

The Lockney Beacon

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H. B. ADAMS, Editor and Owner

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No Classified Adv. less than 25c

HOOVER AND THE RACE QUESTION

The mere routine of transferring 16 negro clerks to a separate room in the Census Bureau to facilitate their work in compiling data on their race and a transfer back again under order of the President has given rise to two political rumors of opposite meaning against Herbert Hoover.

Instead of Mr. Hoover's doing away with segregation—a charge often heard of late—the real charge was that he put segregation into effect. This accusation, according to Arthur F. Well, Washington correspondent of the Buffalo Evening News, who investigated the matter fully, figured prominently in the bitter pre-convention campaign in Ohio when friends of the late Senator Frank B. Willis attempted to prejudice the negro vote against the Secretary of Commerce.

The Anti-Hooverites even carried the charge to President Coolidge. As evidence, the Willis faction pointed to the transfer of the negro clerks to a room to themselves. Census Bureau officials made no denial, but they explained that the work had been turned over exclusively to negro clerks because they would naturally take

greater interest in it than would white clerks. The separate room was given them to facilitate their task.

Now for over 50 years the Federal laws have forbidden segregation of races in governmental services. While negro and white may not be forced, necessarily, to work side by side at desks, there are many rooms in government buildings where negroes work at one end of the room and whites at the other. So President Coolidge communicated with Mr. Hoover and advised him that anything of that sort was a violation of the Federal law. Thereupon, at the President's order, Mr. Hoover redistributed the 16 clerks to their old positions—which, when the newspapers got wind of it, meant only one thing—the end of segregation.

The entire matter was apart from any opinion Mr. Hoover might have had on race segregation.

SPEAKERS COMING TO TEXAS

A somewhat imposing group of speakers will be in the field in South Texas during the coming month in the interest of the Hoover candidacy for President.

Former United States Senator Robert L. Owen of Oklahoma, one of the framers of the Federal Reserve Act and an authority on legislation affecting Indian affairs, will speak at Houston Sept. 27, and at San Antonio Sept. 28. He also will speak at Fort Worth Sept. 29.

Mrs. Clem Shaver of Virginia, wife of the national democratic executive committee member who had a hand in arranging for the democratic national convention at Houston recently, will devote two weeks in October to campaigning for Hoover in Texas.

William E. Sweet, former democratic governor of Colorado, has tendered his services to Alvin Moody, chairman for Texas of the Anti-Smith democrats, and will be summoned to Texas soon.

Judge B. D. Sartain of Wichita

Falls, former president of the County Judges and Commissioners Association of Texas, will deliver a series of addresses in the interest of Hoover in South Texas at an early date.

United States Senator Borah of Idaho will campaign in this state during the first half of October. His itinerary will be announced later.

Candidate Hoover is expected to make known any day his decision as to whether he will add Dallas and Houston to his speaking appointments, which so far are very limited. On Wednesday of this week a committee of Texans interviewed the presidential nominee at Washington in the hope of inducing him to come to Texas.

The committee was composed of Alvin Moody of Houston, chairman of the Anti-Smith democratic organization, Marshall Hicks of San Antonio, Cato Sells of Fort Worth, J. D. Sandifer, president of Simmons College, Abilene, and former Governor O. B. Colquitt and Tom B. Love of Dallas.

While he has never taken an active part in politics, E. A. Peden of Houston, food administrator for Texas during the war is numbered among the prominent democrats who are favorable to the Hoover candidacy. Mr. Peden sat with Mr. Hoover in conferences over the national food administration. "Mr. Hoover," said Mr. Peden, "is the most remarkable man I ever saw for getting at the essentials in any big problem."

ADVICE

The Summer season is passed. Here's a very good suggestion, get away from the crowd for a while and think, stand on one side get acquainted with yourself and see what kind of a fellow you are, ask yourself hard questions about yourself. Ascertain from original sources if you are really the manner of man you say you are, and if you are always honest, if you always tell the square perfect truth in business deals, if your life is as good and upright at 11 o'clock at night as it is at noon. If you are as good a temperance man on a fishing excursion as you are on a Sunday school picnic, if you are as good when you go to the city as you are at home. If in short, are you really the sort of man your father hopes you are and your sweetheart believes you are, get on intimate terms with yourself, and believe me, every time you come out of one of those private interviews you will be a stronger, better, purer man, don't forget this and it will do you good.—J. H. Hampton.

BIGGER PROFITS FROM CONTROLLING WHEAT SMUT

Thousands of farmers know that wheat smut reduces yields and sometimes the selling price of wheat, and have learned through their county agents how to control this disease by treating the seed before planting. The copper carbonate dusting method is now generally used for killing stinking smut in wheat because it is the simplest, cheapest and the most effective method known.

The seed should be placed in a tight container such as a barrel, box or churn, provided with a tight fitting opening and arranged so that it can be revolved on an axis. Two or three ounces of copper carbonate per bushel is sprinkled on the wheat and the container then revolved so that every seed gets coated. It is best to wear a mask over the mouth and nose to prevent irritation or nausea. Stinking smut changes the grain

into masses of spores called smut balls. Since the chaff is not destroyed the disease is not easily observed except for the odor. E. A. Miller, Agronomist in the Texas A. and M. College Extension Service, warns farmers that seed from last year that were entirely free from smut last season may develop the disease next year unless the seed are treated. The reason for this lies in the fact that the smut spores are given wide distribution through threshing machines.

The copper carbonate treatment is recommended only for stinking smut of wheat and kernel smut of grain sorghums and sweet sorghums. For oat and barley smut the formaldehyde treatment should be used.

WAYLAND COLLEGE OPENS FOR NEW TERM

Plainview, Sept. 17.—Wayland has entered upon one of the greatest years in the history of the institution. The high type of students enrolled and the increase in number over former years serve as a thermometer indicating brighter days for Wayland in the future. The student enrollment has now passed the two hundred mark, with new students enrolling daily. There are still a number of former students who will return this

week. That Wayland's worth as a religious institution of the highest character is rapidly spreading, is manifest in the fact that three students are enrolled from California and came all this distance to attend Wayland. Students are enrolled from thirty different counties in Texas and from the states of Oklahoma, Kansas, Indiana, New Mexico and California.

The dormitories are being filled to capacity and many classes have had to be divided and readjusted that the teachers could render most efficient service. All details have been worked out by Dean Z. T. Huff and the school is now making rapid progress on the fall term work. President McDonald is delighted with the increased interest in Wayland and is yet looking forward to a much larger enrollment during the year.

The Philo and Euglo Literary Societies have each given receptions for the new students. New members have joined the football squad, who were not here for the training camp, and under the strenuous training of Coach Kimbrough, Wayland is predicting an undefeated season in football.

The coaching staff and thirty-one members of the Wayland College

football team were guests of the Plainview Kiwanis Club at luncheon at the Ware Hotel, Friday.

Talks were made by Dr. E. Lee Dye, sponsor of the joint luncheon, Kiwanian Leslie G. Smyth, Coach Kimbrough, Trainer J. H. Whitener, Captain Bob Farmer and co-captain Obed Wilbanks. The business men of Plainview are backing the team in a wonderful way and are expecting to see a fine type of football played on the Wayland gridiron this fall. The first game will be with the Abilene Christian College here Sept. 29th.

Much hullabaloo has been raised about "bolters" by one Steve Pinckney of Houston, one of Will Hogg's employees and a newly chosen member of the state democratic executive committee. The deciding vote that put Steve over at the recent Dallas convention was cast by a notorious bolter, George E. B. Peddy, who ran against Earle B. Mayfield for the United States Senate on the republican ticket. Pinckney can find other former bolters in his own crowd if he will search diligently.

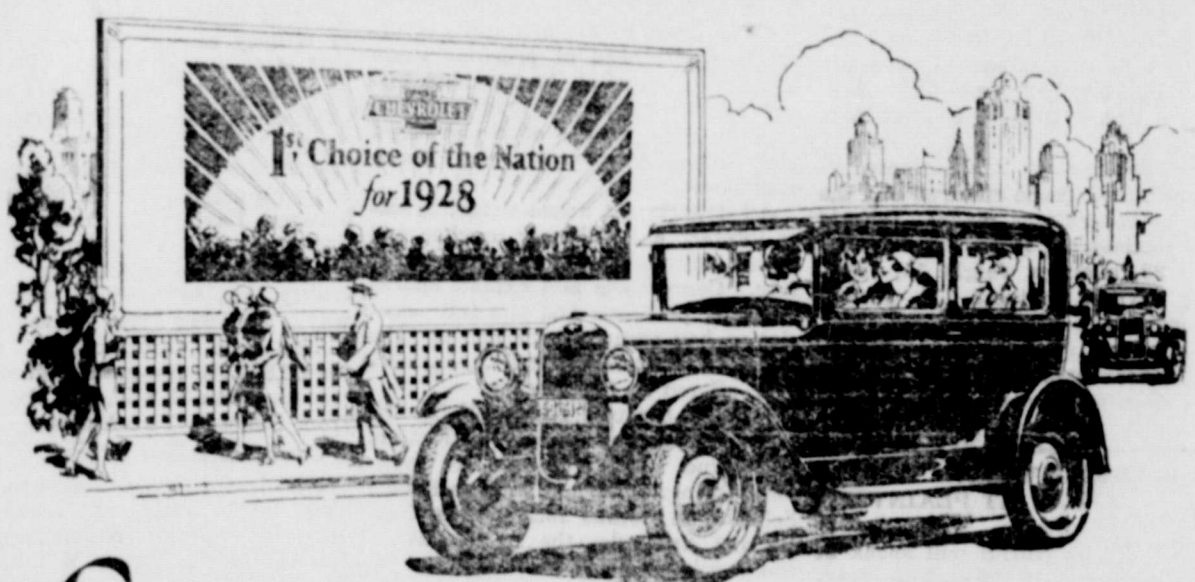
Rev. C. J. McCarty and family left the first of the week for Lubbock, where Bro. McCarty will become pastor of a Baptist church in that city.



TRI-STATE EXPOSITION
AMARILLO, TEXAS
SEPT. 22nd to 29th
FREE GATE
FREE ATTRACTIONS
Including Marvelous Fireworks Every Evening

Shooley & Collins' Spectacular Winter Garden Revue
Direct from New York! America's most beautiful girls in the most gorgeous production ever brought to the southwest! Every night, Sept. 22nd to 29th. Popular prices.

Leonard Stroud's Breath-taking RODEO
Every Afternoon
The world's greatest ropers and bull-fighters in thrilling, death-defying contests and exhibitions of skill! An event of a lifetime! — 10-15-20-25



Scoring the Year's Greatest Success

-because of Distinctive Beauty Thrilling Performance and Amazing Economy

Week after week and month after month the Bigger and Better Chevrolet has swept on to greater and greater heights of popularity—until today it stands acknowledged everywhere as first choice of the nation for 1928! Never has any Chevrolet enjoyed such overwhelming public acceptance—for never has any low-priced car provided such an outstanding combination of distinctive beauty, thrilling performance and amazing economy! Its beautiful bodies by Fisher—long, low and racy, and finished in colors that reveal to-day's mode for smartness and individuality—are far in advance of accepted standards in the field of low-priced cars. Inside and out they prove anew that Fisher craftsmanship is a thing apart. But Chevrolet performance is no less impressive than Chevrolet beauty and style. Never before was a low-priced car so easy to handle—for the steering mechanism is fitted with ball bearings throughout... the clutch and gear-shift lever respond to the slightest touch... and big non-locking 4-wheel brakes give a measure of braking control that is more than equal to every occasion. Come in and see the car that has won the approval of more than three-quarters of a million buyers since January 1st. Learn for yourself why it is scoring the greatest success of this great automotive year!

DYER MOTOR CO.
Lockney, Texas
QUALITY AT LOW COST

Santa Fe All the way LOW ROUND TRIP FARES TO AMARILLO, TEXAS ACCOUNT TRI-STATE EXPOSITION SEPT. 22nd TO 29th, INCLUSIVE, 1928 Tickets on Sale Sept. 21st to 29th, inclusive. Final return limit Sept. 30th, 1928 Round Trip Fare from Lockney \$4.40 On Sept. 26th ONLY, Round-trip tickets will be sold from Lockney at very low fare of— \$2.50 Final return limit September 27th, 1928. Correspondingly low fares from other points. For further information call— D. E. COX, Agent Lockney, Texas or Write T. B. GALLAHER, General Passenger Agent Amarillo, Texas

GARNER FUNERAL HOME FLAKE GARNER, PROP. SERVING THE SOUTH PLAINS FOR 23 YEARS AMBULANCE SERVICE ALL HOURS GARNER FUNERAL HOME Office Phone No. 105 Night Phone No. 376 PLAINVIEW, TEXAS

COW CHOW FEED 24% PROTEIN More Milk Coming Whenever a herd starts eating Cow Chow, you can bet your bottom dollar there's more milk coming. That's because Cow Chow is made of the very materials that go into milk. If you want more milk, and want it cheaper per gallon or pound, feed Cow Chow. Thornton's Feed & Seed Store LOCKNEY, TEXAS The Store with the Checkerboard Sign

COUNTY BRIEFS ANTELOPE

Sept. 17—Mrs. Hunt and of Dallas,

who has been visiting her sister, Mrs. R. J. Hinsley, has returned to her home. Mr. and Mrs. W. W. Wisdom and family spent Saturday night and Sunday with Mr. and Mrs. Suddith, of

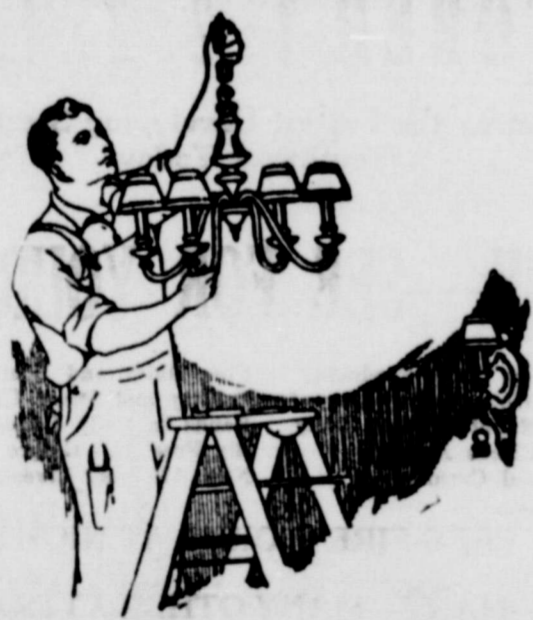


Make That HOME DREAM Come True YOU have thought about it—you have planned it—now is the time to realize it! We want to build your Dream Home. Phone 7 J. C. WOOLDRIDGE LUMBER COMPANY



—it good business to buy your Coal now, rather than take chances on supplies next winter. Call on us for your feed requirements; sell us your grain. We appreciate your business.

SOUTH PLAINS GRAIN COMPANY Phone 23 Lockney, 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 In Beacon Office Phone 92

Roaring Springs. A large crowd attended singing here Sunday night. We had several visitors from Pleasant Hill. Messrs. Varley Webb, Homer Palmer, and Burl Holt, spent the week-end in Lubbock. Mrs. P. H. Thomas visited Mrs. Roy Caplinger, Sunday afternoon. Mr. and Mrs. Pete Roe entertained their friends with a party Friday night. After many interesting games were played, blackberries with whipped cream and cake were served. Everyone is invited to attend Sunday school here Sunday. We are going to get together and organize a Union Sunday school. Bro. Crawford will preach here Sunday, also. The club ladies will meet at the club house Tuesday and scour the house. Mmes. Charley Nichols and Jim Morris visited Mrs. P. H. Thomas, Thursday night. Lora Bell White spent Sunday afternoon with Donna Mae Aston. Donna Mae Aston visited Vera Shepherd at Spur, Monday. Mrs. W. D. Wisdom took dinner with Donna Mae Aston, Sunday.

HILLCREST

Sept. 17—Hillcrest school opened Monday, Sept. 10, with an enrollment of eleven pupils. Mr. and Mrs. J. C. Jones and children have had as their guests over the past week-end his mother, a brother, and two sisters, from Memphis. Claudia, Eva, and Weaver Holladay and little Mildred Ruth Hix each suffered only very slight injuries last Friday morning, when the car in which they were riding to school, rather suddenly turned topsy-turvy into the culpit and temporarily pinned them beneath it. Mr. and Mrs. Herman Williams of Borger have moved to the L. H. Lewis ranch. Mr. and Mrs. L. H. Lewis spent the week-end in Floydada. The baby daughter of Mr. and Mrs. Clifford Cury is very sick just now. Mr. and Mrs. Skipworth of Vernon spent Saturday and Sunday in the home of their daughter, Mrs. Oscar Hix. The party given last Saturday nite in the home of Mr. and Mrs. Bullock, was well attended and enjoyed.

NEWLAN

Sept. 18—Bro. Davis' meeting closed Sunday night. Bro. Willie Emmert preached at the 11 o'clock hour, then in the afternoon Bro. Davis preached. There was dinner on the ground, all seemed to enjoy the day. A good many of the Mayview people were over and some from Daces. We appreciated their presence and ask them to hurry back. Bro. Willie Emmert will preach at Newlan next Sunday morning at 11 o'clock. Mr. and Mrs. Shelby Scott and family visited at Lubbock the last of last week. Mr. Tom Carlton took supper at the Carden home, Sunday night. Bro. and Sister Davis spent Friday night with Mr. and Mrs. C. L. Lincoln. Some of the people have stopped wheat sowing, on account of the ground being so dry. Mr. Hatley is going right along with his new residence in Dougherty, as are several more that are going up. Little Miss Lena Catherine Scott is on the sick list this week.

MAYVIEW

Sept. 17—Mrs. Lee Hawk is able to be up again after several day's confinement to the bed. Grandma Campbell left Saturday for Stamford, where she will spend the winter with some of her children. Most everyone from this place attended the preaching services at Newlan, Sunday and Sunday night. The meeting closed at that time. School is progressing nicely with a goodly attendance. The party at the home of Mr. and Mrs. Loyd Bullock was well attended Saturday night. Cleburne Payne has returned from a several days visit to Commerce and

Wolfe City. He reports plenty of hot weather. Our school organized a Literary Society Friday afternoon. A program will be rendered twice a month on Friday afternoons. Cotton is beginning to open in this community, which means that people will soon be picking cotton. Quite a crowd of young people took dinner with the Misses McNeill's Sunday.

SUNSET

Sept. 17—Mr. and Mrs. Wilbur Wilson have taken charge of the hotel in South Plains, which was formerly occupied by Mr. and Mrs. Casey, who have moved to Silverton, where Mr. Casey will teach in the high school, the coming year. The South Plains Dry Goods store has been moved to Hereford, Texas. Mr. and Mrs. Charlie Knierim and family took dinner Sunday with Mr. and Mrs. Sim Reeves. Mr. and Mrs. Truman Bradshaw and son, Eulan, spent Sunday with Mr. and Mrs. Jefferson, near Floydada. Linnie and Lillian Milton spent Sunday with Aietta Wootton. Mr. and Mrs. R. M. Haverty were Lockney visitors, Saturday. The Floydada Boosters visited our school Monday, the music was enjoyed by all, also the talk made by Supt. Price Scott. Mr. and Mrs. S. Yearly were Lockney visitors, Saturday. Mr. and Mrs. Zack Cummings and children took dinner Sunday with Mr. and Mrs. Callahan. Miss Helen Upton spent the week-end at home. L. T. Wood spent the week-end at home.

LIBERTY

Sept. 18—Miss Ruth McCormick spent Saturday night with Pauline Strickland. Mr. Autra James and Bus Douglas were Lockney visitors, Saturday. Miss Mary Box spent Sunday in Olton. Miss Mable Duvall spent Sunday with Miss Verna Dunlap. Mr. and Mrs. Horace Reeves and children, spent Sunday with Mr. and Mrs. C. A. Strickland. Mr. Andrew Jetton was a Lockney visitor, Saturday. Mr. E. W. Thornton and family spent Sunday in Lockney. Velva Ferguson spent Saturday night with Elbert Eubanks. Carl Lee Gilly, Doyl Love, and Alvie Love, spent Sunday in the C. A. Strickland home. Miss Pearl Anderson has returned home from Dallas. A number of people from the Cedar Hill and Fairview communities have been attending church services here this week. We had singing, church and a big dinner here, Sunday. Miss Pearl Anderson spent Friday night with her sister, Mrs. Earl Baker of Floydada. Miss Jennie McCormick spent Saturday night with Christalene Bean. Miss Altha Strickland spent Sunday with Miss Verna Dunlap.

BLANCO

Sept. 18—Mr. and Mrs. Herbert Hicks of Lubbock visited in the home of Mr. Wm. Snell, last week. Mr. Roy Holmes and Miss Martha Porter motored to Lubbock, Wednesday. Mr. and Mrs. Alva and Miss Opal Smith spent a few days of last week in Lubbock. Mr. and Mrs. E. W. Holmes took dinner with Mr. and Mrs. Wm. Snell, Sunday. Mr. Chester McPeak returned home from Pampa last week, where he has been visiting relatives. Miss Irene Cates spent last week-end with her parents. Mr. and Mrs. D. R. Badgett and family returned home from East Texas, where they have been spending their summer vacation.

McCOY

Sept. 18—Misses Vera Thacker and Viola Pitman left for Littlefield, where they will attend the Christian College.

When spinal bone slips where it doesn't belong Some organ or tissue is sure to work wrong. When Chiropractor puts that bone to its place Pressure's removed—nerve energy goes on at full pace. Chiropractic treatment is not a slick trick— It's an established health science that cures the sick.

DR. C. J. McCOLLUM McCollum Building, Locust Street Phone 17

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

Miss Lou Nett Parr spent the week-end at home. Miss Maggie Berry spent Monday afternoon with Miss Louise Thacker. Mr. Charlie Berry and family of Tulla, spent Sunday with Mr. Berry's parents, Mr. and Mrs. W. J. Berry. Mr. and Mrs. Buster Allmon and family of Starkey visited in the home of Mr. Pharr. Mr. and Mrs. John Gray and son, of Starkey, were the Sunday guests of Mr. and Mrs. Puckett. Rev. Harder of Cone filled Bro. Lollar's appointment at the Baptist church, Sunday morning.

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager Abstracts of Title to all Lands and Town Lots in Floyd County Deeds and other instruments of writing prepared. Twenty years experience with Floyd County Land Titles. Room 7, First National Bank Building Floydada, Texas

Check Us Up on QUALITY—SERVICE—PRICE

The next time you need a tire, drop in and talk it over. We won't strong-arm you or slip a tire on your car when you're not looking. We won't sing you to sleep with a lot of smooth-sounding talk about "big bargains" and "Special Deals." You won't have to wade through a lot of "apple-sauce." But here's the point—We think from a standpoint of location, equipment, the tires we sell the prices we charge and the service we render, that we deserve the patronage of every car owner in Lockney and vicinity who is looking for a dependable place to buy a good tire at the right price. So—the next time you're faced with the sad necessity of buying a tire—drop in and talk it over. We sell the World's Greatest Tire and our prices are right—so's our service.

OZARK FILLING STATION

JACKSON BROS., Proprietors



THE BEACON OF SUCCESS

SHINING through the "encircling gloom" the kindly light of the Savings Account will guide you to safety. Savings on deposit always constitute a bright spot in any financial difficulty—a growing reserve that will light the path to security.

The Security State Bank



"You Can't Beat Our Loans"

Phone 185

HELPY-SELF

A LOCKNEY INSTITUTION
Owned and Operated by Smalley & Son

A HOT SHOT ON COMPOUND FOR SATURDAY

- 8 lb. Bucket . . . \$1.15; 6 lb. Bucket . . . 61c
- Vanilla Extract, bottle . . . 19c
- Chili Con Carne, No. 2 can . . . 21c
- Pineapple, Crushed, No. 2 can . . . 21c
- Sweet Potatoes, No. 2 1-2 can, each . . . 13c
- Sliced Bacon, per pound . . . 31c
- We will give away absolutely FREE Saturday, with the first TEN \$3.00 purchases, a Beautiful Mixing Bowl.— Don't Miss It.
- Crystal White Soap, 27 bars for . . . \$1.00
- Peaches, those good ones, gallon . . . 48c
- Apricots, they are fine, gallon . . . 57c
- 1 Package Fruit Pectin FREE with Each Gallon.

P. T. A. Meets
The P. T. A. met on their regular day, Thursday, Sept. 13th, to elect officers to fill the unexpired term of those who had moved away and resigned. The following officers were elected:
President, Mrs. T. H. Stewart; Vice President, Mrs. Bryan Wells; Secretary, Mrs. Jno. C. Broyles; Corresponding Secretary, Mrs. Carl McAdams.
Committees:
Program—Mrs. T. L. Griffith, Supt. W. D. Biggers, Mrs. Halthcock.
Membership—Mrs. A. B. Brown, Mrs. E. Guthrie, Miss Carma Thomas, Mrs. E. E. Dyer.
Health—Mrs. Kate Collier, Mrs. J. H. Hoblaus, Mrs. Ward.
Magazine—Mrs. L. L. Savage.
Room mothers were appointed for the grades as follows:
1st Grade—Mrs. Jno. Broyles.
2nd Grade—Mrs. H. H. Ball.
3rd Grade—Mrs. H. N. Humphries.
4th Grade—Mrs. Chas. Simpson

and Mrs. H. S. McGonigul.
5th Grade—Mrs. R. C. Jackson and Mrs. Floyd Huff.
6th Grade—Mrs. H. B. Adams and Mrs. J. H. Hoblaus.
7th Grade—Mrs. E. Arceneaux and Mrs. Hugh Counts.
The high school will select their own room mothers in the near future. The State Nurse was here Monday and held a clinic for 1st and 2nd grade children.
All mothers who are interested at all in their children are invited to come and help us make a better P. T. A., and thereby help your child.
Meetings 2nd and 4th Thursday.

HARMONY

Sept. 18—The pleasant weather is being used to good advantage by the farmers of this community. Wheat sowing is advancing rapidly and harvest of the new crops have begun.
Mr. Hal Scott motored to Plain-

view, Wednesday.
Mr. and Mrs. W. C. Parkey and family have moved to Plainview. Their daughters, Misses Marie and Thelma, are attending Wayland College, while Lena Faye is a Junior in the high school. They were accompanied by Miss Ruth Johnston, who is also attending the Plainview High School.
Mr. and Mrs. L. A. Williams and son, Raymond, and Mr. R. B. Gary were Lubbock visitors on Tuesday of last week.
The home of Mr. and Mrs. L. A. Williams was the scene of a delightful party Friday evening. The event was in celebration of the birthdays of Raymond and Lonnie Williams, Lucille Snodgrass, and Everett Miller.
Mr. and Mrs. Shook of Canyon, were guests in the home of Mrs. D. T. Scott, Sunday.
Mr. and Mrs. D. S. Battey visited relatives in Matador, Sunday.
Mr. and Mrs. J. S. Hale returned

home last week from Dallas, where Mrs. Hale underwent an operation for appendicitis. Her condition is very satisfactory at present.

WHAT'S DOING IN WEST TEXAS

Plans are being made in Big Spring to experiment with methods of oiling gravel road. If the method proves practicable on a short stretch its extensive use will be considered.
The first issue of the Panhandle-Plains Historical Review published by the Panhandle-Plains Historical Society at Plainview has been issued and distributed to the members of the association. Many interesting articles fill the book.
James C. Ashbury has been employed as the secretary of the Baird Chamber of Commerce to succeed Mr. H. O. Tatum, who resigned to take the position of city manager at Eastland. Mr. Ashbury has been active in C. of C. work for many years.

The next meeting of the Panhandle-North Plains District Convention of the West Texas Chamber of Commerce will be held in Shamrock. This city sent a large delegation to the meeting recently held in Pampa.

An advertising trip of citizens to go from Cisco to Matamoros, Mexico, via San Antonio and Brownsville is being planned to start Oct. 10 or 12. The trip is estimated to cost probably \$10 per person.

Work is progressing on the Olton school house which contains eight large class rooms and a library. The building is costing \$45,000, and will be modern in every feature when completed. Twenty per cent of Olton scholastics are in high school.

Snyder shipped 400 cases of eggs, or 12,000 dozen to Havana, Cuba, recently. This is considered the earliest shipment of eggs ever shipped from the country, shipment usually starting in January.

Coleman is starting a home beautification project which when completed will include a boulevard entirely circling the city. Two parks and the site for a new park recently donated by an interested citizen will be given attention.

Gas was turned into the mains in Lamesa from the Amarillo oil fields last week. Demonstration of new stoves for the new fuel has been the order of the day since, with the result that a number of people are buying stoves before cold weather.

A few of the commodities shipped from Shamrock in 1927 were 12 carloads of wheat, 93 cars of corn, 185 cars of grain sorghums, 297 cars cattle, 79 cars hogs, 225 cars cottonoil mill products, and 28,500 bales of cotton—all grown in Wheeler county.

The \$300,000 Education Building at West Texas State Teachers' College is to have the most modern of equipment for the teaching of grade and highschool students. It is to be dedicated with a special ceremony Oct. 19th.

The Electra Chamber of Commerce has sponsored a road to tap the virgin trade territory in the oil district. It acquired the deed, secured the field notes and started the work on the road which will be 12 miles long.

Work is progressing on the First National Bank building on the corner of Main and Concho streets. The contract for the edifice calls for a sum of approximately \$75,000, and the work is being done by superior laborers.

Work on the Muleshoe gin is being rushed in order that all of this seasons crop will be handled. New machinery is being installed and the plant will be modern in every respect.

14,439,000 BALES OF COTTON IS FORECAST FOR 1928

Washington, Sept. 17.—The condition of the cotton crop on Sept. 1 was 60.3 per cent of normal, indicating a production of 14,439,000 bales of 500 pounds gross weight each, compared with a production of 12,955,000 bales last year, the agricultural department announced today.

Total abandonment after July 1 was placed at 3.8 per cent of the 46,495,000 acres in cultivation in the United States on July 1, leaving for harvest this season 44,916,000 acres.

The department estimated an approximate yield of 153.9 pounds of lint cotton per acre, compared with 154.9 pounds per acre in 1927.

Census bureau reports made public prior to Sept. 1, compared with 1, simultaneously showed 956,486 running bales, counting round as half bales, ginned from the 1928 crop 533,577 for 1927.

NOT GIVEN THOUGHT

Advertising is a vital sales force, men spend millions of dollars annually as an investment. Too often in smaller communities advertising is looked upon lightly, or with indifference and as an expense, mainly because the business men have not made a study of that phase of merchandising. For the greatest success, all phases of merchandising should be studied thoroughly. If the proprietor, himself, feels that he cannot devote the little time to the subject that is necessary, he should designate some one of his employees for the job—someone who would take an interest in the subject, who would try to gain a comprehensive idea of advertising, and who would try to make each successive advertisement more interesting and enticing, and who would get a thrill out of watching the way the public responded to his various advertisements. The local paper is conceded to be one of the best advertising mediums, because of its greater reader interest, and is used strictly as a good business proposi-

tion by many national advertisers. In many smaller papers throughout the country, there are more advertisements of national concerns than there are of local business houses. The principal reason for this is undoubtedly because the local business men have not given the thought to advertising that the subject deserves.—Anacortes, Washington, American.

HOOVER VIEWED AND IS FOUND TO BE POWDER DRY

Washington, Sept. 17.—The attempt of certain Republican leaders in "wet" centers of the East to make it appear that Secretary Hoover would be willing to stand for a modification of the Volstead law liberalizing that statute has been abandoned.

It is now agreed that Secretary Hoover is "dry as a powder horn" and

that the only modification he would favor would be to strengthen the law, such as increase the penalties or make the buyer equally guilty with the seller of prohibited beverages.
The New York Herald-Tribune, which sought to interpret Secretary Hoover's speech of acceptance with a "wet" twist to it, has abandoned the effort and now takes the position that the few months of the presidential campaign is too short a time within which to work out any acceptable plan for modification of the Volstead law. Since the Herald-Tribune, the only straight out Republican organ of the metropolises, and mouthpiece of the Hoover "wets", has taken this position, its lead doubtless will be followed by others. From this time on it may be accepted that Secretary Hoover will be the palladium of the ultra "drys", and must make his campaign accordingly.

NEW FALL SUITS FOR MEN

New shipment of Latest styles and patterns in Men's Fall Suits. Look them over while they are new.

NEW HATS FOR THE MEN

A nice line of the Newest in Men's Fall Hats just received. Come in and let us fit you out before the stock has been picked over.

New Fall styles in Men's Shirts, Ties, Hose and other accessories.

E. L. AYRES, DRY GOODS

P ANHANDLE SOUTH PLAINS FAIR

"THE SHOW WINDOW OF THE PLAINS"
LUBBOCK, TEXAS

OCTOBER 1, 2, 3, 4, 5, 6

Will Portray the Fastest Developing Section in the Southwest Today

COME—SEE FOR YOURSELF

South Plains Farm Products Complete Women's Departments Dog and Rabbit Racing Daily Big Free Circus Acts A Wonderful Carnival Fine Dairy and Beef Cattle Poultry and Swine Unexcelled Bands in Daily Concerts Big Free Acts Galore New All Steel Livestock Building.

FREE FIRE WORKS AT NIGHT

MANY—MANY—MANY OTHER ATTRACTIONS

COME ON ALONG

Don't miss a single day. This will be the biggest event in years. FUN BY THE TON.

6 AUTOMOBILES GIVEN AWAY 6

One automobile will be given away absolutely Free Each Day of the Fair

WE MOST CORDIALLY INVITE YOU TO COME

Panhandle South Plains Fair Ass'n.
LUBBOCK, TEXAS

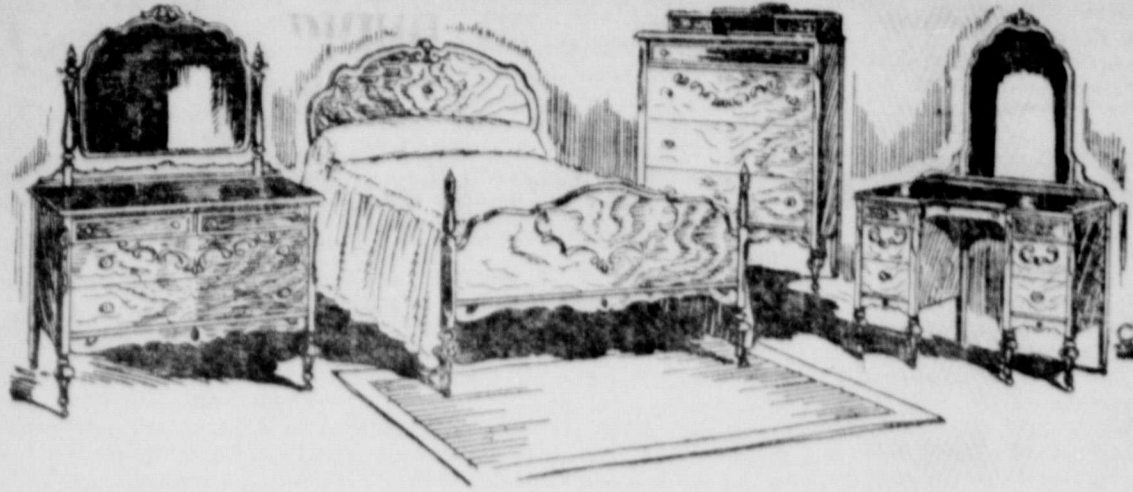
NEW NOVELTY FOOTWEAR

3 BEAUTIFUL NUMBERS IN BLACK PATENT

- No. 1. Low Cut Pump with Satin Bow, medium, Patent covered heel, Per pair—**\$5.95**
- No. 2. Beautiful Pump in Patent with Patent Bow with ornament, Louis heel, Per pair—**\$5.95**
- No. 3. Black Patent, cut out Oxfords, with medium Military heel, round toe, Per pair—**\$5.95**

E. Guthrie & Co.

LEADERS IN LOW CASH PRICES
LOCKNEY, TEXAS



(This Picture is not an Exact Illustration of the Suite of Furniture)

A BEAUTIFUL 6-PIECE BED ROOM SUITE FOR ONLY

\$69.50

COME AND SEE THIS LOVELY SUITE OF FURNITURE.

We have a vast stock of Everything in the Furniture, Floor Coverings, Stoves, etc., and the entire stock is priced much lower than you have been used to paying for articles in this line of business.

OTHER BED ROOM SUITES, LIVING ROOM SUITES AND DINING ROOM SUITES, PRICED IN ACCORDANCE WITH ABOVE MENTIONED SUITE, ACCORDING TO QUALITY AND FINISH. THE NEXT TIME YOU ARE IN PLAINVIEW LET US SHOW YOU.

PLAINVIEW BRANCH

Amarillo Furniture Co.

"Stores All Over the Plains"

1107-09 Austin Street

1 Block West of Santa Fe Depot

PIGGLY WIGGLY HELPS THOSE WHO HELP THEMSELVES

ALL OVER THE WORLD—AND LOCKNEY TOO

15 POUNDS SUGAR \$1.00

CRYSTAL WHITE OR P. & G. SOAP 5 Bars 19c

No. 2 1-2 LIBBY'S DeLUX, EXTRA LARGE HALVES IN HEAVY SYRUP PEACHES Each 20c

DRINK IT AND BE HEALTHY BULGARIAN BUTTERMILK . qt. . 10c

DRY SALT BACON Per Pound 16c

2 OZ. FRESH POTOTO CHIPS Package 5c

FRESH CAT FISH AND OYSTERS

BRING US YOUR EGGS

WE WANT YOUR FAT BEEVES.

WANT COLUMN

FOR SALE—Pair Toledo and Dayton scales, Borroughs Adding machine, bolt case, two 6 foot floor show cases, one 6-foot counter case, tables and counters.—See J. R. Maddox.

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

WHEN in need of thoroughbred or high grade Jersey cow, fresh, call Dr. Freeman, Dougherty, Texas. 42-52t

FOR SALE—Turkey Red wheat seed, test 61 lbs., home raised, good seed \$1.20 per bushel at bin.—W. P. Hewitt, 22 miles northeast of Lockney.

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

FOR SALE—2 good spans of mules. Any one interested see G. B. Harris at blacksmith shop. 45-1f-c

FOR SALE—Ideal coal heater, in good condition, cost \$50 new. Have no use for it as we burn gas, and will sell at bargain.—H. B. Adams, Beacon office.

DO you have a well improved 80 acres to exchange for a fine 160 acre farm near Rails.—Baker & Carter.

PIANOS! PIANOS!—Leading Manufacturer has in this vicinity one piano and one player piano for sale cheap, rather than ship back or might store with responsible party.—Address Manufacturer, Box 355, Chicago, Ill.

FOR SALE—About 152 acres of good land, all under cultivation except 20 acres in pasture, 1 1-2 miles from Lockney. Price is right. If interested write or see—J. H. Mann, Box 110, Lockney. 51-1f-c

GOOD milk cow for sale.—See M. H. Davis, at Doak's Shop. 52-2t-c

SHEEP FOR SALE—500 head of ewes, located here at Lockney, if interested see—Dorsey Baker. 1-1f-c

FOR SALE—Two good milch cows.—See Oscar Jetton at Ford Garage. 1t-p

REMEMBER the 1c Sale, Oct. 4, 5, 6, at your Rexall Store.

TO TRADE—What have you? One lot of young horses, fillies, brood mares with mule colts, and one Jack, would trade for town property. If you have a little grass here's a chance to make some money.—C. W. Smith, Mickey, Texas. 1-2t-c

TOMATOES for eating, for canning, for catsup and for julup. You will be delighted with the price, too.—Sunshine Gardens.

FOR SALE—Registered cows for sale, 1 bull 18 months, 1 bull 9 months 2 heifers 9, 3 cows.—Tom Rutherford, 3 miles east, 8 miles south Plainview. 1t-c

FOR SALE—One late 1926 Star coupester, terms.—See Alphas Barker. 1t-pd

FOR SALE—80 acres, tract 2 miles west of Lockney.—Write J. L. Celor at Sentinel, Okla., for easy terms and price.—J. L. Celor.

V. P. Williams of Atlas, Okla., is here today taking a survey of the turkey crop in Floyd county. He represents an indenpent poultry concern.

COUNTY BRIEFS

PRAIRIE CHAPEL

Sept. 19—A few Roseland, Lone Star and Prairie Chapel singers attended the singing at Prairie Chapel Sunday afternoon to practice for the North Side Convention to be held at Prairie Chapel the first Sunday in October. Last weeks Beacon stated there would be dinner on the ground, but that was a mistake. Singers are requested to meet at 1 p. m. Possibly this may be the last North Side Convention ever held as different classes will decide at this meeting whether to "kill the thing before it dies like the cat", or put more pep in it.

Our club will have an exhibit at the fair after all. Because some of the clubs were unprepared when Floydada changed her mind, the score card has been changed, and by plenty of elbow grease and head work Prairie Chapel will have it's exhibit ready to go early next Wednesday morning.

The farmers are busy sowing wheat and gathering row crops and the women are still canning. School opened Sept. 10th.

LONE STAR

Sept. 17.—The first meeting of the P. T. A. was held on Friday evening. It was the time for the election of officers. The officers of last year were unanimously retained. A number of calls for money were made. It seems that a full year's work is before them.

Mr. Bobbitt will discuss the possibility of school consolidation at our next meeting. We hope for a large attendance.

The Lutheran League from the Providence community presented "Old Fashioned Mother" at the school auditorium on Saturday evening.

Rev. McGahee filled his regular appointment on Sunday.

Mr. and Mrs. W. B. Hatchett were called to Lubbock last week on account of the illness of Mrs. Hatchett's brother.

Miss Adrinna Comer of Sweetwater is visiting Mrs. J. B. Allen, this week.

Mrs. W. H. Percy of Lexington, Okla., who has been visiting Mrs. T. J. Jarboe and other relatives, for the past two weeks, has returned to her home.

Mrs. J. W. Word left for Collingsworth county Friday, where she will visit her mother.

Harold and Loena Griffith, who are in school at Lockney, spent the weekend at home.

Miss Lorene Workman has withdrawn from Wayland College, on account of ill health.

This community will have an agricultural display booth at the county fair.

ROSELAND

Sept. 18.—Everyone enjoying this fine fall weather and wheat sowing is in full swing.

Bro. Ashby filled his appointment for the Baptist at Roseland Sunday morning and evening.

In the afternoon a B. Y. P. U. was organized with Frank Brown as president and Thelma Smith secretary. The first program will be rendered next Sunday evening at 7:30. Every one invited.

Mr. and Mrs. Hugh Nelson and family of Lakeview community and

Mr. and Mrs. Homer Ford of Lone Star, were visitors in the P. M. Smitherman home, Sunday.

Miss Ella Wilson of Blum, Texas, is here on an extended visit with her brother, J. C. Wilson, and family.

Mr. and Mrs. Woody and family, of Weatherford, Texas, visited their daughter, Mrs. H. L. Kountz, last week.

Mrs. A. S. Cummings of Floydada was visiting in the community, Tuesday.

Miss Margie Hudson entered school at Lockney last week.

Mrs. Fred Darden of Hale Center, visited her parents, Mr. and Mrs. C. C. Hackney, Sunday.

Mr. and Mrs. E. J. Thomas of near Lockney visited Mrs. Sims and family, Sunday.

Rob California Bank

San Diego, Calif., Sept. 19.—Two white men a negro held up the Normal Heights branch of the Bank of Italy here late today and got away with \$7,000.

PRESIDENT APPOINTS NEW CANAL ZONE GOVERNOR

Washington Sept. 19.—President Coolidge today appointed Col. Harry Burgess, U. S. Army Engineer, as Governor of the Panama Canal Zone, succeeding M. L. Walker, who had retired.



THAT FIT FEELING

—that comes to a man with CURLEE CLOTHES, gives him confidence among his associates, and enables him to be his best.

THE NEW FALL MODELS

—are now on our racks—and must be seen to be fully appreciated.

This store "Caters to Quality" as well as the latest fads and fashions.

"WE ARE FAMILY OUTFITTERS"

SAVE THE SILVERWARE COUPONS

Hardware and Grocery Departments

Get on the Air with Your Atwater-Kent and hear HOOVER AND SMITH yourself.

We carry a complete line of accessories.

We believe the HAAG BROS. Electric and Own Power Washers are superior to all others. Allow us to demonstrate it to you and we will expect you to agree with us.

Everything in Hardware and Groceries

"We Cater to Quality"

BAKER MERCANTILE CO.

"The Store With the Goods"