocery and Meat Market
IS EQUIPPED THROUGHOUT WITH

MCCRAY

McCRAY REFRIGERATION CORPORATION

REFRIGERATORS

Clear Vision—with 100 per cent display of finest meats obtainable—always perfectly refrigerated with Frigidaire electrical refrigeration. Visit this beautiful store! Where you will buy better kept meats for less money and get service with a smile!

McCray Refrigeration Corporation
DALLAS BRANCH

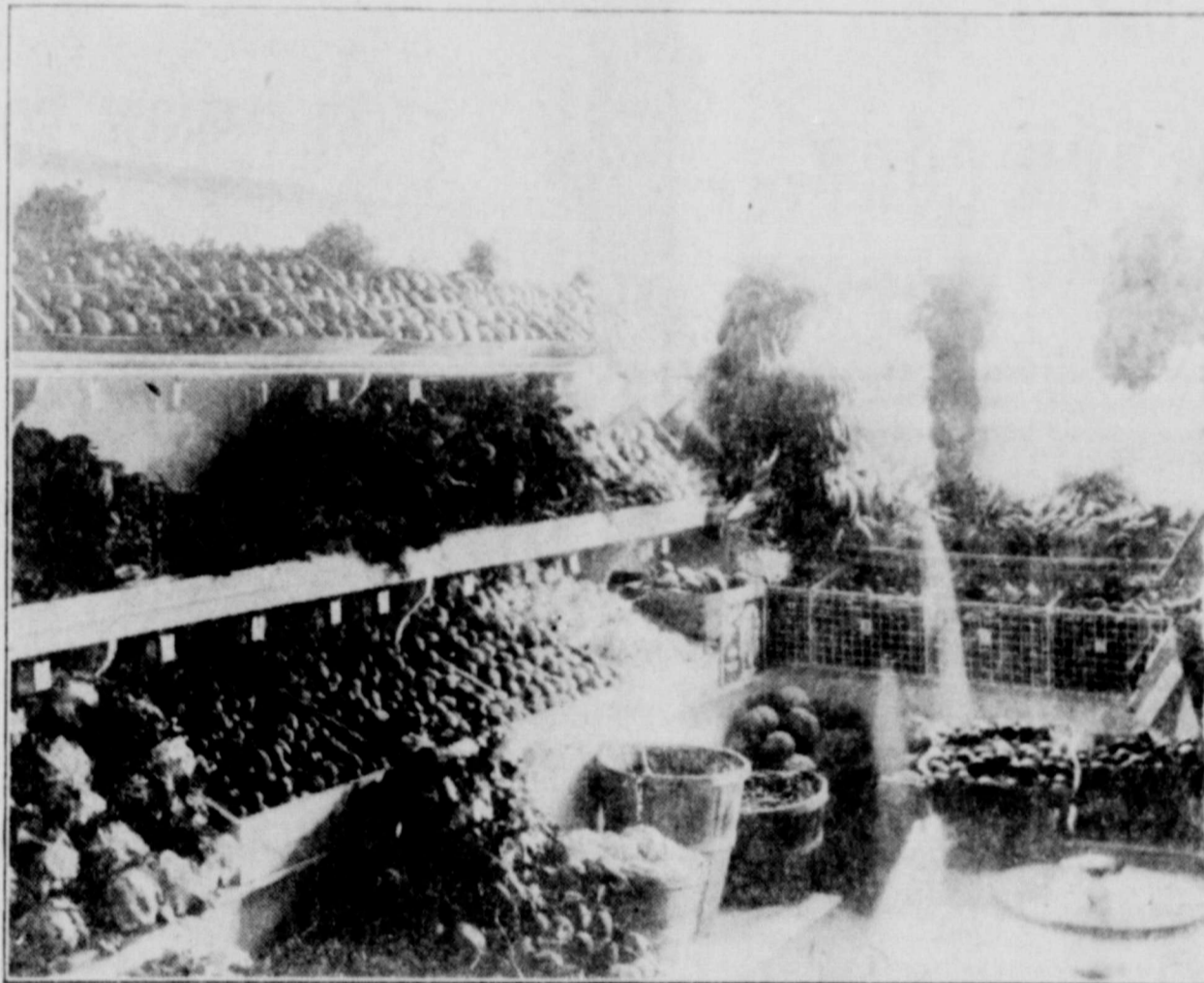
A LOCKNEY INSTITUTION

HELPY-SELFY

Owned and Operated by Smalley & Son

From Now On is to be the Store In
 Lockney Where You Can Buy
 The Freshest Fruits and Vegetables

A FULL STOCK
 - of -
 VEGETABLES
 - and -
 FINEST FRUITS
 in Season



IT COSTS LESS TO
 Buy Your
 PRODUCE
 - in a -
 Real Money Saving
 Helpy-Selfy Store

Where You Select The Best The Markets
 Afford

SMALLEY & SON

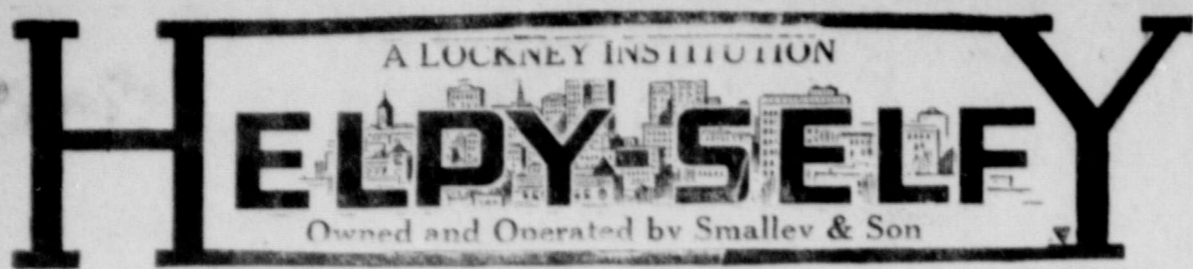
NOAH SMALLEY, BUYER-MANAGER

A LOCKNEY INSTITUTION

HELPY-SELFY

Owned and Operated by Smalley & Son

WE ARE GLAD WE WERE SELECTED BY



to furnish them with
PENNANT FLOOR OIL

AND OTHER

PENNANT

OIL PRODUCTS

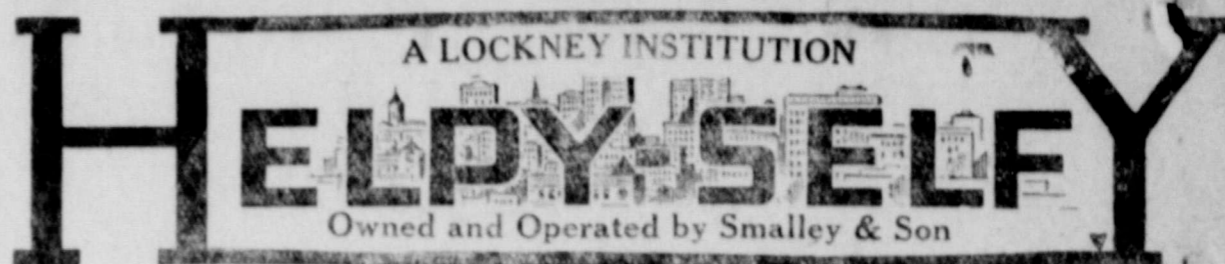
PENNANT CRYSTOIL for Sewing Machine, Guns and
Domestic Use.

PENNANT Furniture Polish

PENNANT Venom, for Flies and Insects

PIERCE PETROLEUM CORP.,
P. E. SHICK, Agent

WE CONGRATULATE OUR NEW
CUSTOMER



OF COURSE THEY SELL

RAINBOW

MAYONNAISE-THOUSAND ISLAND GOODIE SPREAD

POTATOES CHIPS
CRISP AND FRESH

Our Products are Sold by
— ALL GROCERS —

All Rain Bow Products
ARE GUARANTEED
To Please

RAINBOW FOOD PRODUCTS CO.
AMARILLO, TEXAS

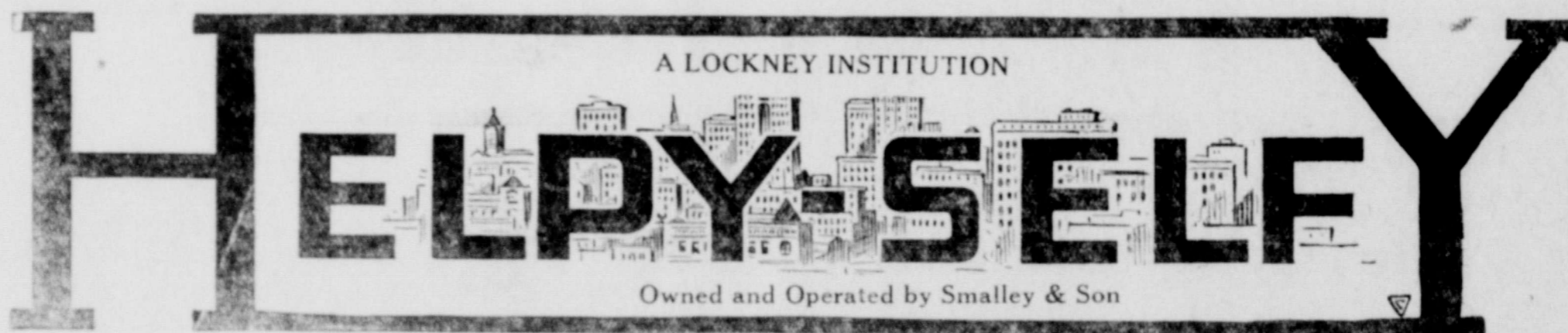
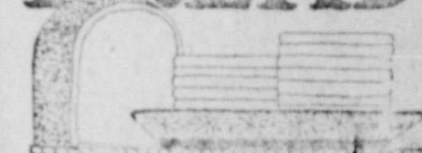
BREAD



EAT MORE BREAD

AND DELICIOUS HOME-MADE PASTRY

BREAD



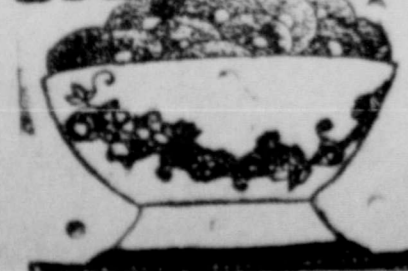
WILL SELL AND FEATURE OUR

QUALITY FRESH BREAD AND PASTRIES

Let our Bread form the basis of your meals—it is HEALTHFUL and can be prepared in countless dozens of ways
and delight the family.

ASK FOR
QUALITY BREAD

PASTRY



CITY BAKERY

G. H. PHENIS, Proprietor

LOCKNEY, TEXAS

PASTRY



Recognizing that food to be kept according to Government standards must be kept in temperatures below 50 degrees farenheit—



Has equipped its New McCray MEAT MARKET AND DISPLAY CASES WITH

FRIGIDAIRE

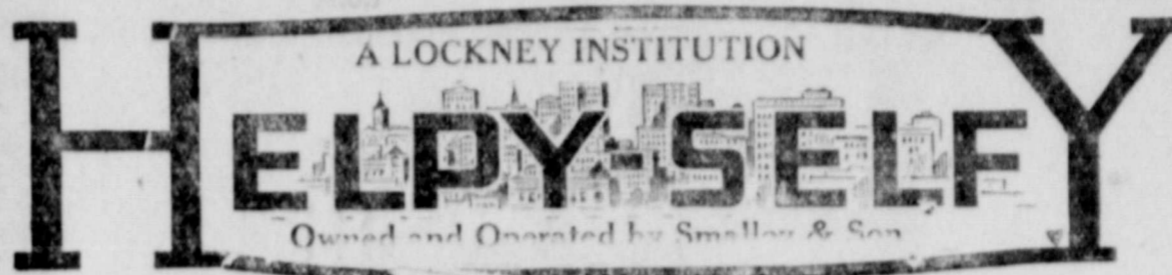
ELECTRIC REFRIGERATION THROUGHOUT

This will insure the Meat, Fish and Oysters being fresh and whole some at all times—

AS IT PRESERVES AND SAVES FOR THE MERCHANT, AS WELL AS IT WILL KEEP YOUR FOOD AT HOME

E. W. KINNEY
DISTRICT AGENT, PLAINVIEW, TEXAS

Congratulations to



ON THEIR OPENING IN

LOCKNEY

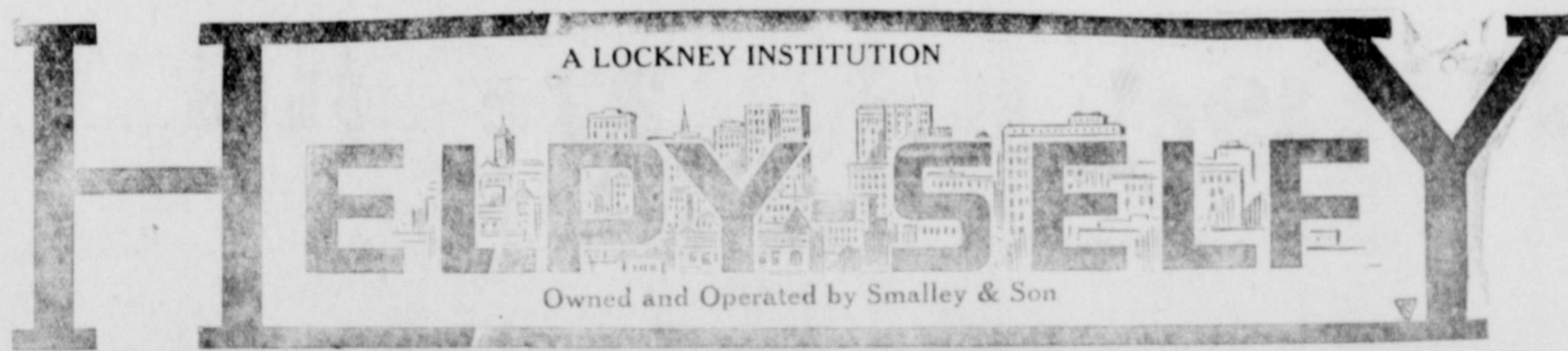
OF COURSE—

Lockney Transfer Company was chosen to do all transfer and trucking of fixtures and stock because of their rapid dependable service.

Lockney Transfer Co.
CONDE DAVIS, Manager PHONE No. 10

McILHANEY'S BUTTER

Will Be Sold and Featured by



Saturday at 49c Per Pound

Mcilhaney's is Sold by
ALL GROCERS

TRY A POUND

“Made at Lubbock”

CONGRATULATIONS

HELPY-SELFY

A LOCKNEY INSTITUTION

Owned and Operated by Smalley & Son

We know Lockney will appreciate this New and Beautiful Store you are opening to its people this Saturday, May 12th. May we bespeak best wishes for a big opening day and your continued Success.

TO THE PEOPLE OF LOCKNEY:

For ten years this store has sold Amaryllis High Quality Flour, Helpy-Selfy Stores in other principal towns and cities have been selling Amaryllis High Quality Flour that is guaranteed to their trade—All stores have had such splendid success and pleased the trade so well with this flour that they feature Amaryllis. The only difference will be that you will buy this splendid flour in our store for less money. **LOCKNEY HELPY-SELFY STORE,**
N. J. Smalley.

Try a Sack of Amaryllis Flour

48 lb. Sack	\$1.97	12 lb. Sack59
24 lb. Sack99	6 lb. Sack32

Also Fancy Cream Meal in Sacks

5 lb. Sack	19c	10 lb. Sack	37c	25 lb. Sack	74c
------------------	------------	-------------------	------------	-------------------	------------

“A Made in West Texas Flour”

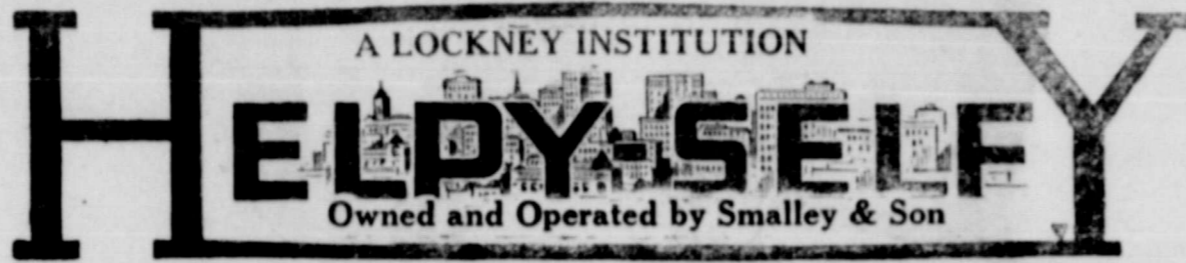
Distributed by Nobles Bros. Grocery Company
Plainview

Great West Mill & Elevator Company

Amarillo, Texas

Mistletoe Creameries

CONGRATULATES



You will find our Butter in the Grocer's Ice Box at this New and Beautiful Store—and at all Grocers MISTLE-TOE is churned fresh daily and enjoys such a splendid sale that you can always be sure of strictly fresh and wholesome Butter at all times.



Mistletoe Creameries

Plainview Branch

COUNTY BRIEFS

AIKEN

My, the past few days have been warm. We are in hopes it will rain soon. The farmers are busy irrigating their wheat and land to plant their

row crops. Mrs. Bill Mullins has been real sick, but is some better. Bro. Robbins from Floydada filled Bro. Webb's place here Sunday. Aubrey McCarty spent Saturday night and Sunday with Wyman Owens. Mrs. McAvoy and children visited in Plainview Sunday afternoon. Mr. Elam's father has been visiting

him the past week. Mrs. Claud Morris is able to be up again. Mrs. Morris has had the measles and relapsed. Mrs. McReynolds and children visited in Lockney Monday afternoon. We are planning a Mothers' Day program at the Baptist church Sunday. We invite all the mothers to be present. The Methodist are also planning a program. They also want

all the mothers and grandmothers to be present.

PLEASANT VALLEY

May 8.—The Pleasant Valley base ball team played the Sand Hill team last Thursday afternoon, the score was 25 to 3 in favor of Pleasant Valley.

The measles are certainly raging in our district. The primary room only has an attendance of about ten pupils. Mr. and Mrs. Elbert Harris and family spent Sunday with Mr. and Mrs. W. C. Hubbard.

Mr. and Mrs. E. C. Martin motored to Plainview Saturday.

R. C. and Chester Mitchell entertained the young people of the community at their home Friday evening. In door and out door games were enjoyed by all. The refreshments consisted of cake and lemonade. Every one had a delightful time.

Mrs. W. F. Sammon visited Mrs. Fields Sunday.

Mr. and Mrs. Will Carr and children visited Mr. and Mrs. J. L. Reeves Sunday.

Mr. and Mrs. W. L. Craft and children visited Mr. and Mrs. Townsend Sunday afternoon.

Clifford and Ellwood Reasonover left for New Mexico Monday morning.

Mr. and Mrs. Arthur Reeves and son, Billie, of Delvin, Texas, are visiting Mr. and Mrs. Lee Mitchell.

Mr. and Mrs. T. B. Mitchell and family visited Mr. and Mrs. R. L. Mosely of Plainview.

Marietta Brotherton and Mattie Bell Wofford visited Flossie Reasonover Sunday.

Mrs. R. L. Mosely, Mrs. S. S. Faircloth, and Mrs. R. B. Reese, mother and sisters of Mrs. T. B. Mitchell, visited with her Monday.

Mrs. Wade McClure and children visited Mrs. L. E. Reasonover Saturday afternoon.

Marie Hubbard and Katherine Harris spent Saturday night with Oweida and Wilda Townsend.

Mr. and Mrs. E. Scott has been visiting in the Virden home the past week.

Miss Eva Virden spent Friday night with her parents, Mr. and Mrs. S. J. Virden.

Mr. and Mrs. Standifer spent Sunday with Mr. and Mrs. W. Eislund.

Mrs. and Mrs. Duncan of Floydada spent Sunday with Mr. and Mrs. J. F. Pope.

Mr. and Mrs. Wade McClure and children visited Mr. and Mrs. Watkins Sunday afternoon.

Mrs. Carl Ferguson and daughter, Irene, visited in the Pratt home Saturday afternoon.

The graduating exercises for the seventh and eighth grades will be held Thursday night, May 17th. President McDonald of Wayland College is to send us a speaker to deliver the graduating address.

STARKEY

May 6.—Bro. E. Jennings preached at the 11 o'clock hour.

E. A. Grigsby and family spent Sunday in the Sand Hill community, visiting Mrs. Grigsby's mother, Mrs. Holmes.

Mrs. W. F. Ferguson and daughter, Miss Roberta, spent Saturday in Plainview shopping.

A large crowd attended singing at the school house Sunday night.

Miss Esther Howard is home after a visit with her brother at Big Four, Crosby county.

Mr. Efford Parrish and W. S. Lakey spent Sunday in Lubbock.

The school closes this Friday with a very successful year. The primary and intermediate rooms gives their programs Wednesday night. The high school gives their play, "The Road to the City," Thursday night.

Mrs. Edna Phillips has accepted the position as intermediate teacher for another term. This year will be four years spent in this community.

Mrs. G. G. Flynn of Lubbock spent the week-end with her sister, Mrs. J. E. Copas.

The Juniors and outsiders won the base ball games over McCoy last Friday evening.

PRAIRIE CHAPEL

May 8.—Mrs. J. B. Teaff is in Eddy, Texas, at the bedside of her father, who is very low.

Miss Mildred Walter of Canyon spent the week-end here with her parents.

Mrs. L. C. Bennington of Plainview visited Mrs. William Wood Monday afternoon.

Nettie Mae Wilkerson of Lockney spent the week-end with Grace Teaff.

Ralph Brown is in the Plainview Sanitarium recovering from an appendicitis operation. We hope he will soon be well again.

Prairie Chapel has employed the teachers for the next school year.

Mr. Herbert Nicholas, after a year's absence will be our superintendent again. Mr. Nicholas came to us four years ago as an unexperienced teacher. Year before last he was our superintendent. We gladly welcome him back to Prairie Chapel.

Mr. Richard Hooten, our new principal, comes to us from the Lakeview school in Briscoe county. Miss Eunice Coleman of Lockney will teach intermediate grades and Domestic Science. Miss Mandie Meredith of Aiken will teach the primary grades. Miss Meredith has taught at Liberty the past three years.

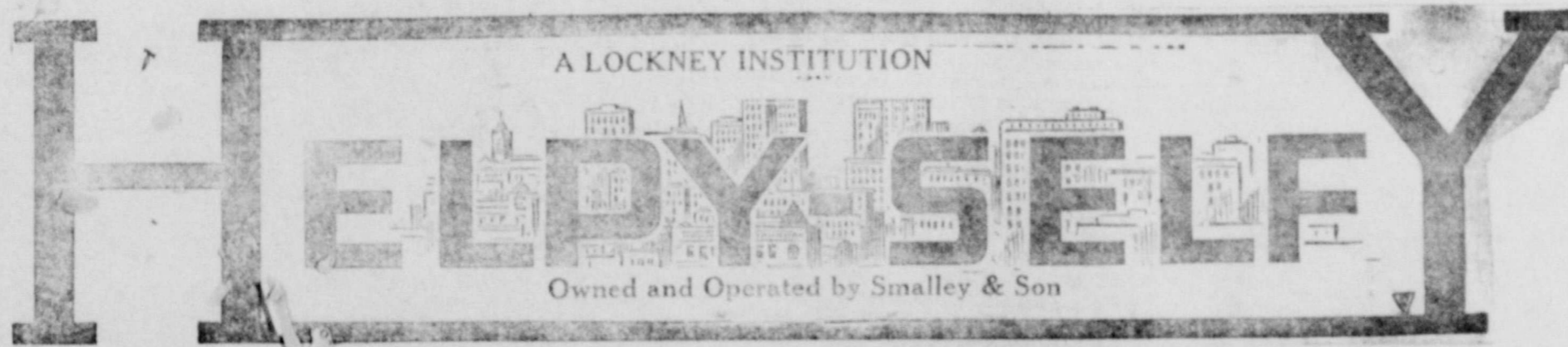
Ed Whitfill and family of Lockney and Frank Whitfill and family of Aiken visited in the Weathers home Sunday afternoon.

Mr. and Mrs. E. M. Whorton attended the singing convention at Sunset Sunday afternoon.

Higginbotham-Bartlett Company

GOOD LUMBER

FURNISHED ALL THE BUILDING MATERIAL FOR



LET US ASSIST YOU IN PLANNING YOUR HOME—BUILDINGS OR REPAIRS

Now is the time to make Spring Repairs—Painting and Redecorating. The Most Complete Line in Lockney.

G. A. BARTON, Manager

PHONES: Office 55; Res. 37

Modern Music Makes Us A Healthier Nation



GUS ARNHEIM

Gus Arnheim Finds Effects of Dance Tunes Beneficial to Youth of Today

Los Angeles—Is dancing and our modern dance music making a healthy nation of us? Gus Arnheim, famous orchestra director, thinks they are.

"With the growth of large cities, and the exchange on the part of millions of an urban for a rural life, dancing and golfing has completely taken the place of haying and hoeing," contends Arnheim.

That this is a change for the better Arnheim believes, is shown in the more usual muscular development of young men and women of today. To the past generation, exercise was work, to-day we make our pleasures, exercise. Modern household improvements have freed women from hours of dreary work and given them the time and energy to exhilarating exercise in dancing and outdoor sports.

"The physical benefit is obvious," declares the orchestra leader. "Look at our younger generation of girls—you'll find few round shoulders, fewer scrawny backs. Glance at the young women in evening dress on the dance floor. Their backs are supple and as muscularly fit as their brothers. This, I believe is due directly to the healthful exercise of dancing to the jazz of the day, which develops the whole body harmoniously.

"Then, too, most of our music is joyous or humorous. Humorous lyrics always captivate dancers. I get requests every night for 'There's a Trick in Pickin', a Chick-Chick-Chicken,' a new foxtrot. The music is great to dance by, and the lyrics have real humor. It brings laughter to the dancers and so far no dance floor has ever tired of it. The old, sad sentimental songs made people serious. Dancers never really looked happy, only strictly sentimental. Now they have got a new set of ideas and they are giving pleasure to themselves."

PROVIDENCE

May 7.—On account of the illness of one of the teachers, school closed last Friday. There was not any program on account of not knowing school would be out so soon.

Miss Bass will meet with the club women and girls tomorrow. We hope all the members will be present as she has not been able to meet with us since our first meeting in April.

Mr. and Mrs. Brock left for Snyder Saturday morning. Mr. and Mrs. O. L. Bennett and children spent the afternoon with Mr.

and Mrs. J. W. Gamble in the Prairieview community.

Misses Lucy Hannah, Ruby Williamsome, and Jewel Jones, spent Sunday afternoon with Thelma and Doris Bennett.

Mr. Harold McLaughlin took supper with Bill Bennett Sunday night.

Miss Louise Lindermann spent Sunday afternoon with Nela White.

Miss Nadine White and Mr. Lee Hannah attended the singing at Whitfield Sunday.

Messrs. Herman Ratjin and Roy Bennett attended a dance at Plainview Saturday night.

Sports Champs Assemble Chevrolet



Denmark's champion athletes, entered in the forthcoming Olympic games in Amsterdam, proved their versatility the other day when the group assembled an automobile from the ground up. The car was presented to the Danish Olympic Games committee by the Chevrolet Motor Company in Copenhagen on condition that Danish athletes—men and women—assemble it themselves. Here they are with their car, a minute after the final assembly detail was attended to. Miss Ellen Jacobson, world's champion woman breast stroke swimmer; Mrs. Doctor Ellen Osiger, world's champion woman fencer; and Miss Agnete Olsen, Scandinavia's fastest swimmer are shown, reading the manual.



clean-limbed Strength

THAT'S the characteristic of this wonderful blend. Full flavor in your coffee cup—whether you drink it mild, medium or strong. We blend it that way. Packed in vacuum to make sure you get it *just that way.*



The full-flavored coffee

—vacuum packed

Mr. Wyatt McLaughlin attended a singing convention at Sunset Sunday. Mr. and Mrs. Clarence Powell visited Mr. and Mrs. Homer Aberney Sunday evening.

Mr. Author Sammons and Freider Shrader attended the Baptizing at Prairieview Sunday.

Mr. and Mrs. Willard Phillips visited in Hale Center Sunday.

Mr. and Mrs. Floyd Tompkinson are visiting her parents, Mr. and Mrs. Taylor Golden.

The party at Mr. and Mrs. Brock's was well attended Friday night.

Mr. and Mrs. Wayne Carthal visited in the Golden home Sunday.

Mr. and Mrs. Homer Aberney spent the day with her parents in the Lone Star community Sunday.

Mr. and Mrs. Wade Lovvorn attended services at Whitfield Sunday.

VEGETABLE PLANTS—Sweet pepper, hot pepper, Wakefield cabbage, red cabbage, collards, egg plants, rhubarb roots, asparagus roots. By mail if you wish, satisfaction guaranteed.—Sunshine Gardens, Lockney, Texas.

Services on Lockney Circuit Next Sunday

At Lone Star—Sunday school at 10 a. m. Preaching at 11 a. m. Preaching after prayer meeting at night.

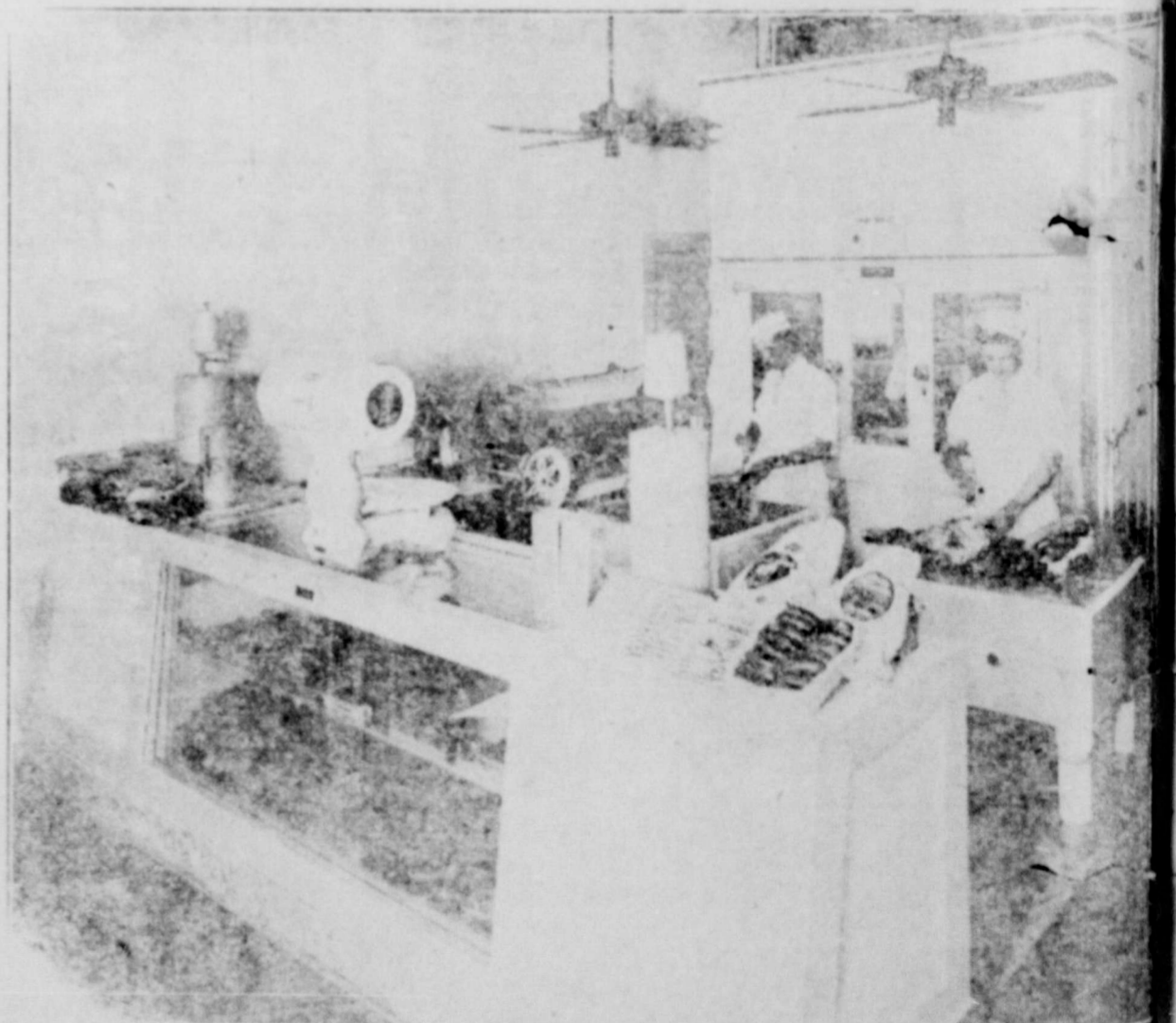
There will be preaching at 3:30 p. m., at South Plains.

The people are glad they had their meeting at Whitfield, while they are not busy with everything else. Had good crowds and good meeting. Hope we can start another meeting at once. The people can attend better now than they can after while, when all their work piles upon them. We have so many meetings to hold that we will not be able to hold all of them in the short time for some there will be this summer. Hence, we must hold part of them now. Hope to see you at these services. Yours for success in His Cause, J. N. S. WEBB, Pastor.

Prairie Chapel Home Demonstration Club

The Prairie Chapel Home Demonstration Club met at the school house Tuesday afternoon, May 8th, with thirteen members present.

We had an interesting program on "Plans and Arrangement of a Home." We also discussed our fair work and decided who could make the different articles. Our club did not win any prizes in the Home Improvement Contest, but we all came back full of pep and determined to give the old clubs "a run for their money" next time. Our next regular meeting, May 22, will be at the home of Mrs. Clayton



Interior View of Helpy-Selfy, Showing Market Department

Weathers. Do not get confused on the date, there are five Tuesdays in May, we meet on the fourth Tuesday. We hope every club member can be present at this meeting as Miss Bass will give a demonstration on quick yeast bread.—Reporter.

Sweet Girl says: Listen daddy, 'course mowver knows we love her and just cause we do love her lets give her some pretty blooming pansy plants for Mothers' Day. The Beacon says they cost such a teeny weeny little, lets go daddy.

Meek-Bartlett
Miss Oda Meek and Mr. Jess Bartlett, were married at Floydada, Saturday, May 5th, at 5 p. m., at the home of Rev. Green B. Patterson, R. E. Patterson officiating.

Mrs. Meek is the daughter of Mr. and Mrs. E. Meek of the Fairview community. Mr. Bartlett is the son of Mr. J. W. Bartlett of Lorenzo. They will make their home at Lorenzo. Mrs. Bartlett was a popular young

lady, a member of the Epworth League. Mr. Bartlett was known here, and he has many friends here now, who wish them well.—Contributed.

Kenneth Hohlaus Gets Nose Broke
Kenneth, 11-year-old son of Mr. and Mrs. J. H. Hohlaus of Lockney, happened to the accident of getting his nose broke while playing ball at the school grounds Wednesday at noon. He was catching behind the bat, without a mask, when a foul-tipped ball struck him in the face, breaking his nose.

Stienbaugh Has Lame Arm
W. P. Stienbaugh is suffering from sprained legiments in his right should, occasioned by participating in a scuffling match on Monday, when he slipped and fell on the side walk, in front of the Lockney Grocery. No bones were broken, but the legiments in his right shoulder were torn loose.

Painted Lockney on Water Tank
The city council had the name of

the town painted on both the east and west sides of the water tower this week. It is rumored that Lockney will be on an airplane route, and the signs were painted so the plane passing over could know the name of the town.

Junior Sponsor Entertains
Miss Willie Merle Trapp, sponsor of the Junior class of Lockney High school, was hostess at that class's home of Mr. and Mrs. J. N. S. Webb on Friday evening, May 4.

During the evening program "42" was played, and high score prize was won by Mr. Winifred Fowler. Miss Letha Orr was awarded the prize. Refreshments were served to thirty-six guests.

Miss Wise, teacher in the Lockney Grammar school was carried to the Plainview Sanitarium Monday afternoon.

"KING or COMMONER?"

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.

No. 10

ARTICLE TEN AN IMPORTANT STEP

THE much-discussed year of 1926 was marked not only by its economic but by the introduction of a new element of hopefulness...



The year 1926 saw the American cotton industry embark upon a peculiarly American course—collaborative cooperation.

It may seem remarkable that a fundamental principle that has given America its pre-eminence in so many industrial lines, had never been applied comprehensively by one of the largest and richest among them all.

But in 1926, there was taken a step in real business state-ship which was comparable with many examples of political state-ship in that it directly affected the welfare—even the destinies of millions of people.

By combining at one point the fragments of knowledge possessed by widely separated groups, vision might be cleared and extended.

per capita demand are increasing steadily. If gradually the whole world produces but 25,000,000 bales and America's greatest crop, that of 1926, was only 18,000,000 bales.

One of the first things, therefore, to be realized is that desperate measures of crop restriction are basically unsound. The world needs more cotton, not less.

ical cotton-picker is expected soon to relieve the "back load" labor problem, and eventually to displace hand picking.

All these developments are in the direction of more cotton per man—which is to say of cheaper raw cotton. Cheaper raw cotton means cheaper manufactured cotton.

Cheaper manufactured cotton means an enlarged spirit of purchasing on the part of the great general public which no longer will feel that it must "get along somehow" on scanty supplies.

(Next Article, "A DECLARATION OF INTERDEPENDENCE.")

3-10 Inch Rain Fell In Lockney Yesterday

Dash of Rain Cools off Air and Does Wheat Considerable Good Here Yesterday Afternoon

A nice shower, measuring 3-10 of an inch, according to the register on top of the National Bank, fell in Lockney Wednesday afternoon...

erable good toward the wheat crop, and the getting of the ground in shape for row crops. It looks like this morning that we will probably have more rain today.

GOOD SHOWERS FALL OVER LOCKNEY COUNTRY

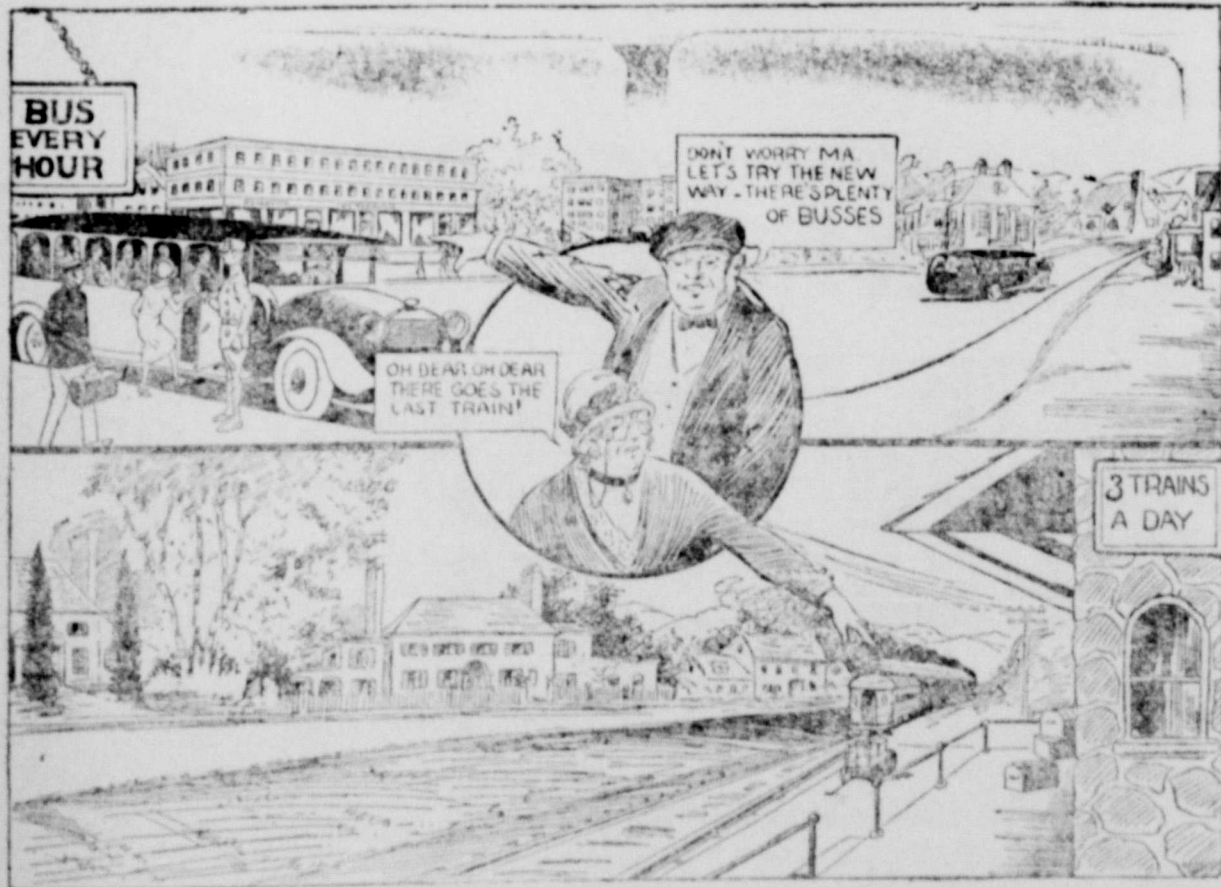
More Than Inch of Rain Falls in Three Showers This Week in Lockney and Surrounding Communities

More than an inch of rain has fallen in the Lockney country this week, beginning with a shower of 3-10 of an inch Wednesday afternoon...

shower Thursday afternoon, and another heavy shower early this (Friday) morning. The rains have got the ground wet, and the ditches are standing full of water this time.

Mr. and Mrs. Sam Miller and son visited with Mrs. Miller's brother, Mr.

Bus Triples Service to Public At About Half Rail-Cost



Railroads Increasing Service by Substituting Motor Bus for Passenger Trains in Thin Traffic Zones

That there are over 270,000 miles of common carrier bus routes covered by 50,000 buses in the United States in 1927, according to figures compiled by the National Automobile Chamber of Commerce...

regularly between points having no rail connection. Large areas of various states such as North Carolina, Oregon and the New England states depend mainly for contact with the outside world upon their bus systems.

The greater mobility, flexibility and cheapness of small-unit transportation have made this increased service possible.

The country's railroads have been among the first groups to recognize the value of bus transportation. Today more than sixty steam railroads in the United States use buses, either directly or through subsidiaries.

or on new feeder routes. In addition to this heavy bus use by steam railroads, 264 electric railways are now using buses.

In New England the result of complete or partial substitution of main or branch steam railroad by bus service shows that the operating statistics of the Boston and Maine Railroad, being significant figures, passenger train miles were cut at a yearly expense of \$113,672.99, 251,843 bus miles replaced this train service at a yearly cost of \$65,912.99, or slightly more than one-half the cost of the train service.

The artist Nankivel, has shown graphically the startling development in bus transportation occurring in hundreds of towns throughout the country.

"Perfect Control"



Huls, at Girard, Texas, last Sunday.

HEAL THOSE SORE GUMS

If you suffer from Sore Gums, Bleeding Gums, Loose Teeth, Foul Breath, or from Pyorrhoea in even its worst form, we will sell you a bottle of Leto's Pyorrhoea Remedy and guarantee it to please you or return money.

U. S. to Sell Island

Once Pirate's Haunt

Washington.—The successful bidder for the Gasparilla Island military reservation, located near the entrance to Charlotte harbor, in Lee county, Florida, recently offered for sale by the War department, will be the possessor of a real pirate's lair.

When the department first announced that sealed bids had been asked for the 532-acre reservation on the island, which is no longer needed for military purposes, the fact that the island had been named for the pirate Gasparilla was overlooked.

The reservation is well below the frost line and semi-tropical climatic conditions prevail throughout the year. This section was the base of operations during the Indian war of 1835-1842 and was an important military center during the Everglades campaign.

WHAT'S DOING IN WEST TEXAS

Llano—Location has been selected for the 40 room hotel to be erected by Llano Community Hotel, Inc., at a cost of \$90,000.

Comanche—Comanche held its first "Jersey" show on May 7 under auspices of the chamber of commerce.

White Deer—The White Deer Chamber of Commerce is now meeting twice a month.

O'Donnell—The O'Donnell Luncheon Club has just been organized and has started a program of civic work.

Graham—The value of a year's demonstration work in Young county done by Miss Norfleet Grimes is placed at \$15,000.

Childress—The editorial chair of the Childress Index has been in use since 1889.

Quanah—Following the Lamean South Plains convention May 10, the Green Belt-Lower Panhandle meet of the W. T. C. C. will be held here May 14, being the last before the Tenth Annual convention.

Throckmorton—Throckmorton put over her real celebration in grand style, entertaining from 15,000 to 20,000 people May 4.

Albany—The Bluff Creek Ranch of 13,000 acres has been sold for \$200,000, and will be stocked with fine cattle.

Canyon—Canyon and Hereford are contesting for the "Most Beautiful City" title; the chamber of commerce of the losing city will banquet the chamber of commerce of the winner.

Stamford—The Stamford High School is the newest member of the West Texas Chamber of Commerce.

Alpine—Alpine ranchers are shipping cars of cattle to northern states for spring and summer pastorage. Santa Anna—The Santa Anna News has installed a model linotype, which improvement represents an expenditure of nearly \$5,000. Dalhart—Bob Taylor of this city has been named secretary of the Spearman Chamber of Commerce. Fort Worth—Registration badges of the Tenth Annual Convention of the West Texas Chamber of Commerce are ready for distribution.

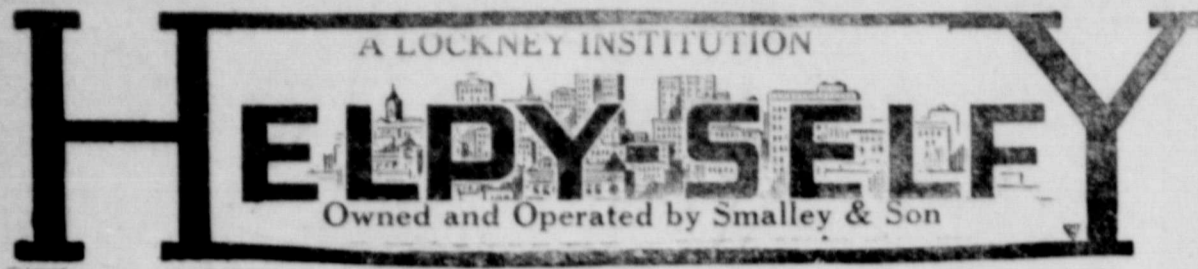
Big Spring—Paving of forty blocks in the residential district of Big Spring will soon be underway. Fredericksburg—The \$20,000 Co-operative Creamery of the 175 stockholders in this territory, has begun operations. Brownwood—The Heart of Texas Commercial Executives Association will send delegations to the West Texas Chamber of Commerce annual convention in a body. Matador—Matador will have natural gas by Sept. 1, 1928.

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

ARTICLE No. 21 Here are three interesting hands that came up in play the other evening and caused considerable difference of opinion. See what you think of them and compare results with the analysis that will be given in the next article.

EVERLITE FLOUR

WILL BE SOLD AND FEATURED BY



All Grocery Stores in Lockney have this good flour—

“Made in Plainview from North Plains Wheat for Panhandle folks.”



— Milled by —

HARVEST QUEEN MILL & ELEVATOR
PLAINVIEW, TEXAS



Interior View of Helpy-Selfy Store

COUNTY BRIEFS PRAIRIEVIEW

May 7.—Our weather still continues dry in this part of the country, but we are still hoping it will rain before it is entirely too late for planting row crops. The wheat that was planted on the summer fallowed land still looks green and promising.

The Baptist revival meeting closed at this place Wednesday night. Bro. Shaw of Olton, did the preaching and he surely did preach some fine sermons. Several were saved during the meeting and several joined the church. Those who were baptised Sunday afternoon were: Mr. Grover Lemaster, Mr. and Mrs. Bogard, Miss Ruby Lee Price, and Mr. J. W. Gamble.

Mrs. F. S. Shearer has been on the sick list the past week. J. C. McCarty was brought home Saturday from the Plainview Sanitarium. He is getting along nicely and we hope for him a speedy recovery.

L. B. Churchwell spent Sunday with Roy Toyler. Mr. Fields and family of Plainview visited with his sister, Mrs. W. J. Toyler, Sunday.

We had a good attendance at Sunday school and church Sunday, also a good crowd at B. Y. U. The

Senior B. Y. P. U. class had 26 present Sunday night and 3 new members.

Arrangements have been made for a Mothers' Day program at this place Sunday night. The young people's B. Y. P. U. will render this program. Every one invited.

Mr. and Mrs. Churchwell of the Snyder community were the Sunday guests of Mr. and Mrs. J. W. Gamble, and Mr. and Mrs. O. L. Bennett of the Providence community were callers in the afternoon.

LIBERTY

May 7.—Miss Jennie McCormick spent Friday night with Christalene

Bean. Miss Jackie and Karin Bean, Edna Mae Roberts and Naomi Boyd were the week-end guests of Mr. and Mrs. H. C. Randolph.

Miss Altha Strickland was the Sunday guest of Miss Willie Gilly.

Misses Erma and Berna Bean spent Saturday night with Verna Dunlap.

Mr. and Mrs. Auther Reeves of Paducah spent Tuesday with Mr. and Mrs. Frank Bean.

Oh Man, do you love a woman, any woman anywhere, and want to make her happy, a dozen plants in bloom. The cost is significantly inconsequential.—Sunshine Gardens.



TreeTea

Orange Pekoe
Iced

FREE SUGAR

(COME EARLY)

TO QUICKLY INTRODUCE OUR PRODUCT —

WE OFFER YOU THIS REMARKABLE BARGAIN—

“ELEGANT COFFEE”

1 lb. of SUGAR with each 1 lb. can of “ELEGANT COFFEE” Each pound can .49c

3 lbs. of SUGAR with each 3 lb. can of “ELEGANT COFFEE”. Also an Ice Tea Tumbler

in each can. Each 3 pound can \$1.44



TO NOAH SMALLEY'S FRIENDS

WE CONGRATULATE NOAH SMALLEY ON THE OPENING OF HIS MODERN CITY STORE IN YOUR CITY AND OFFER THE ABOVE SPECIAL AS PROFF OF OUR SINCERE GOOD WISHES.

DAL-TEX COFFEE CO.,
DALLAS, TEXAS

For That Smile of Satisfaction Drink ELEGANT COFFEE.