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PHONE 15

LOCKNEY, TEXAS

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
Three Months	.75
Three Months	.40
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THE CREAM QUESTION

It seems that the editor uncovered a hornets nest in our last issue of this paper when we took to task the cream monopoly for hi-jacking the cream producers out of 26c as a test-

ing fee for testing their cream. Several of the cream "funkies" and when we say "funkies" we mean that very thing, for they are only tools of the monopolies to carry out their dictations, have procured copies of the paper, and accosted us on the streets for an argument about the matter, but as there is no argument with any feasibility to be made by them, their excuses and pretexs will not hold water. One of these agents stated that he had paid the cream producers \$34.01 more last week for cream, since inaugurating the 26c testing charge, than he did the week before. The price of cream was up 5c a pound last week, whether it was put up to help inaugurate the hi-jacking for the 26c per test or not, or whether it was forced up by the independent and

co-operative creameries we do not know, but we do know that at times the price of cream ranges from 38c per pound up to 50c per pound when there is no additional charge for testing, and that maybe this week the price will be either 5c lower or 5c higher than it was last week, and that the price paid for cream will not have anything whatsoever to do with this extra testing charge and that the extra testing charge is a graft pure and simple. This same cream man that wanted to argue the question with this writer said when we took the position that it was not fair to the man who had only a few pounds of cream to sell, that let the little cream producer make butter and sell it if he did not want to pay the testing fee. The

Little cream producer is the one that develops into the big cream producer. All successful cream producers are those who started in as small producers, learned how to produce cream and developed as they grew, and to rob the small producer out of his profits is to ruin the country as a cream producing country.

The testing fee is added in all the cream receiving stations here, as we are informed, and it is said that it is a fight the monopolies are making on the independent and co-operative creameries, and is more than probably directed against the Plainview Co-operative Creamery that is just about ready to open for business. We do not know the facts in this regard, however.

Last week we are informed, that the creamery in Trinidad, Colo., was paying 46c per pound for butter fat, f. o. b. Lockney, when these cream stations were paying 46c per pound, or the man who was shipping his cream was getting from the Trinidad creamery 3c per pound more for his cream in Lockney than the cream stations here were paying. Cream shipped to Iowa points, we are informed, even brought the shipper 2c or 3c more per pound than that shipped to Trinidad, Colo.

The big producer will not suffer either from the charge of testing or the low price offered at stations here, for he can ship his cream and get the better price, and escape the testing charge, but the little cream producer, who only produces a few pounds of cream each week, can not protect himself, and he must either stand for the hold-up for testing cream, churn and sell his cream as butter, or co-operate with other small producers in order to make up a can of cream to ship. We hate to say it, for we would like to see every pound of cream produced in the Lockney country sold to dealers in Lockney, but if we had any cream to sell we certainly would ship every pound of it to independent or co-operative creameries, or sell it in butter. We would not for one single time give the cream stations one cent for testing the cream. It is unfair and unjust. The people who buy your cream make a good profit out of it, or else they would not buy the cream at all, and when they try to ram their hands in the pockets of the cream producers and extract 26c per test from the cream producers, we term it no more or less than graft, and that the cream producers should not stand for it for one minute. The road is open to the larger producer to send his cream to other markets, not near by towns, as those cream buyers, we understand, have the same hold on them as they do in this town, but ship to these independent and co-operative creameries in various parts of the country. The small producer will either have to form clubs or sell his cream in the form of butter to protect himself.

If it were not for the independent and co-operative creameries the monopolies would absolutely name the price you would have to sell your cream for, and in all probability it would be so small that no one could afford to produce cream in this country. When monopolies control the price of any product all the profit to the producer is squeezed out, and the monopolies take the profits to feather their own nest, such monopolies don't give a continental whether the producer lives or dies, all they want is what they can squeeze out of him. And that there is an understanding about this testing charge between the several companies that are represented on the Plains, there is no doubt, as they all put on the charge the same day, and are standing pat, and we are wondering if this is not a violation of the Sherman Anti-Trust Act, and it would be well for this matter to be looked into and see if this combine, if it comes under that heading, get a few pointers from Uncle Sam.

If we were the cream producers, we would call a meeting of all cream producers in the country, and see if we couldn't go to the matter with the higher ups, who are dictating the inauguration of the fee charge, and we believe that it would be of interest to the cream producers to take a try at them, or else join the Floyd County Creamery Association and sell all their cream to the Plainview Co-operative Creamery, until the local organization is strong enough to build them a creamery of their own and manufacture their cream at home.

Pleasant Valley Home Demonstration Club
The club met with Mrs. C. F. Harris, Feb. 27th, at 2 p. m. The subject for this meeting was "Adequate Diet."

The following is the program that was rendered:
Leader—Mrs. Edd Pratt.
1. "What Constitutes an Adequate Diet?"—Mrs. J. L. Griffith.
2. "Planning the Family's Budget."—Mrs. W. C. Hubbard.
A demonstration on "One Dish Dinners" given by Miss Bass was enjoyed very much.

The hostess served delicious hot chocolate and fruit cake.
Our next meeting will be Wednesday, March 13, with Mrs. Mitchell as hostess. The subject for this meeting will be "Texas Day." We hope to have all members present and extend a hearty welcome to new members and visitors.—Reporter.

Miss Ruby Gentry is visiting in Slaton this week with her brother, Mr. and Mrs. P. I. Gentry.

CHANGE IN OWNERSHIP OF DAIRY—I have bought the Sams' Dairy and will continue to operate same. The dairy will hereafter be located at my home on the Floydada road, and I will be glad to serve those who want milk and cream. My phone is 9019F2.—Silas Ellis.

When you think of Electric Refrigerators—Think of KELVINATOR.

HEAL THOSE SORE GUMS
If you suffer from Sore Gums, Bleeding Gums, Loose Teeth, Bad Breath, or from Pyorrhea in any form, we will sell you a Leto's Pyorrhea Remedy and see it to please you or return money. This is different from any other treatment, and results are certain.—Stewart Drug Co.



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SMITH'S HATCHERY

Our Forty-seven Thousand Mechanical Hen is busy all the time—showing her Baby Chicks twice a week. We are pleased with the co-operation of the citizenship of this section.

We strive to please. We are glad to know you. Give us a chance to serve you.

We sell Purina Chows of all Kinds.

SMITH'S HATCHERY

LOCKNEY, TEXAS

BETTER SEED AND PREPARATION OF SOIL

In many farming districts a better farming program is being promoted by those in touch and interested in same.

We are now buying for Lockney territory some acclimated tested pedigreed cotton seed, we do not expect any farmer to buy a great quantity of these seed but suggest that each farmer does buy enough of them to plant 1-3 of his crop and more if he can finance same as each acre planted and grown from these seed should make at least twice the amount of common mixed seed.

We can supply the pure Half and Half sanded and delivered at Lockney for \$2.50 per bushel. This is the Famous Summerour seed grown at Vernon. Other good picked cotton seed not as pure at \$1.75 per bushel and some Acala seed at \$1.25 per bushel.

On account of cotton not maturing well on the Plains same soon deteriorates and will not germinate a strong and healthy plant, but by planting well matured seed you will double your cotton yields as many have proven.

We do not expect nor attempt to tell farmers how to farm but in all lines of business it is necessary to think and all often overlook possibilities at hand, but when suggestion is offered it puts all to thinking and thought carried into action produces good dividends if properly directed, along this line we only suggest that better preparation of the soil in advance of planting is time well spent and often produces double the crop on poorly prepared land, we do not mean to resist your land when it is dry but to use the knives and keep it mulched and clean for planting.

We are now booking orders for these seed to be delivered when called for, a payment on same will make sure that you are protected when you need them, be prepared is good business.

Call at our gin and let your wants be known.
We are doing good work on this rough cotton and would appreciate a trial on your last few bales this season, best prices paid for your cotton, it might be money to you as it has been to others, the more pounds you get means more money, try us.

LOCKNEY GIN COMPANY

Concrete Gin end South Main Street Lockney, Texas

Smart Frocks for Ladies and Misses

OF SILK CREPE AND GEORGETTE

\$10.85

Prints and solid colors. Fashioned on the newest lines. Both sport and dressy styles. **WONDERFUL VALUES**



CHIC HATS

—of novelty braids, fancy straws, and silk combinations. Close fitting and brimmed shapes. Variety of styles and colors. Priced at—

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NEW SPRING COATS

Attractive coats of sport weaves and tweed. All wool fabrics and full lined. Well tailored and smartly trimmed.

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Plainview, Texas

Palace

LUBBOCK

"Only theatre on the South Plains equipped to present 'genuine' Talking and Sound Pictures."

The Voice Of VITAPHONE Will Thrill

The South Plains—as it is thrilling the world. 3 days starting THURSDAY

SEE and HEAR THE FIRST ALL TALKING PICTURE

LIGHTS OF NEW YORK

AN ALL-STAR CAST

3 DAYS STARTING SUNDAY, MARCH 10



DOUGLAS M'CLEAN The Carnation Kid
TALKING-SOUND
Added VITAPHONE ACTS

NOW! YOU HEAR what you SEE

HEAR every word! SEE every action!
3 BIG VITAPHONE ACTS NEWS—SAM REED AT THE ORGAN

Sunday Matinee Only

Shows start at 1, 3:30, 6:00
SUNDAY PRICES
20, 30, 40 Boxes Loges 75
Phone 1171 for Reservations

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10, 20, 30 Boxes Loges 50
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Shows Start 1, 3:30, 6:00, 8:15
Complete Show from 8:30

OPENING SOON! THE GREATER LINDSEY!

South Plains Finest Theatre—Constructed especially for TALKING PICTURES—With finest equipment money can buy.

MAYVIEW

March 4—Singing was well attended at this place Sunday afternoon. ... class voted to move the singing to Dougherty, as the Sunday school

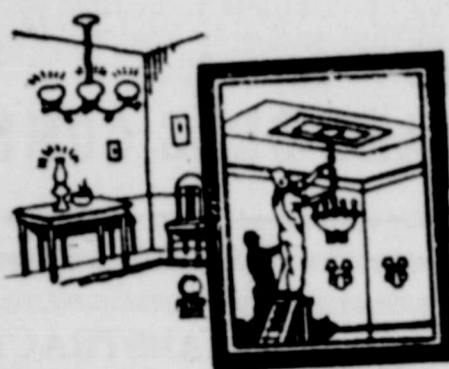
We've been told Humpty-Dumpty sat on a wall, That he rolled off and got hurt by the fall. That in spite of ministrations of men He never was able to stand up again. Now this story wouldn't have ended so sad If a Chiropractor had treated this lad.

DR. C. J. McCOLLUM
Ph. nes: Office 17; Res. 102J



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Phone 188



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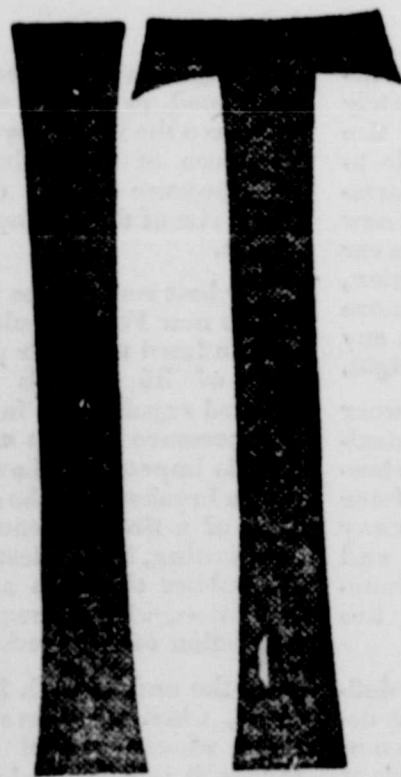
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OUR WIRING MEETS EVERY BUILDING CODE REQUIREMENT

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In Beacon Office



Isn't how much but how often. A systematic saver, depositing small sums regularly, will enable you to build up a very respectable account in a surprisingly short time.

We invite you to begin by opening an account with this bank today.

Open Your Account Today

The Security State Bank

business visitors in Jones county last week-end.

T. J. Brantley of McAdoo visited Buck Brownlaw Sunday. Those that took dinner with the McNeill girls Sunday were: Gertrude, Katherine and Sarah Davis, of Floydada and Ophelia Bartlett of this place. Lorena Spence, Cozette Furgerson, and Johnnie Brownlaw took dinner with Grace Readhimer Sunday. Mr. and Mrs. D. C. McNeill and family, and Mr. and Mrs. Crockett McNeill and family, all of Campbell, spent Sunday night with R. L. McNeill and family. Miss Robbie Lotspeich is spending a couple of weeks with her brother and family at Dumas.

LAKEVIEW

March 4—Church services were well attended at this place last Sunday. The Floydada B. Y. P. U. rendered a very interesting program here last Sunday afternoon. Miss Louise Wright, a former teacher of Lakeview, was here Sunday.

Those who were guests at a buffet dinner in the home of Mr. and Mrs. George Gilpin, last Sunday were: Mr. and Mrs. Elmer Newton and daughter, Lerabeth, Mr. and Mrs. John Conway and family, and Misses Thelma Kinnard and Ona Phifer.

All who attended the chamber of commerce banquet from here report a good time.

The Home Demonstration Club met with Mrs. George Gilpin last Wednesday afternoon. Edwin Kiker has been real sick.

Providence Girls' Club

The Providence Girls' Club met at the club room Feb. 26. Miss Bass met with us.

There were seven members present. We decided to start our club work for the present year. Our first work will be to make a guest towel.

The following new officers were elected for the ensuing year: President, Doris Bennett; vice-president, Lucille Thompson; secretary, Frieda Schrader; Reporter, Frances Dameron.

Our next meeting will be Tuesday, March 12.

W. T. S. T. C. News

March 4—Eugene Harris, accompanied by Ray Cheyne with his guitar, gave a french harp number over K. G. R. S. station at Amarillo last week. Several other students of W. T. were with the party of broadcast-ers.

Velma Marble is the star forward in the Sophomore basket ball team, proving that Floyd county girls carry on their athletics even in college. Very Fry also plays basket ball and there are others still.

Many ex-students are directing Interscholastic League work in the counties where they teach.

Delmar Ashworth is a League director in Lipscomb county, and in Floyd county we find W. D. Biggers, J. B. Allen, and Ola Hanna directing League work.

Many other ex-students of Floyd county are training the contestants in League work. Mrs. H. F. Jackson, (formerly Glenna Smith) is doing notable work at Sand Hill school near Lockney.

March 2 was given to W. T. students as a holiday. Many spent the day at home, but some spent it in walking, or hiking. Carthel and Byars were seen walking at a good clip, in order to keep up their spirits. Wanda Stinebaugh and Lucy Ewing, with others, donned hiking togs and picnicked.

Those who went to the Children's Theatre Thursday afternoon enjoyed an hour in far off Arabia with Ali Baba and with the slave girl Morgiana. Ali Baba and the Forty Thieves was put on the by the Coffey-Miller players in fine style. They also gave three other plays, while here, all of them revived dramas: The Birds, The Rivals, Marriage of Convenience.

SUNSET

March 4.—Another home has been made sad in our community by a visit from the Death Angel. Mrs. Viola Simpson, the wife of Leland Simpson, was called home Friday night, her little infant son preceded her only a short time, dying Thursday afternoon. Interment was made in the Overton cemetery Saturday. She is survived by her husband and a little son, and a number of other relatives. She will be greatly missed by all who knew her. We extend our sympathy to the bereaved family.

The speakers for the Baptist Budget System at Sunset Sunday were as follows: Bro. R. E. L. Muncy, Bro. Bost, Bro. Merle Weathers, and Bro. W. B. Jodran. Bro. W. H. Strong, the Methodist pastor of the Lockney Circuit, preached Sunday afternoon, and Pro. Bost, the County Missionary for the Baptist church preached Sunday night.

Mrs. Fields and children of the Center community visited with Mr. and Mrs. Charlie Knerim Sunday.

Mr. and Mrs. A. R. Posey and Mr. and Mrs. Lawrence Womble from Hereford, visited with Mr. and Mrs. W. B. Bowen and Mr. and Mrs. Campbell Sunday. Mr. and Mrs. Burns and family

spent Sunday in the canyons.

Mr. and Mrs. R. H. Webster and family from Shawnee, Okla., Mr. and Mrs. S. H. Webster and family from Hartley, Texas, Mrs. J. A. Webster, and Mr. and Mrs. H. H. Pharris and son, Frank, from Amarillo spent Sunday visiting with Mr. and Mrs. N. D. Clark and Mrs. Phegley and children.

Mrs. Mat Lyles and children, Mrs. Chitty, Ethel and Elsie Myers, and Mr. and Mrs. Whitley from Briscoe county took dinner Sunday with Mr. and Mrs. Sam Gilliland.

Mr. Everett Jarrett plans to leave this week or the first of next week for Arkansas. We regret very much to have them leave.

Mamie Lou and Gail Jarnagin spent Sunday visiting with Mrs. Homer Harper and children.

Marzella, the little daughter of Mr. and Mrs. Ralph Childress, is ill at present. We hope she will soon be well again.

Alline Myers spent Saturday nite with Gladys Gilliland.

Mrs. Claude Leach took her little daughter, Charline, to Plainview Sunday, to an ear specialist.

Helen Upton, spent the week-end at home.

GOODNIGHT

March 4—Mr. Archie Payne is in Port Worth attending a barber school.

Mr. and Mrs. Carrie Cassidy went to Flag, Texas, today.

Mr. and Mrs. Vennie Purcell and family visited in Flomot Sunday.

Mr. and Mrs. Cecil Purcell visited Mrs. Purcell's parents, Mr. and Mrs. J. I. Merrell, Sunday.

Mrs. Henry Kell and daughter, Mrs. Mattie Elliott, visited Mrs. Kell's mother at Flomot Sunday.

Mr. and Mrs. E. P. Woods and family visited Mr. Earnets Woods of Quitaque Sunday.

Miss Alta Winton is on the sick list this week.

Mr. and Mrs. Tommie Ramsey have returned from Oklahoma. They report lots of rain there. We only wish we could have part of it here to stop the sand.

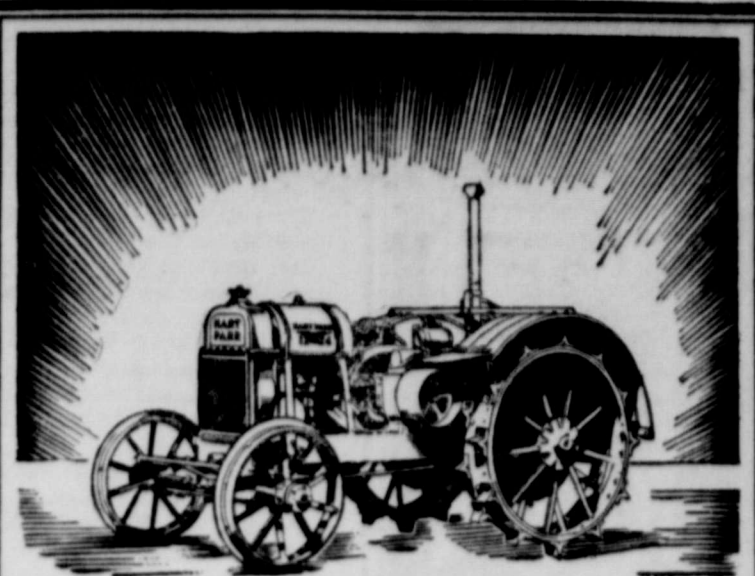
A beautiful set of pictures were shown at the school house Friday. They were scenes in Switzerland.

W. M. Winton and family are moving to Quitaque soon. We sure hate to see them go.

Mr. John Taylor's family are real sick with the measles, also Mr. Jim Taylor's boys.

Mr. H. E. Johnston has a new Chevrolet car.

Mrs. F. M. Ramsey is the proud owner of a new Maytag washing machine.



The Great Three-Fuel Hart-Parr 12-24

In official tests, conducted by nationally known engineers who used cheap distillate for fuel, the Hart-Parr 12-24 registered a drawbar pull of 2,950 pounds at 2.77 miles an hour and 2,192 pounds at 3 1/2 miles an hour. On the belt it pulled 32 horsepower, which means at least a 24-inch separator. The Hart-Parr is a three-fuel tractor, burning gasoline, kerosene or distillate equally well. It is the one tractor that develops tremendous power from the cheapest, low-grade fuels. Hart-Parrs are made for small, medium and large farms and have three forward speeds to speed up hauling and field work. Ask for a demonstration.

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LOCKNEY, TEXAS

AUTHORIZED DEALER IN



Mr. and Mrs. Roye McDaniel spent the week-end in Floydada.

Mrs. R. C. Cogdill is visiting Mrs. John Boyles this week.

Mr. J. L. Edwards and son, visited Mr. M. W. Lyles in South Plains.

Mr. Charlie Holland of Oklahoma is visiting in the C. I. Keisling home this week.

A serious accident has just happened over at the gravel plant. A large unit of dynamite was exploded injuring several. It is reported one man died on the way to the hospital and it is thought another will die. Mr. Hotchkins, the manager was seriously hurt. One man was blown over the tool house but landed feet down making good speed; so I suppose he was uninjured. Most of the wounded are being taken to Plainview for treatment.

For Economical Transportation



now- Six Cylinder Trucks with the economy of the four!



Crowded traffic conditions today demand six-cylinder performance—with its greater flexibility, greater reserve power, higher speed and swifter acceleration. And now—for the first time in commercial car history—this desirable six-cylinder performance has been made available with the economy of the four. For the new six-cylinder Chevrolet trucks are not only offered in the price range of the four—but they are as economical to operate as their famous four-cylinder predecessors! Both the Light Delivery and the 1 1/2 Ton Utility Chassis are available with an unusually wide selection of body types—and among them is one exactly suited to your requirements. Come in today. We'll gladly arrange a trial load demonstration—load the truck as you would load it, and drive it over the roads your truck must travel in a regular day's work.

Sedan Delivery, \$395; Light Delivery Chassis, \$400; 1 1/2 Ton Chassis, \$345; 1 1/2 Ton Chassis with Cab, \$650. All prices f. o. b. factory, Flint, Mich.

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LOCKNEY, TEXAS

QUALITY AT LOW COST



EVEN though you have no electric service you can have wash-day comfort with the New Haag Vortex Own-power. No rubbing—no soaking—no boiling. The Haag Vortex Own-power is equipped with a built-in 4-cycle gasoline motor, vastly superior to the old 2-cycle types.

Phone or write us today for demonstration—no obligation



Baker Mercantile Co. LOCKNEY, TEXAS

PROVIDENCE

March 5—Mr. and Mrs. Brock entertained the young folk with a "42" party Friday night. Mr. and Mrs. Lee Bennett are the proud parents of a baby boy, name Lee Donald. Mr. and Mrs. McPeak spent Saturday evening with Mr. and Mrs. White, Mr. and Mrs. Newberry visited with Mr. and Mrs. R. C. Powell Saturday evening. Messrs. Roy Bennett and Herman Ratj'n spent Saturday night with Hershel Williams. The Prairieview girls played the Providence girls Friday afternoon. The scores were 10-2 in favor of Providence. Mr. and Mrs. L. A. Williams spent Friday in the O. L. Bennett home.

LUTHERAN NEWS

March 4—Mr. K. Sammann was in Lockney on business Monday. Alvin Dieter and Fred Sammanns were in Lockney also on business Monday.

One of the worst stand storms visited us here last Saturday, the writer experienced one in 1912 or 13 that was just like it. Any one driving on the road had to be careful where they were going so as not to get into trouble.

Dave Kennedy was in Sterley last Thursday on business.

Mr. Brock and Me. McCullough were in Plainview Monday on business.

Mmes. McCullough and Kennedy were in Lockney Wednesday to see Dr. Henry on business.

Mr. Cooper, the insurance man from Lockney was in our midst Thursday, writing insurance.

Mrs. Marvin Scheele was shopping in Plainview last Friday.

Mr. and Mrs. Walter Boedeker were shopping in Plainview last week.

Mr. and Mrs. Nix were in Plainview last Friday shopping.

Mr. and Mrs. Davenport were in Plainview shopping last week.

Mr. and Mrs. Zimmerman of Snyder were in our midst Tuesday.

A call is being made for the Providence club women to meet at the club room on March 12 for a business meeting, so all be there.

McCOY

March 4—The March wind and sand storm kept people away from town Saturday.

Mr. and Mrs. Clyde Bagwell visited Sunday afternoon in the homes of Mr. and Mrs. Dennison and Mr. and Mrs. Dunavant.

Those who spent Sunday afternoon with Mr. and Mrs. S. F. Smith of the Blanco community were: Messrs. and Mmes. E. W. Holmes, Will Holeyfield, Misses Eloise Bridges, Bernice Holeyfield, and Mr. Sam Smith.

Mr. and Mrs. C. D. Thacker and family spent Sunday afternoon in Floydada.

Mr. W. J. Berry had an attack of paralysis in the head last week. He is improving now.

BLANCO

March 4—Mr. and Mrs. Roy Bennett entertained the young people at their home with a party Saturday night. It was enjoyed by every one.

Misses Opal Smith and Eloise Bridges spent Thursday night with Mrs. E. W. Holmes and Monday with Mrs. Clyde Bagwell of the McCoy community.

Mr. and Mrs. Will Snell and family visited Mr. and Mrs. Herbert Hicks of Lubbock. They visited Mr. and Mrs. Collier Smith while there.

Little Cleo and Juanita Smith, children of Mr. and Mrs. G. K. Smith, have been on the sick list this week.

We are very glad to hear that the little twin granddaughters of Mr. and Mrs. S. F. Smith are recovering from a bad case of pneumonia.

Mr. Joe Holeyfield has purchased a new Ford roadster. He spent Sunday in the McCoy community.

PLEASANT VALLEY

March 4—Mr. and Mrs. W. E.

Lowrance visited Mr. and Mrs. E. R. Lowrance of the McCoy community Sunday afternoon.

Mr. and Mrs. F. U. Payne visited Mr. and Mrs. N. T. A. Byers Sunday afternoon.

Katherine Harris spent Sunday night with Marie Hubbard.

Mr. and Mrs. W. E. McClure visited Mr. and Mrs. W. H. Fields Saturday night.

Mrs. Watkins spent Wednesday afternoon with Mrs. F. U. Payne.

Mr. and Mrs. Casey Yarbrough and son, Herchel, spent Sunday with Mr. and Mrs. W. D. Colson, of the Irick community.

Mr. and Mrs. T. B. Mitchell spent Sunday afternoon with Mr. and Mrs. D. P. Childress.

Mr. and Mrs. C. C. McClure of Plainview spent Saturday night and Sunday with Mr. and Mrs. W. F. Barnes.

Mr. and Mrs. Boatman and children spent Sunday in Turkey.

Mr. and Mrs. H. L. Pickens and family spent Saturday night and Sunday with Mr. and Mrs. T. Y. Moore of Floydada.

Mr. and Mrs. Jones of Floydada visited Mr. and Mrs. D. P. Childress Sunday.

Mr. and Mrs. J. T. Marr spent Sunday evening with Mr. and Mrs. J. E. Foster.

Mr. and Mrs. J. R. Belt and little son spent Sunday with Mr. and Mrs. W. H. Fields.

B. R. Phillips and family of the Sand Hill community visited in the home of P. A. Rivers Sunday afternoon.

Mr. Carl Ferguson and children, Irene and Leslie, were visitors in the Pratt home Sunday.

Mr. and Mrs. Wright visited Mr. and Mrs. D. P. Childress Sunday.

Marie Hubbard spent Sunday with Katherine Harris.

Mr. W. H. Fields and family visited Mr. Ira Simpson of Lockney Sunday.

Mrs. T. B. Mitchell won the 42 piece dinner set at Baker's on Saturday. Pleasant Valley always wins something.

PRAIRIEVIEW

March 4—Sunday school and church were held at this place Sunday. Rev. Pites of Plainview preached.

Mr. and Mrs. Wadell and daughter, Wilma, of Plainview, visited Sunday afternoon in the Hoyle home.

Mrs. Durham of Lockney is visiting her daughter, Mrs. Will Toliver, this week.

Mr. and Mrs. Willie Sammann visited friends at Crosbyton Sunday.

Mrs. Clayton Terrell visited Tuesday with relatives of the Aiken community.

J. W. Gamble and family were Sunday guests of Mr. and Mrs. Lenard Hoyle.

Mr. and Mrs. Patterson of Kress visited Thursday in the Wood home.

Mr. and Mrs. Perry Wood and children, Bro. Pites and wife, and H. O. Davis were guests of Mr. and Mrs. F. S. Shearer Sunday.

J. V. Gamble spent Saturday nite with Aubrey Hodgkin.

Mr. and Mrs. Willie Sammann and Olamae Gamble visited Tuesday evening with Mr. and Mrs. Clayton Terrell.

Mrs. Perry Wood visited with Mrs. Davis Saturday afternoon.

Mr. and Mrs. Willie Davenport visited with relatives at Plainview Sunday.

Mr. and Mrs. J. E. Churchwell of the Snyder community visited relatives of this community Sunday.

LONE STAR

March 4—Mr. Walter Gricith and family attended church at Lockney Sunday.

A pie supper was given at Sterley Saturday night for the benefit of the school. Something over thirty dollars was realized from the sale of the pies.

Mr. Lavander Street has moved back to his mother's farm.

Albert Stevenson made a short visit home last week-end.

An educational campaign for giving according to the budget system was conducted at the Sterley Baptist church Sunday. Rev. Weathers and Mr. Jordan were speakers for the morning service, and Revs. R. E. L. Muncy and Braggs were the speakers for the afternoon service.

Mr. and Mrs. J. P. Johnston of Ft. Worth visited Mr. and Mrs. G. B. Johnston and family, and Mr. W. H. Johnston and family Thursday.

Mrs. A. E. Johnston of Ralls and Mrs. Pauline Richard and children of Ralls visited Mr. G. B. Johnston and family Sunday.

The regular meeting of the P. T. A. will be held Friday evening at which time the try out for declamations and story telling will be held.

IRICK

March 4—Mr. and Mrs. Roberson and family spent Sunday with Mr. and Mrs. Bob Visage.

Misses Gladys and Ethel Murphy, and Mr. C. W. Murphy spent the week end in Spearman.

Everyone enjoyed a party at Mr. and Mrs. Martin Nigh's Tuesday nite.

Mrs. E. E. Blackwell has recently been taken to the Lubbock hospital.

Mr. Dearl Dollar of Lockney spent Sunday with his parents, Mr. and Mrs. J. F. Dolar.

Misses Donna Nell Murphy and Ophal Ashby spent Sunday with Miss Dorothy Glass.

Everyone enjoyed a play by the high school pupils Wednesday night.

Mr. and Mrs. L. H. Trotter and family spent Sunday with Mr. and Mrs. H. D. Ashby.

Mr. and Mrs. L. H. Howel and family spent Sunday with Mr. and Mrs. G. L. Moreland.

Misses Ardie Moreland and Jeridine Byars spent Sunday with Miss Aline Taack.

CEDAR

March 4—Bro. Blunt of Oklahoma, is conducting a series of night services at the Pentecostal church for an indefinite period of time. Everyone invited to come.

Grandma Brown is very sick. Dr. Greer, her attending physician, was called to see her Friday. He stated that she had plural infections.

Mr. Roy Brown and family of Silverton were called to the bedside of his mother Sunday.

Mr. and Mrs. Joe Fortenberry visited Mr. Will Dillard and family of Silverton Sunday.

Bro. Du Vault and family of Mator were visiting their children, Mr. and Mrs. Nelson Hickman the weekend, also attending preaching services Saturday night and Sunday.

Leon Douglas, who was severely burned several weeks ago by a gasoline accident, is returning this week to the sanitarium to have some more skin grafted on his arm. We trust that this grafting will be more successful than the former, and that he can soon enter school again.

Bro. Pitts and family of Turkey attended church here Sunday and Sunday night.

Mrs. Nora Brown, who has been spending some time with Mrs. Loui Tucker in the Plainview Sanitarium, was called home Sunday to the bedside of Grandma Brown.

Mr. and Mrs. Zariah Starkey visited Mr. and Mrs. Kimberly of Floydada Sunday. Mr. Kimberly is suffering with an infection of the face.

Mrs. Eva Kelly and Mrs. Mae Taylor visited Mrs. George Pig of Goodnight last Wednesday.

Mr. Freeman Love and family and Mr. Henry Love and family visited in the M. H. Taylor home Sunday.

Mrs. Anna Spillman of Rock Creek took Sunday dinner in the J. C. Fortenberry home.

Mr. J. C. Fortenberry spent Saturday with his sister, Mrs. Nannie Brown.

Grandma Ginn visited at Floydada last week with her grandchildren, C. W. and J. C. Ginn. Mr. J. C. Ginn and family returned with her Sunday and spent the day with home-folks.

Messrs. W. T. Brown, W. E. Brown, Edgar Jones and families of Floydada, and Robert Jones and family of Aiken, were called to the bedside of their sister and aunt, Mrs. Mrs. Nannie Brown.

Mrs. H. C. Randolph has been visiting near Olton since last Thursday with her daughter, Mrs. Clara Mize. Miss Clara came home with her mother yesterday, and will spend a few days here visiting relatives.

Mrs. Loui Tucker, formerly of this community, underwent an operation in the Plainview Sanitarium some three weeks ago, suffered a relapse Saturday and had to return to the sanitarium, in all probability she will have to undergo a second operation. Her many friends here will be sorry to learn of her illness.

BUCK BRAND WORK CLOTHES. Pride of Everlasting Durability. For Sale by E. L. AYRES, DRY GOODS, LOCKNEY

Stop That Cold NOW. Slight colds are not, generally, dangerous in themselves but most often are signals of more serious illness not to be lightly regarded. We have many highly endorsed cures, cold tablets and cough medicines that will stop that cold now and avert further illness. STEWART DRUG COMPANY

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.

Tires for the new Ford are specially made to give long wear. W. M. MASSIE & BRO. Floydada, Texas

LAND! LAND! We have land to Sell and to Lease for Farming, Stock Farming and Grazing purposes, from about 80 acres up, in Floyd, Briscoe, Hall, Motley and other counties. W. M. MASSIE & BRO. Floydada, Texas. Have your Abstracts made by ARTHUR B. DUNCAN The Old Reliable Abstract Man Floydada, Texas. GRADY R. CRAGER UNDERTAKER & EMBALMER Hearse To All Parts Of The Country Day Phones 126 and 121 Night 7. In Crager Furniture Company Day and Night Service Lockney, Texas. Have Your Abstracts Made By ARTHUR B. DUNCAN The Old Reliable Abstract Man Floydada, Texas. H. D. PAYNE LAWYER Room 11, Reidheimer Bldg. Floydada, Texas. WILSON STUDIO & ART SHOP FLOYDADA, TEXAS. PORTRAITS, VIEWS, PANORAMA VIEWS. KODAK FINISHING, ENLARGING ART PICTURES AND FRAMING. FORD MOTOR COMPANY

Beautify Homes Baby Chicks Thrifty Farms. 15 varieties \$11.00 to \$13.00 Hundred delivered. State accredited and Standardized Quality chicks. All kinds of plants for West Texas \$1.00 thousand up. 500 varieties garden field and flower seeds. Poultry supplies of anything you want for garden, orchard, lawn, field, poultry and stock. WE HAVE IT OF QUALITY AT RIGHT PRICES. C. E. WHITE SEED COMPANY PLAINVIEW, TEXAS

\$30,000.00 in CASH for TAKING PICTURES! You Can Win a Prize with Your Camera. A TOTAL OF 1,223 cash awards—including a grand prize of \$2,500—will be given winners in Eastman's big picture-making contest. The contest is for amateurs only—your chance is as good as anyone's! Come in today for entry blanks and details of the contest. Do your picture-making with Kodak Film—the film of best results—and be sure of good negatives. Send your exposed films to us and be sure of good prints—of prize-winning quality. MEADOR'S PICTURE SHOP SEE SPECIAL GIFTS AT SHOP

ISIS THEATRE

Program Week Commencing
Monday, March 11th

Monday and Tuesday—
LON CHANEY
—IN—
"West of Zanzibar"
PARAMOUNT NEWS

Wednesday and Thursday—
DOROTHY MACKAILL, RALPH FORBES AND AN ALL STAR CAST
—IN—
"The Whip"

COMEDY—"WALLS TELL TALES"

Friday—
BETTY BRONSON
—IN—
Companionate Marriage
TWO REEL COMEDY
PARAMOUNT NEWS

Saturday—
TOM MIX
—IN—
"Horseman of the Plains"
COMEDY—"ELEPHANTS ELBOWS"
PARAMOUNT NEWS

HARMONY

March 5—Mr. and Mrs. G. L. Snodgrass and daughter, Lucille and Miss Frankie McElvoy spent Saturday and Sunday in Amarillo visiting relatives.
Mr. and Mrs. Chas. F. Smith visited in the home of Mr. and Mrs. M. D. Ramsey last week.
Mrs. Enx Williams, who has been visiting her parents, Mr. and Mrs. W. M. Heard, returned to her home at Hereford Saturday.
The play "The Old Fashioned Mother," was unusually well presented by members of the Epworth League Friday evening.
Mr. and Mrs. R. B. Gary had as their guest over the week-end, a Thornton were Floydada visitors Saturday.
Miss Myrtle Meador visited Mrs. Luther Rhine Thursday afternoon.
Miss Elvie Cook and Miss Susie Williams of Lockney and Miss Alvie

FAIRVIEW

Josh Lee was wonderful.
March 5—Mr. Mitt Bullard was down for the week-end.
The Senior B. Y. P. U. rendered a program at Whiteflat Sunday afternoon.
Mrs. Tommie Pierce is the guest of her mother, Mrs. S. L. Rushing, this week.
Mrs. E. C. Austin has had as her week-end guests her two sisters and brother-in-law, Mrs. Holloway and Mr. and Mrs. Johnson of Vernon.
Rev. Jameson and family took Sunday dinner with Mr. and Mrs. S. L. Rushing.
Mr. Verne Austin of Wayland College was at home for the week-end.
Sunday, March 10, at the morning hour, the Baptists of Fairview will begin a meeting. It is understood that Rev. O'Brien of Floydada will conduct the meeting.

HILLCREST

March 4—The enrollment at Hillcrest is fifteen now. Claudia, Eva, and Weaver Holladay and Mildred Ruth Hir returned to school last week after an absence of five weeks.
Mr. and Mrs. L. H. Lewis attended the funeral services of Mr. Van Leonard in Floydada Saturday afternoon.
Misses Marilou, Helen, and Lily Wilson and their brothers, Odell and Carl, and their cousins, the Pemberton boys, of Lockney, spent Sunday in the J. D. Holladay home.
Mrs. W. B. Garrison and sons, Porter and Guy, attended church at Whiteflat Sunday.
Several from here attended the dance given at the Roy Warren home in the Cedar Hill community Saturday.
Tommie Norvell attended one at the Day home in the Fairview district last Wednesday night.
Carroll Burnham, who has been working on the L. H. Lewis ranch during the past winter left for Matarador and other points Friday night, to be gone indefinitely.
Marvin Rope of Center spent last week in the J. H. Norvell home.
A. T. Swepton and family and Miss Ora Scoggins attended a concert at Fairview last Wednesday night.

RAMSEY

March 5—Mr. and Mrs. W. E. Thornton were Floydada visitors Saturday.
Miss Myrtle Meador visited Mrs. Luther Rhine Thursday afternoon.
Miss Elvie Cook and Miss Susie Williams of Lockney and Miss Alvie

Smalley and Miss Laura Casey were guests of Miss Avis King Sunday at dinner.
Mr. J. A. Goins of Floydada was in the community last Thursday.
Mr. Meader and daughter, Miss Myrtle, were Floydada visitors Monday.
Mrs. Reece Wilson and children were in Floydada Tuesday afternoon.
Miss Avis King spent Sunday night with Miss Alvie Smalley.
Mr. and Mrs. Thornton and children visited Mr. Thornton's father at Lockney Sunday afternoon.
Virgil Visage spent Sunday night with Alton King.

MUNCY

March 4—Mr. Will Shaw and family of Floydada visited in the Nichols home Sunday afternoon.
Misses Annie and Beatrice Sparks, also Miss Pearl Ivie visited Miss Lorrinda Vandergriff Sunday.
Rev. Bost and E. E. L. Muncy conducted services on Mission work at South Plains Sunday.
Claude Nichols spent Sunday with homefolks.
Misses Ruth and Lena May Sparks of Plainview visited homefolks this week-end.
Mr. and Mrs. Nichols accompanied by their two sons, Clyde and James Lee, visited in the Vandergriff home Sunday afternoon.
Mr. W. G. Ferguson and family visited Mr. J. A. Smalley Sunday.
Miss Avis King spent Sunday night with Miss Alvie Smalley.
Mr. J. F. Biggs spent Sunday afternoon with Mr. and Mrs. J. J. Smalley.
Shirley Race spent Saturday and Sunday with Mr. Joe Ferguson.
Miss Alvie King spent Sunday afternoon at the home of W. J. King.

ROSELAND

March 4—There will be an all day service at Roseland next Sunday. Bro. Ashby will preach in the morning and Bro. Bost in the afternoon. The B. Y. P. U. band from Hulver, will be there in the morning.
Bro. Strong from Lockney filled his appointment Sunday morning and night.
Mr. and Mrs. P. M. Smitherman attended church at Sunset Sunday morning.
Mr. and Mrs. C. V. Ford visited Mr. and Mrs. Williams at Lockney Sunday.
Marvin and Gertrude True of near Floydada were the guests of Mrs. C. H. Brown and family Sunday.
Those who attended the Floydada Chamber of Commerce Banquet Thursday evening were: Mr. and Mrs. W. A. Whitlock, Ervin Bennett, J. C. Wilson, G. C. Hilburn, Frank Robertson, Guy Sams, R. I. Thomas, C. V. Ford, Mrs. Malone, Mr. Sam Lester, Mr. and Mrs. J. A. Stegall, Mr. Will Sims, Misses Lola Barton and Anna Sims.
Mr. and Mrs. W. A. Whitlock are driving a new Ford sedan.
Mr. Earl Lester and family, who are moving here from Clarendon, and Mr. and Mrs. Will Lester of Floydada visited in the home of their father, Mr. J. W. Lester Sunday.

LIBERTY

March 4—There will be church here Sunday after next at 3 o'clock. Bro Graves from Lockney will preach. Everyone come and help sing.
Mr. and Mrs. W. W. Anderson received word Friday that their daughter, Mrs. Roy Langley of Dallas has a baby girl. Mrs. Langley will be remembered in this community as Miss Dorothy Anderson.
Miss Elsa Lea Anderson spent Sunday and Saturday night with Erma and Berma Bean.
Mr. Oscar Hammitt and Miss Willie Gilly were quietly married last Tuesday night. We wish them a happy and prosperous married life.
Mr. and Mrs. J. H. Maberry of Wellington are here visiting her parents.
Earl Lester and family from Quail are moving to South Plains.
Maxine and Asale McGuffey spent Sunday afternoon with Martha and Bennie avat Malone.
Miss Odessa Clendennen of Canyon visited a short while Sunday with

Karin Bean.
Those on the honor roll for this month were: A. J. Anderson, Altha Strickland, Erma Bean, Ruth McCormick, Dorine Anderson, and Mozelle Williams.
Mr. and Mrs. Hickman visited Mr. and Mrs. Durham Sunday.
Mr. Alvie and Doyal Love spent Sunday with Miss Doodle Strickland.
Velvar Love spent Sunday with Clifton Gilly.

STARKEY

March 5—The new canyon crossing on the north bank will soon be ready for traffic.
Mr. J. H. Burgett and family spent the week-end in Petersburg visiting friends.
Mr. R. L. Hinkson and family of Winters, Texas, spent Friday night with his parents, Mr. and Mrs. J. T. Hinkson.
Mr. Leonard Holmes spent the week-end with his sister and family, Mrs. E. A. Grigsby.
Mr. E. E. Huskey, formerly living north of Floydada, has moved into the Starkey community.
Mr. O. T. Thornton and daughter spent several days last week visiting in their former home in Burkburnett.
Starkey girls won the basket ball game over Baker Friday evening.
Mr. C. L. Clay and family of Lubbock are visiting his parents, Mr. and Mrs. C. M. Clay.

ANTELOPE

March 6—Lora Belle White spent Sunday with Donna Mae and Marguerite Aston.
Mr. and Mrs. Willie Wisdom, Johnnie Wisdom, Lora Belle White, Marguerite and Donna Mae Aston, were kodaking over in the canyon Sunday.
Mrs. John Aston has been down to Kaigary, where she has been with her sister, Mrs. L. B. Grizzle, who was very sick. She died Sunday morning, March 3, leaving a husband and six children.
Mr. and Mrs. W. W. Wisdom spent Sunday with the Woolseys.
The club ladies and their husbands attended the Chamber of Commerce banquet at Floydada, and reported a very enjoyable time.
The Baptist people are going to meet at Dougherty Thursday night to see about moving the church from Antelope to Dougherty.
Mrs. Ted Jones spent Wednesday morning with Mrs. J. M. Aston.
Mrs. Dolph Moore spent Sunday afternoon with Mrs. Glover Edwards.

PRAIRIE CHAPEL

March 6—We have been having some real spring weather for the past few days.
Mr. and Mrs. Wood from Lorenzo visited in the Lovell home Sunday.
Mr. and Mrs. Vaughn Allen visited in the home of Mrs. Allen Monday night.
Mrs. Street from the Providence community visited in the home of Mr. and Mrs. G. E. Tannahill Sunday.
Misses Reva, Oleta, and Winnie Lou Harrison visited their brother, G. H. Harrison Sunday.
The final eliminations in declamations were decided here Tuesday night. The places won appears elsewhere in the paper.
Mr. Glen Griffith and family visited W. A. Carthel and family Sunday.
G. E. Tannahill and family were Plainview visitors Saturday.
Mrs. Francis Carthel visited school Monday morning.
Mr. and Mrs. Harold Graves of Flomot visited in the home of E. H. Ballard Sunday.
H. A. Wilbanks and family visited in the home of Mr. Muse Sunday.
The play, "The Greater Commandment," composed of the outsiders of Aiken, Lockney, and Prairie Chapel, will be given here Friday night, March 9. Everyone come and see the best play of the season.

AIKEN

March 6—The wind and sand have been keeping the majority of us busy since March has begun. We are in hopes that every day won't be blustery.
Mmes. Robert Jones and Bill Mullings spent Tuesday in Ralls.
Miss Hastings happened to a serious accident Tuesday, when she was helping the junior boys in vaulting and the pole fell bruising her right foot very badly.
Mrs. McAvoy visited several of the neighbors in our community Tuesday.
C. M. Meredith and family visited homefolks Sunday. The entire family visited in Plainview in the afternoon.
Bert Elam spent Sunday with Jas. Green.
Miss Leta Mae Marshall is at home after spending a few days with her sister in Amarillo.
Mrs. Cormack visited with homefolks during the week-end. Mrs. McAvoy carried her to Lubbock Sunday afternoon.
Mmes. Elam and McReynolds were Plainview visitors Monday.
Mrs. Irene Mullings visited Mrs. Bill Mullings Monday.
Mrs. J. C. Mullings visited Mrs. Meredith Tuesday.
Rufus Crosswhite, accompanied by his brother, Roy, of Olton, and sister, Mrs. Ralph White, of the Whitfield community, left here Sunday in answer to a call from McKinney, Texas, to come to the bedside of their father, who is seriously ill. They went by Sweetwater, where another sister, them.

er, who is seriously ill. They went by Sweetwater, where another sister, them.

Saturday Specials

- LETTUCE, per head 7c
- PEACHES, Dried, per lb. 10c
- RAISINS, 4 pound package 28c
- RAISINS, 2 pound package 15c
- CABBAGE, per pound 3c
- PEACHES, Gallon 47c
- COFFEE, 3 lbs. Texas Made ... \$1.48
- FLOUR, Everlite, 48 lb. sack . \$1.63

PRICES ALWAYS RIGHT

Walker & Greer

Your Furniture Needs

The Spring season is at hand and you are going to want many new things for the house, and here is the place to get the very furniture and rugs, you will be looking for.

WE CARRY A COMPLETE LINE OF EVERYTHING IN FURNITURE

Come in and inspect our stock of house furnishings and get our prices and terms. We are sure that we can supply your needs and demands to your entire satisfaction. We have everything you need to furnish your home from the cellar to the attic.

Plainview Branch AMARILLO FURNITURE COMPANY

1107 Austin
OneBlock West of Santa Fe Depot

HOKUS-POKUS SPECIALS

- Staley's Syrup, all kinds, gallon . 47c
- Prunes, 60-70 size, 10 lbs. box ... 90c
- Gallon Peaches 49c
- Apples, Fancy Black Twigs, dozen . 36c
- Coffee, 4 lbs. Apex 99c
- Brown's Cookies, 6 packages for . 25c
- Garden Hose, 5-8-in. 50 ft. l'gth \$4.99
HEAVY DUTY
- Onion Sets, Red, White, Yellow, gal. 36c

G. S. MORRIS



The Staff That Good Buildings Are Made Of

THE secret of a good building; a capable architect, an efficient contractor AND the right materials. That last item brings Wooldridge Lumber to mind. Everything from slate roofing to wall board, from window frames to nails is included in our vast and complete stock of high grade building materials.

J. C. WOOLDRIDGE LUMBER COMPANY

FREE

Beginning Saturday we will give FREE with every Bed Room Suite Sold a—

\$10 GOLD SEAL RUG

Special Discounts will be made on all Furniture Sales. Come, look.

Cooper Bros. Hardware

Intermediate B. Y. P. U. Program Sunday, March 10

The B. Y. P. U. and Missions.

1. The Purpose of the Church.—Gene Dyer.
2. The Needs of the World.—Elmer Orr.
3. Bible Study and Missions.—Othel Gunn.
4. The Lives of Missionary Heroes.—Walter Brannon.
5. Our Gifts and Missions.—Thelma Good.
6. Our Prayers and Missions.—Mildred Southern.
7. Our Lives and Missions.—Glyn Carroll.

Roseland Home Demonstration Club

The Roseland Home Demonstration Club met in a call meeting Monday, March 4th at 1:30 in the club room. 22 ladies were present, 4 new members. Miss Hattie Thorp of Floydada and Miss Laura Casey were visitors.

Miss Bas was present and gave a very interesting lesson on using the pressure cooker in daily cooking and gave a demonstration on "One Dish Dinner."

The club voted to have a party next Friday night to entertain our

families.

All those who received tickets attended the Floydada Chamber of Commerce banquet last Thursday evening and everyone reported a good time. We sure did enjoy hearing Mr. Lee.

LETTER IN REGARD TO CO-OPERATIVE CREAMERY

The following letter to Mr. Robin Baker from Chillicothe, Mo., is self-explanatory and tells how cream producers are doing in that state:

Chillicothe, Mo. Feb. 22, 1929.

Mr. Robin Baker,
Lockney, Texas.

My dear sir:

Since acknowledging receipt of your letter I have been confined by "flu". Am again at my office and will now reply to your inquiry.

Yes, I recall our brief conference at Muleshoe, relative to your effort in interesting your farmers in dairying. I do not know, but probably your farmers are realizing as we did prior to our organization, that little satisfaction comes to the farmer when at the end of the year he must take

all his proceeds for the year and go back over his trail and pay expenses incurred during the year, and very often requires the year's proceeds to place him even with the world or just where he started one year before. Another fact our farmers realized, was, that milking cows is the only part of farming not a gamble. These two factors moved us to organize for dairying. Upon investigating we learned that cooperative dairying was realizing from nine to twelve cents more per pound of butter fat than we were receiving, working independent of each other. This was due to the fact that co-operation could put our product on the market on a much greater volume of business and thus command the price. We had a living example of this two hundred miles north of us. As we looked into our interest we soon concluded to organize in the face and opposition of many farmers, but pleased to say the opposition has died out entirely. The strangest creature, I think, is the farmer who will cry out against his own interest.

Since December 1st, 1928, we have in operation a new creamery costing sixty thousand dollars. In December received for butter fat fifty and fifty two cents good for this locality. One cent per pound held as reserve fund. We have 748 members; have 4000 cows pledged and covers almost all of four counties. Two years ago our business outside of dairying amounted to \$780,000.00, last year it increased \$131,000.00. With the added dairying business we expect our cooperative business to far exceed the million mark the coming year.

If farmers would only think a good cow will easily average fifty to seventy-five cents per day. We have farmers who realize more than \$1.00 per day from one cow. A five gallon cow.

Do not allow yourselves to become discouraged if opposed by some farmers. They soon will be in line. If you could only get your farmers realize that it is the volume of business that commands the price, and the volume can only be secured by co-operation.

Yours truly,
F. L. ARTHAUD

What's Doing in West Texas

March 1—When work is completed on the Lee Highway, according to a Crowell paper, Foard will be one of the first counties in Texas to have all bridges across the county 24 feet

wide, and of re-inforced concrete. Foard will have 55 bridges, and culverts, with all culverts 30 feet in width.

Perkins & Reynolds, well drilling contractors of Kermit were recently awarded a contract for sinking a second well on Locust street property of the utility concern. The bore of the new well will be 8 1-2 and is expected to increase the available water supply 3,000 barrels daily.

During one stretch of nineteen days, J. T. Draper, of Lone Star made a profit of \$81.00 from his 400 hens. The eggs sold amounted to \$90.05, and the feed cost \$29.05. The price ranged from 30 to 36 cents. Draper intends to build his flock up to 1,000 hens and devote his entire time to them.

Good results in increased interest since terracing schools have been held near Loraine have been noted. Since a demonstration of running terraces and contouring on the W. A. Hallman farm January 28, all of County Agent W. S. Foster's time was spoken for to demonstrate until the last week in February.

The Lockney Clinic and Hospital which was sponsored and recently opened by Drs. Mary M., S. M., and C. D. Henry has just completed the installation of X-ray to the facilities of the hospital. Lockney considers herself fortunate to have competent doctors and modern equipment in a good local hospital.

A contract has been let and work started on a \$225,000 cracking plant at Barkburnett. The plant is to be built for the Nobel Oil Company, and calls for a one unit plant with a capacity for handling 1500 barrels of fuel oil per day to produce 700 gallons of high pressure gasoline with the remainder in oil.

Work has been started on the completion of the Presbyterian church at Snyder. When completed about May 1st the building will be one of the most modern church structures of West Texas consisting of an auditorium, ten Sunday school rooms, kitchen, session room, minister's study and other departmental rooms.

Clearing of the lots on which Abernathy's cheese factory is to be built has started, and plans for the building proper are being completed. The factory is creating quite a bit of interest among farmers because of increased dairy products prices which are expected.

W. B. McQueen, who lives six miles southeast of Memphis gathered 80 bales of cotton from a 40 acre field. He attributes his success to good seed and a good season. On other 240 acres, in cotton he gathered 250 bales of 500 pounds each.

Out of the Ordinary

We do not have any bargain merchandise for sale, as we only sell the best quality goods that we can buy, but in carrying out the ideas of bargain days WE OFFER YOU THE FOLLOWING—

For Saturday

- Wheat Bran, per 100 lbs. \$1.70
- Shorts, per 100 lbs. \$2.15
- Maize Chops, per 100 lbs. \$1.50
- Barley Chops, per 100 lbs. \$2.00
- Oat Chops, per 100 lbs. \$2.10
- Bone Meal, per 100 lbs. \$4.00

Coal \$1.00 per ton OFF on 1000 lbs. or more

We will deliver to any place in town at a slight additional charge, at these prices. We, of course, will expect to get the cash.

We buy all kinds of grain, see us.

SOUTH PLAINS GRAIN COMPANY

Phone 23 Lockney, Texas

A terracing school using the most modern of machinery was conducted March 1st and 2nd between Stamford and Haskell, by the Agricultural Department of the West Texas Chamber of Commerce. C. H. Colvin, secretary of the Eastland Chamber of Commerce assisted with direction of running the terrace lines.

Tom Ferris and C. T. Smith shipped four cars of fat yearlings from their ranch near Muleshoe recently to the Fort Worth markets. The steers had been on feed for about 120 days, and being fat brought good prices. Messrs. Smith and Ferris will send another bunch of cattle to the market soon.

Sweetwater is interested in the matter of city planning to the extent of obtaining a visit from Gardner S. Rogers, city planning expert of the United States Chamber of Commerce. The work of zoning traffic, building parks, beautifying school grounds, athletic fields, additions to city, encouragement of individual pride in the home will be considered.

More than a hundred Floydada farmers recently attended a meeting of the Hale County Dairy Association organized more than six years ago.

After the meeting it was voted that such an organization be perfected in Floyd county. More than twenty-five contracts were signed and leaders of the movement say that little trouble will be experienced in getting a large membership for the new institution.

BAKER

March 4—Mr. Douglas Graves and family from Girard spent Sunday with Mr. and Mrs. R. P. Graves.

Mr. and Mrs. Johnston from Floydada visited Sunday with their parents, Mr. and Mrs. L. W. Baker.

Mr. and Mrs. Willard Graham from this community spent Sunday with Mr. and Mrs. Henry Graham of the Sand Hill community.

Mr. and Mrs. Baker spent a while Sunday with Mr. and Mrs. Burleson. Mr. and Mrs. Gilbreath visited Sunday with their son who lives at Silverton.

The Baker basket ball girls went to Starkey last Friday to play ball and were defeated by one point. The score was 13-14 in Starkey's favor.

When you think of Electric Refrigerators—Think of KELVINATOR.



LOW ROUND TRIP FARES

TO THE SOUTHWESTERN EXPOSITION AND FAT STOCK SHOW

Fort Worth MARCH 9th-16th

Tickets on sale March 6th to 14th, inclusive, and for trains scheduled to arrive Fort Worth March 15th.

Final Return Limit March 17th.

OVERNIGHT SLEEPING CAR SERVICE

For full information see—

A. C. BLANK, Ticket Agent.

LOOK 'EM OVER

HELPY-SELF A LOCKNEY INSTITUTION

SPECIALS for SATURDAY

- APPLES, Dozen 28c
- NEW POTATOES Lb. 4c
- WALNUTS, No. 17 Pound 24c
- ORANGES, Dozen 22c
- RICE, 5 Lbs. 39c
- OATS, 3 Minute Small 8c

BROOMS

- If that is what you want, here they are:
- CLEAN SWEEP Each 36c
 - RED STAR Each 34c
 - CRESCENT Each 54c
 - WATER MOPS Each 34c
 - CLOTHES PINS Box 15c
 - STEEL WOOL Package 6c

A HOT SYRUP SHOT

- White Swan Per Gallon 63c

GOSH! WASH BOARDS LOOK!

- SILVER Each 33c
- BRASS Each 42c
- COFFEE, Wapco, that good coffee, 3 lb. \$1.48
- COFFEE, Brazos, makes breakfast taste better 3 pound can \$1.32
- Hershey's Cocoa, 1-2 lb. 17c
- Toilet Paper, 3 Rolls 15c
- ONION SETS, yellow, white, red, gallon 38c
- FLOUR, Shawnee Best, Every sack Guaranteed 48 lbs. \$1.65

MACRONI, A TRAIN LOAD

200 cases to be sold at this price. 6 1-2c each or 2 for 12c

CORN, White Swan, No. 2 Each 14c

FRESH FISH AND FRESH OYSTERS

See our Window—Something New—Trade Where Your Dollar Has More Cents.

LOOK 'EM OVER

THE LOCKNEY LONGHORN

Official Publication of Lockney Public Schools.

Lockney, Texas, Thursday, March 7th, 1929

Volume 1, Number 26

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Ceneaux, Vaud Teaver, Miss
Woman for Primary Department,
Simpson for Grammar School.

POETRY
"The Modern Girl"
By F. M. McCaleb
Looks to me like the girls would
freeze,
From the tops of their shoes, clean
up to their knees,

THOUGHT FOR TODAY
H. MAYBELINE is good for eyes
And so they say is Winx
Is better than such things as these
Is sleeping late, me thinks.
—Daily Texan

INTERMEDIATE DEPARTMENT
English Honor Roll—Eugene Prick-
Jimmie White, Murray Williams,
Nobby Bennett, Lura Bell, Estelle
El, Opal McMinn, Meda Ruth
mas, Beedie Holt, Mary Louise
dworth, Thel-
Williams, Leon
ley, Vernon H-
and, Robert Jack-
Willard Lard, Kenneth Ormon,
alter Reves, Lawrence Thompson,
sian Pittman, Jaunita Still, Milton
Mrs. Henry Brotherton, Kenneth
tt, Herman Thornton, Billie
e, Carl Stinebough, Frankie Dod-
on, Virginia Hohlaus, Patricia Pat-
erson, Vernola Reecer, Lorraine
Shico, Gaynell Smith, William Cox,
Faye Cook, Ursula Curb, Feral Ed-
wards, Elmore Nall, Leota Shelton,
Mary Gaynelle Thomas, Leo Mason,
Wood Stevenson, Rowan Ward, Mo-
dell Brown, Agnes Cooper, Lois Good,
Dezzie Norris, Lula Vissage, Kenneth
Hohlaus, Evelyn McDonald, Lucille
Quisenberry, Ouida Townsend.

Junior Girls Base Ball
The junior girls have begun working
out for baseball. A number of girls
are coming out for practice, and
everyone seems very enthusiastic.
We are allowed a team from high
school and one from the grade school.
Any girl who is making her work
and is between the ages of ten and
fourteen, prior to Sept. 1928, is
eligible to play.
We want every girl to be out for
practice every day that we can pos-
sibly play.

Doris Club Entertained
Mrs. Leslie Gilbert and Miss Polly
Stovall entertained the Doris Club
Thursday afternoon, Feb. 27th, 1929,
at the home of Mrs. John Broyles.
In the games of bridge Miss Mollie
Woman won high score and Mrs.
van Wells received consolation.
Those present were: Misses Hula
man, Rubye Threet, Mollie New-
man, Thelma Steele, Grace Wise,
a Thompson, Ola Hones, E. Bark-
as, Mesdames Bryan, Wells,
Hait, Lock, and John Broyles.

WATER has been tried and
You can't go wrong buying

Dedicatory Program at High School Friday

As an installation and dedication ceremony for the electric program clock recently purchased by the senior classes of 1929 and 1930, those two classes rendered an interesting program in Chapel Friday morning at 10:30.

The first number was a pageant representing the choosing of a project by the Seniors of 1929 and the installation of the new clock. Episode I of the pageant was the choosing of the class project, and the characters brought forth much laughter and applause. The most comical, perhaps, were Mr. Old Bell represented by Wesley Fox and "Pop," by D. V. Biggers.

Episode II was a regular love scene in which Mr. Old Building (Oliver Miller) discards his old friends, Mr. Old Bell (Wesley Fox) and Miss Old Clock (Glenna Collins) and "falls for" the alluring, enticing Miss New Clock (Mary Nell Meador). Then entered Mr. New Building (Wayne Greer) who almost wins Miss New Clock. She, however, remains true to her new found love but holds onto Mr. New Building by giving to him one of her heartstrings (an electric wire). Thus both young men were satisfied with their portions of Miss New Clock's attention, and—as in all good stories—they lived happily ever after.

The seniors and juniors then sang the old favorite of Lockney High students and ex-students, "We're Loyal to You Lockney High," with a few changes to fit the occasion. We're loyal to you Lockney High, We're loyal to you Lockney High, We'll back you to stand Against the best in the land, For we know you've got sand, Lockney High. Rah! Rah!

You're loved by us all, Lockney High; Here's a clock for your hall, Lockney High; Our clock is our time director Keep her for we expect a New building soon, Lockney High.

Then followed talks by the class presidents. D. V. Biggers, Senior President, presented the clock to the school and expressed the appreciation of the seniors for the aid of the juniors and the support of the students in general in making the clock project a reality.

Carleton Cook, Junior President, spoke on the outlook for the junior class, the seniors of 1930, thanking the present seniors for the opportunities of co-operating with them in the purchase of the new clock and asking for the co-operation of the other classes next year when the project is to be completed. Cook also stressed the importance of the election of March 5 and urged the students to use their influence with the voters for the success of the bond election.

Superintendent W. D. Biggers then made an inspirational talk when he accepted the gift of the clock to the school. The theme of his address was loyalty to Lockney High, and it was evident from the applause of the student body that his words struck a responsive chord in the hearts of his hearers. He then introduced Principal J. W. Jones who commended the seniors and juniors for the installation of the clock system and thanked them for relieving him of the position of bell boy. All in all the program was appropriate, pleasing, and inspirational with loyalty to Lockney High as the keynote.

The assembly was dismissed by the ringing of the new signals.

PRIMARY DEPARTMENT

First Grade A

We are learning a little health play to help us remember the health rules. The characters are:
Father
Mother
Two children
Fairy
The Don't's
Mr. Coffee Pot Miss Tea Pot
Mrs. Frying Pan Mr. Pickle
Miss Doughnut

The Do's
The Vegetables
Carrot Squash
Beet Lettuce
Bean Potato
The Fruits
Apple Orange
Grape Grapefruit
Milk Bottle
Water pitcher
Tooth Brush
Soap

Each day we are hanging the papers of those who have perfect lessons to keep for visitors to see. The children work hard to make their papers neat and to have perfect lessons.

Room IB
Our room enjoyed seeing the picture show given by Miss Newman's

TO THE VOTERS OF LOCKNEY INDEPENDENT SCHOOL DISTRICT

Because our Longhorn page must go to press before we can get the details of the bond election of March 5, the staff wish thus to express to the voters of Lockney Independent School District the sincere appreciation and gratitude of the entire student body room. We hope they will entertain us again soon. Cecil Gentry is back in school after being quarantined at home.

Second Grade A

The pupils writing the best stories were: Georgina Belyea, Mary Alice Baker, Mary Beth Trussell, Billie Jean Biggers, Harris Ball, Jr., and Leo Wright. Burdine Persons has withdrawn from school and moved to Lubbock. Jack Harris left Friday to be gone several weeks. We were sorry to see him go, but hope he has a pleasant trip. The second grade attended the picture show in the third grade room and enjoyed it greatly.

The following pupils are out of school: Ireta Fay Roberson, Genece Standifer, Bruce Dines, Homer Lurance, Frances and Kathryn Henderson.

Third Grade Pupils Are Weighed

The third grade pupils were weighed Thursday morning. We express our thanks to our room mothers, Mrs. McGonigall, Mrs. Webb, and Mrs. Petersons for helping us in this work.

Absent from school: Charles Robinson, Alton Thompson, Terra Maude Pearson, and Lillian Busy were absent from school last week on account of illness. All of these folk are able to be back except Lillian and we hope to have her return soon.

Several Attend Picture Show

The picture show of "Little Red Riding Hood" was shown to over three hundred people last Friday. The visitor's list included the primary and intermediate grades, several little folk who are not old enough to be enrolled in school, patrons, and high school students and teachers. We were very glad to have so many see our show and hope that everyone present enjoyed it.

Little Tots Visits School

The following little folk visited school Friday afternoon: Katherine Cummings, Joyce Floyd, Brac Biggers, Jack and Frances Maye Busby, Nettie Mae Busby, Robert Willard McGonigall, Lillie Pearl Hamilton, Delmer and Nettie Lee Pettigrew, Clifford Lee, Pat and Sonny Humphries. We always welcome visitors.

Patrons Attend Show

Several patrons attended the picture show Friday. They were: Mesdames Coleman, Collins, Webb, Lindsey Busby, L. T. Busby, Pettigrew, S. M. Henry, Humphries, Biggers, Griffith, Speegle, and Mr. Brotherton.

Fourth A

The fourth grade enjoyed the picture show "Little Red Riding Hood," that was shown by the third grade pupils last Friday.

The fourth grade pupils are enjoying a study of Holland. They answer the roll call by telling a story of Holland or by telling something interesting of the country.

After weighing the fourth grade children, we find that most of them are near normal. Most of the ones that are not normal are underweight.

We were glad to have Mrs. Chas. Simpson, Mrs. S. M. Henry, Mrs. J. W. Dines, and Mrs. Harve Pennington visiting us last week. They helped to weigh the children and we take this opportunity of thanking them.

The bell presented to us by the senior and junior classes is being appreciated now. We had never really realized how badly we needed one. We thank them.

Hollis Harris left Saturday for points in the Rio Grande Valley. We will surely miss him.

Fourth B

Those absent last week were: Verlan Bagland, Raymond Anderson, and Evelyn Beck.

The mothers who visited our room and helped with the weighing and measuring of the pupils were: Mesdames Phenix, Wilson, Nall, and Traylor.

Health Honor Roll—Pauline Bybee, Margie Brasher, Doris Childers, and Gaylon Wilson.

At the Methodist Church There will be no service at the eleven o'clock hour, on account of the union service at the Baptist church at that hour. Subject at the evening hour, "How Much is a Man Better Than a Sheep." Welcome to all. J. E. STEPHENS, Pastor.

Girls Play Floydada Team for Championship

The Lockney Basket Ball Girls went to Floydada Wednesday to play the championship game. The girls have been looking forward to this event for some time, as a test of their ability as championship players. The decision was in favor of (Look for further details in the next issue of the Longhorn.)

Home Economics II

The Home Economics II Class has been studying color harmonies and design. Each girl in the class made a color chart showing the value and intensity of the six spectrum colors. Each girl has drawn the ideal figure is eight units tall (eight times the length of the head.) The old Egyptian ideal figure was said to be nineteen times the length of the middle finger, but we found that to be too short for modern figures. A dress has been designed by each girl and put into color to illustrate each of the five design principles: symmetry, subordination, repetition, opposition, and transition.

REBEKAH LODGE FORMED HERE MONDAY NIGHT

On Monday night, Feb. 4, 1929 the District Deputy President of Texas, Mrs. J. A. Caldwell, opened a temporary Rebekah lodge for the purpose of constituting a Rebekah lodge at Lockney, Texas. Plainview Degree team conferred the degree on the following brothers and sisters: Homer Howard, John M. Lee, Dorey Baker, Theodore L. Griffith, Thomas W. Rives, Wm. O. Robertson, Edd Whitfill, Mrs. Eva Whitfill, Etta Thompson, Mildred Rives, Mary E. Howard, Jewel M. Sherman, after which Lockney Rebekah Lodge No. 12 was duly constituted with the above brothers and sisters.

Drive for Vital Statistics

Austin, March 5—The United States Census and Children's Bureau are co-operating with the State department of Health in a drive to better birth and death registration in Texas. Great strides have been made along this line during the past six months. There has been a large increase in the number of births and deaths registered, but the State is still below the required standard of 90 per cent. It is felt that if the parents realized the importance of a birth certificate to their children, they would insist that the doctor or midwife in attendance promptly file one.

Among the many uses of a birth certificate as a record are: the proof of parentage, age (for school attendance and Child Labor Laws), Legal proof for World War Veterans who have claims before the Veteran's Bureau, and proof of citizenship. Parents are urged to call upon the Local Registrars in their community and ascertain if their children's births have been recorded. If not, to get in touch with the physician or midwife in attendance, and urge upon them the necessity of the promptly filing a birth certificate.

Adding New Equipment

Meador's Picture Shop has been busy the past week adding some new equipment so that he can better take care of the photograph business in the city.

There will be a special program broadcast over the radio by the Columbian Chain Friday night beginning at 9 o'clock, by the Eastman Kodak Co. and Mr. Meador requests that the readers of the Beacon tune in on this program on that night, if they want to hear a good program.

Marriage Licenses

The following marriage licenses have been issued since our last report: Phillip Cline and Miss Mary Edne Clark, March 2. W. H. McClendon and Miss Rosa Johnston, March 2nd.

Preliminary Music Contest to Be in Lubbock

The elimination contest in piano will be held at Lubbock on Saturday, March 9, 1929. All contestants should be there on the second floor of Junior High School building fifteen minutes before the hour to appear. The following is the time schedule:

Table with 3 columns: Time, Entry, Year.
8:00 Solo 15
9:20 Solo 12
9:50 Ensemble 12
10:15 Solo 14
11:00 Solo 13
1:00 Solo 7
1:15 Solo 8
1:30 Ensemble 14
2:45 Ensemble 10
3:15 Solo 11
3:45 Solo 10
4:30 Ensemble 9
5:00 Solo 11
5:30 Solo 9

Wood Stevenson is on the third honor roll for playing all the major scales and reciting their signatures. Billie Jean Biggers is on the scale honor roll for writing twelve perfect copies of the major scales in 8 minutes.

William Albert Miller

William Albert Miller was born Nov. 9, 1860 in Holliday, Tenn. He was married to Miss Mollie Smith in White County, Ark. Jan. 3, 1897. This union was blessed with one child, a son, W. W. Miller, with whom he lived. Bro. Miller and family moved from Collin County Texas to this community 21 years ago. He was converted in Collin county at the age of 36 and joined the Methodist church. He united with this church soon after coming here 21 years ago. He leaves his faithful wife and son of his own family, and two sisters only of his father's family; one sister who lives here, Mrs. Nelson, and the other sister, Mrs. Watson of Montague county, Texas, besides other more distant relatives and many friends here and elsewhere.

WHEELERS ADD CHAMPION TURKEY TO THEIR FLOCK

"Colorado King," a grand champion tom, was recently bought by Mr. and Mrs. L. C. Wheeler and added to their flock of fine breeding turkeys. The turkey was raised by Bird Brothers of Meyersdale, Pa., and was one of six that they prepared for the Madison Square Garden show in New York, the most exclusive turkey show in the United States. This tom was bought by a Colorado body and named "Colorado King." He was grand champion of the show in Delta, Colo., and at Denver in the National Western show of 160 fine turkeys, he was grand champion and was awarded special prizes for best shape, best bronze back, and best bronzed bird. At the International Turkey Show in Chicago in December a hen that was sired by this tom won second.

Providence Home Demonstration Club

The Providence Home Demonstration Club met Tuesday, March 5th, and elected the following officers for the present year: Mrs. G. R. Street, president; Mrs. R. J. McLaughlin, vice-president; Mrs. K. Sammann, secretary and treasurer. Our next meeting will be Tuesday, March 12th. Miss Bass will meet with us and exhibit a miniature model pantry. Miss Murray, our District agent will visit our club at this meeting. Everyone is urged to be present.—Reporter.

Mrs. Charles Simpson spent Wednesday afternoon with Mrs. Edd Pratt of the Pleasant Valley community.

Wayne Kelly left last Friday for Nashville, Tenn., to enter the Nashville Automobile school.

Mr. Farmer: Good farm equipment will go a long way to help you raise a good crop, whether you grow wheat or diversify your crop. We are agents for one of the oldest and best lines of Farm Tools made.—THE OLIVER CHILLED PLOW WORKS. OLIVER TOOLS ARE LIGHT PULLING TOOLS, AND NONE WILL DO BETTER WORK FOR YOU. We expect to have an Oliver Demonstration Day Soon. Watch for the Date. South Plains Lumber Co. RAY WALL IRA BROYLES

NOTICE TO THE PUBLIC

Yes, that is exactly right—we are still selling the very best of groceries and meats on 30 days time to those who pay promptly on the 1st of each month. And more than that we are delivering the goods to their kitchens if they live in the city, and we expect to continue to carry the business on in the same old way, and show our appreciation of our customers, just as long as those who pay want goods on 30 days time. Phone us your wants, and let Lockney's only delivery wagon bring the goods to your kitchen door.

JUST CALL TELEPHONE No. 10—WE'LL DO THE REST

RILEY & BREWSTER

HOOVER DEDICATES HIMSELF TO LAW ENFORCEMENT, PROMOTION OF WORLD PEACE

(Continued from page 1)
integrity of our federal judges and attorneys. But the system which these officers are called upon to administer is in many respects ill-adapted to present day conditions. Its intricate and involved rules of procedure have become the refuge of both big and little criminals. There is a belief abroad that by invoking technicalities, superfluous delay and the ends of justice may be thwarted by those who can pay the cost.

Reform, reorganization and strengthening of our whole judicial and enforcement system both in civil and criminal sides have been advocated for years by statesmen, judges and bar associations. First steps toward that end should not longer be delayed. Rigid and expeditious justice is the first safeguard of freedom, the basis of all ordered liberty, the vital force of progress. It must not come to be in our Republic that it can be defeated by the indifference of the citizen, by exploitation of the delays and entanglements of the law or by combinations of criminals. Justice must

not fail because the agencies of enforcement are either delinquent or inefficiently organized. To consider these evils, to find remedy, is the most sore necessity of our times.

The 18th Amendment
Of the undoubted abuses which have grown up under the Eighteenth Amendment, part are due to the causes I have just mentioned; but part are due to the failure of some states to accept their share of responsibility for concurrent enforcement and to the failure of many state and local officials to accept the obligation under their oath of office zealously to enforce the laws. With the failures from these many causes has come a dangerous expansion in the criminal elements who have found enlarged opportunities in dealing in illegal liquor. But a large responsibility rests directly upon our citizens. There would be little traffic in illegal liquor if only criminals patronized it. We must awake to the fact that this patronage from large numbers of law-abiding citizens is supplying the rewards and stimulating crime.

I have been selected by you to execute and enforce the laws of the country. I propose to do so to the extent of my own abilities, but the measure

of success that the government shall attain will depend upon the moral support which you, as citizens, extend. The duty of citizens to support the laws of the land is co-equal with the duty of their government to enforce the laws which exist. No greater national service can be given by men and women of good will—who, I know, are not unmindful of the responsibilities of citizenship—than that they should, by their example, assist in stamping out crime and outlawry by refusing participation in and condemning all transactions with illegal liquor.

Our whole system of self-government will crumble either if officials elect what laws they will enforce or citizens elect what laws they will support. The worst evil of disregard for some law is that it destroys respect for all law. For our citizens to patronize the violation of a particular law on the ground that they are opposed to it is destructive of the very basis of all that protection of life, of homes and property which they rightly claim under other laws. If citizens do not like a law, their duty as honest men and women is to discourage its violation; their right is openly to work for its repeal.

To those of criminal mind there can be no appeal, but vigorous enforcement of the law. Fortunately they are but a small percentage of our people. Their activities must be stopped.

A National Investigation
I propose to appoint a national commission for a searching investigation of the whole structure of our federal system of jurisprudence, to include the method of enforcement of the Eighteenth Amendment and the causes of abuse under it. Its purpose will be to make such recommendations for reorganization of the administration of federal laws and court procedure as may be found desirable. In the meantime it is essential that a large part of the enforcement activities be transferred from the Treasury Department to the Department of Justice as a beginning of more effective government.

Government and Business
The election has again confirmed the determination of the American people that regulation of private enterprise and not government ownership or operation is the course rightly to be pursued in our relation to business. In recent years we have established a differentiation in the whole method of business regulation between the industries which produce and distribute commodities on the one hand, and public utilities on the other.

In the former, our laws insist upon effective competition; in the latter, because we substantially confer a

monopoly by limiting competition, we must regulate their services and rates. The rigid enforcement of the laws applicable to both groups is the very base of equal opportunity and freedom from domination for all our people, and it is just as essential for the stability and prosperity of business itself as for the protection of the public at large.

Such regulation should be extended by the Federal Government within the limitations of the Constitution and only when the individual states are without power to protect their citizens through their own authority. On the other hand, we should be fearless when the authority rests only in the Federal Government.

Government Co-operation
The larger purpose of our economic thought should be to establish more firmly stability and security of business and employment and thereby remove poverty still further from our borders. Our people have in recent years developed a new-found capacity for co-operation among themselves to effect high purposes in public welfare. It is an advance toward the highest conception of self-government. Self-government does not and should not imply the use of political agencies alone. Progress is born of co-operation in the community—not from governmental restraints. The Government should assist and encourage these movements of collective self help by itself co-operating with them. Business has by co-operation made great progress in the advancement of service, in stability, in regularity of employment and in the correction of its on abuses. Such progress, however, can continue only so long as business manifests its respect for law.

There is an equally important field of co-operation by the Federal Government with the multitude of agencies, state, municipal and private, in the systematic development of those processes which directly affect public health, recreation, education and the home. We have need further to perfect the means by which Government can be adapted to human service.

Education
Although education is primarily a responsibility of the states and local communities, and rightly, yet the Nation as a whole is vitally concerned in its development everywhere to the highest standards and to complete universality. Self-government can succeed only through an instructed electorate.

Our objective is not simply to overcome illiteracy. The Nation has marched far beyond that. The more complex the problems of the Nation become, the greater is the need for more and more advanced instruction. Moreover, as our numbers increase and as our life expands with science and invention, we must discover more and more leaders for every walk of life. We can not hope to succeed in directing this increasingly complex civilization unless we can draw all the talent of leadership from the whole people.

One civilization after another has been wrecked upon the attempt to secure sufficient leadership from a single group or class. If we would prevent the growth of class distinctions and would constantly refresh our leadership with the ideals of our people, we must draw constantly from the general mass. The full opportunity for every boy and girl to rise through the selective process of education can alone secure to us this leadership.

Public Health
In public health the discoreries of science have opened a new era. Many sections of our country and many groups of our citizens suffer from diseases the eradication of which are mere matters of admiration and moderate expenditure. Public health service should be as fully organized and as universally incorporated into our government system as public education. The returns are a thousand fold in economic benefits, and infinitely more in reduction of suffering and promotion of human happiness.

World Peace
The United States fully accepts the profound truth that our own progress, prosperity and peace are interlocked with the progress, prosperity and peace of all humanity. The whole world is at peace. The dangers to a continuation of this peace today are largely the fear and suspicion which still haunt the world. No suspicion or fear can be rightly directed toward our country.

Those who have a true understanding of America know that we have no desire for territorial expansion, for economic or other domination of other peoples. Such purposes are repugnant to our ideals of human freedom.

Our form of government is ill-adapted to the responsibilities which inevitably follow permanent limitation of the independence of other peoples. Superficial observers seem to find no destiny for our abounding increase in population, in wealth and power except that of imperialism. They fail to see that the American people are engrossed in the building for themselves a new economic system, a new social system, a new political system—all of which are characterized by aspirations of freedom of opportunity and thereby are the negation of imperialism.

Seeking Larger Vision
They fail to realize that because of our abounding prosperity our youth are pressing more and more into our institutions of learning; that our people

(Continued on page 7)

New Arrivals

NEW MEN'S SUITS
NEW LADIES HATS
NEW LADIES HATS

SPECIAL—STARTING MONDAY



Just Arrived!
This Splendid Group of DAY DRESSES

In the Ten Charming Styles Shown

Basques, Slenderizing Straight-line Effects

Two-piece Sports Effects

So Becoming, So New—
that you will want to wear them all day long. All are made of rich washable Prints.

Distinctiveness is Emphasized—
in exclusive styles, designs, and many trimming details.

At only This Store—
will you be able to buy these excellent values.

Here are Values that surpass all our previous offerings.
Make your selection early next Monday when these dresses will be first shown.

E. L. AYRES

The Home of Hart Schaffner & Marx Clothes



“---Dad, You Look Swell!---”

OF course he does—his suit has just been dry cleaned by Mercants Tailoring Parlor. It surely makes a big difference when your clothes are neatly pressed and free from dirt and spots. Phone 114 today for a pick up.

24 HOUR SERVICE, IF REQUESTED

Merchant Tailoring Parlor

ANNOUNCEMENT

I have taken over the Merchants Produce Co. in Lockney and will conduct the business in the future.

I will appreciate a part of your business.

Morg Hamilton

New Spring Silks



We are featuring the New Spring Silks in the greatest array of new patterns we have ever shown. The silks this season are the most beautiful you have ever seen and the new low prices make them more attractive than ever.

Showing a very Special Group of New Spring Crepes 40-inch wide at yard—

\$1.75

These silks are very unusual values at the price, they are a very fine quality.

Beautiful new Print patterns in 32-inch Tub Silks, the yard—

98c

Martin Dry Goods Co.

California at Fifth Street FLOYDADA, TEXAS Plenty of Parking Space

(nued from page 6) that they are moving toward strong- er moral and spiritual life—that from the science, and travel; these things our sympathies are broad-

EVERY SODA AND SUNDAE

in accordance with your individual tastes. The Fountain at the—

REXALL STORE

Healthful Ice Cream, Pure Fruits Rich-Wholesome- Syrups Let us serve your Favorite Drink Cool, Refreshing, Invigorating

Lockney Drug Co.

Let us have your Special Orders for St. Patrick's Day Bricks in colors, also individual Easter Lilies and Rabbits.



ening beyond the bounds of our Nation and race toward their true expression in a real brotherhood of man. They fail to see that the idealism of America will lead it to no narrow or selfish channel, but inspire it to do its full share as a nation toward the advancement of civilization. It will do that not by mere declaration but by taking a practical part in supporting all useful international undertakings. We not only desire peace with the world, but to see peace maintained throughout the world. We wish to advance the reign of justice and reason toward the extinction of force.

The recent treaty for the renunciation of war as an instrument of national policy sets an advanced standard in our conception of the relations of nations. Its acceptance should pave the way to greater limitation of armament, the offer of which we sincerely extend to the world. But its full realization also implies a greater and greater perfection in the instrumentalities for pacific settlement of controversies between nations.

In the creation and use of these instrumentalities we should support every sound method of conciliation, arbitration and judicial settlement. American statesmen were among the first to propose and they have constantly urged upon the world, the establishment of a tribunal for the settlement of controversies of a judicial character.

The permanent court of international justice in its major purpose is thus peculiarly identified with American ideals and with American statesmanship. No more potent instrumentality for this purpose has even been conceived and no other is practicable establishment. No Special Privilege The reservations placed upon our adherence should not be misinterpreted. The United States seeks by these reservations no special privilege or advantage but only to clarify our relation to advisory opinions and other matters which are subsidiary to the major purpose of the court. The way should, and I believe will, be found by which we may take our proper place in a movement so fundamental to the progress of peace.

Our people have determined that we should make no political engagements such as membership in the League of Nations, which may commit us in advance as a nation to become involved in the settlements of controversies between other countries. They adhere to the belief that the independence of America from such obligations increases its ability and availability for service in all fields of human progress.

I have lately returned from a journey among our sister Republics of the Western Hemisphere. I have received unbounded hospitality and courtesy as their expression of friendliness to our country. We are held by particular bonds of sympathy and common interest with them. They are each of them building a racial character and a culture which is an impressive contribution to human progress.

We wish only for the maintenance of their independence, the growth of their stability and their prosperity. While we have had wars in the Western Hemisphere, yet on the whole the record is in encouraging contrast with that of other parts of the world. Fortunately, the New World is largely free from the inheritance of fear and distrust which have so troubled the Old World. We should keep it so.

It is impossible, my countrymen, to speak of peace without profound emotion. In thousands of homes in America, in millions of homes around the world, there are vacant chairs. It would be a shameful confession of our unworthiness if it should develop that we have abandoned the hope for which all these men died.

Surely civilization is old enough, surely mankind is mature enough so that we ought in our own lifetime to find a way to permanent peace. Abroad, to West and East, are nations whose sons mingled their blood with the blood of our sons on the battlefields. Most of these nations have contributed to our race, to our culture, our knowledge and our progress. From one of them we derive our very language and from many of them much of the genius of our institutions. Their desire for peace is as deep and sincere as our own.

Peace can be contributed to by respect for our ability in defense. Peace can be promoted by the limitation of arms and by the creation of instrumentalities for peaceful settlement of controversies. But it will become a reality only through self-restraint and active effort in friendliness and helpfulness. I covet for this administration a record of having further contributed to advance the cause of peace.

In our form of democracy the expression of the popular will can be effected only through the instrumentality of political parties. We maintain party government not to promote intolerant partisanship but because opportunity must be given for expression of the popular will, and organization provided for the execution of its mandates and for accountability of government to the people.

It follows that the Government, both in the executive and the legislative branches must carry out in good faith the platform upon which the party was entrusted with power. But the government is that of the whole people; the party is the instrument through which policies are de-

termined and men chosen to bring them into being. The animosities of elections should have no place in our Government for government must concern itself alone with the common weal.

Special Congress Session Action upon some of the proposals upon which the Republican party was returned to power, particularly further agricultural relief and limited changes in the tariff, can not in justice to our farmers, our labor and our manufacturers be postponed. I shall therefore request a special session of congress for the consideration of these two questions. I shall deal with each of them upon the assembly of the congress.

It appears to me that the more important further mandates from the recent election are the maintenance of the integrity of the Constitution; the vigorous enforcement of the laws; the continuance of economy in public expenditure; the continued regulation of business to prevent domination in the community; the denial of ownership or operation of business by the Government in competition with its citizens; the avoidance of policies that would involve us in the controversies of foreign nations; the more effective reorganization of the departments of the Federal Government; the expansion of public works; and the promotion of welfare activities affecting education and the home.

These were the more tangible determinations of the election, but beyond them was the confidence and belief of the people that we would not neglect the support of the embedded ideals and aspirations of America.

Must Give Leadership These ideals and aspirations are the touchstones upon which the day to day administration and legislative acts of government must be tested. More than this, the Government must, so far as lies within its proper powers, give leadership to the realization of these ideals and to the fruition of these aspirations.

No one can adequately reduce these things of the spirit to phrases or to a catalog of definitions. We do know what the attainments of these ideals should be: The preservation of self-government and its full foundations in local government; the perfection of justice whether in economic or in social fields; the maintenance of organized liberty; the denial of domination by any group or class; the building up and preservation of equality of opportunity; the stimulation of initiative and individuality; absolute integrity in public affairs; the choice of officials for fitness to office; the direction of economic progress toward prosperity and the further lessening of poverty; the freedom of public opinion; the sustaining of education and of the advancement of science; the growth of religious spirit and the tolerance of all faiths; the strengthening of the home; the advancement of peace.

Who's Who TODAY

"A cream check a day keeps the sheriff away"



CARING FOR CUSTOMERS

Anybody who intrusts money to our bank does so as an investment.

But such folks are entitled to something more than interest on such investment.

They are entitled to service, and they get it. It is our sincere desire to help everyone in solving financial and business problems. Call upon us.

THE FIRST NATIONAL BANK

"There is no Substitute for Safety"

Sees No Short Road

There is no short road to the realization of these aspirations. Ours is a progressive people, but with a determination that progress must be based upon the foundation of experience. Ill-considered remedies for our faults bring only penalties after them. But if we hold the faith of the men in our mighty past who created these ideals, we shall leave them heightened and strengthened for our children.

This is not the time and place for extended discussion. The questions before our country are problems of progress to higher standards; they are not the problems of degeneration. They demand thought and they serve to quicken the conscience and enlist our sense of responsibility for their

settlement. And that responsibility rests upon you, my countrymen, as much as upon those of us who have been selected for office.

Rich in Resources

Ours is a land rich in resources; stimulating in its glorious beauty; filled with millions of happy homes; blessed with comfort and opportunity. In no nation are the institutions of progress more advanced. In no nation are the fruits of accomplishment more secure. In no nation is the government more worthy of respect. No country is more loved by its people. I have an abiding faith in their capacity, integrity and high purpose. I have no fears for the future of our country. It is bright with hope.

The Public's Business

THE old dictum that "the laborer is worthy of his hire" has become an economic principle, applicable to capital as well as to labor.

The public's dependence upon electric light and power makes the stability of these companies mandatory upon the companies and of first importance to the public itself. The prosperity of any community and of the electric light and power company serving it go hand in hand.

The electric power companies of America have built their business on the firm and broad foundation of keeping costs to consumers down and service up. Through the application of invention and economies of operation, they have been able to effect material savings which have been shared with the public to attract new business.

In the life of today, the electric light and power business is more than a corporate abstraction. It is the very root of a new system of national economy whose fruits we know to be less toil, more comfort; less confinement, more leisure; less poverty, more wealth created and distributed to lift the level of living for all people.

Texas Utilities Co.

Your Electric Servant

AT \$4.95 BEACON OXFORDS

BLACK CALF—

The reputation of the Highest Grade Manufacturers in the U. S. behind them,

TAN CALF—

—for daytime wear—

\$3.35 to \$6.00

— AT —

STUBBS'

IN PLAINVIEW FITTING SORE FEET A SPECIALTY

READ!

This Service is For You

I have just installed and now have in operation a Modern Dry Cleaning Plant, fully equipped and am now in position to take care of your needs in a satisfactory way.

I will use Var Klen Naptha, as this is the best cleaning fluid on the market today. It is used by all the large cleaning plants.

I want you as a customer, and will do my best to please you and give you the kind of service you want at all times.

We call for and deliver and give One Day Service.

JUST PHONE — 160 — WE'LL CALL

Commercial Tailor Shop

RALPH ASHWORTH

WANT COLUMN

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 funeral flowers, phone us or leave your orders with Mrs. Honea, at Baker Mercantile Co.—Hollums, Floydada Florists. 18-tf

WANTED—A-1 good notes. See me at First National Bank—Dorsey Baker.

FOR RENT—Old Beacon office on Locust Street—H. B. Adams.

FOR SALE—John Deere two-row lister. C. B. Davis, North Main St., Lockney, Texas. 11-p

Mr. and Mrs. Clyde Cummings announce the name of the new arrival at their home, as Clydelle, and it is a fine girl.

LOST—Six pool table rails in bundle, between Lockney and Quitaque Thursday.—Notify Clyde Bennett, Lockney, for reward.

FOR RENT—New five room house, all conveniences, close in, in Lockney.—L. P. Orsburn, Floydada. 11-p

LAUNDRY SPECIAL—11th to 15th only, quilts laundered for 25c each.—Phone No. 99. 11-c

FOR SALE—Some good sheep, phone 9901F31 or see C. H. Rose, 2 miles east of Lockney. 11-p

FOR RENT—One 4 room house, mile east of town.—Dorsey Baker.

FOR SALE—Three Bronze toms, 2 miles west and 3 north of Lockney.—Mrs. Carl Ferguson. 24-2t-pd

FOR SALE—PARMAK RADIO, in good shape with tubes—Phone 92.

SUDAN SEED—Good germination, tested at Austin by Agricultural Department, for sale, for your requirements, see John McDonald. 24-tf-c

SETTING EGGS—From my American Single Comb White Leghorns. Hens rigidly culled for egg production. Sold 510 dozen eggs from 425 hens in January. Eggs from yard \$3.00, in lots of 100 or more eggs from pen of selected hens headed by M. Johnson Star mating cockerels \$6.00 per hundred, baby chicks 12c and 15c each, eight weeks old pullets 75c each.—Mrs. David Batteny, Floydada, Texas Route 4, telephone 903F5-1.

KELVINATOR has been tried and proven—You can't go wrong buying one.

FOR SALE—Sweet potato, cabbage, pepper, tomato, transplanted tomato, and crystal wax bermuda onion plants.—Write for prices, T. Jones & Co., Clarendon, Texas. 23-4t-p

WANTED—Second hand three row lister, blackland bottoms and planter attachments preferred.—Keith Catto, Route 2, Hale Center Texas. 25-2t-p

When you think of Electric Refrigerators—Think of KELVINATOR.

FOR RENT—Nice office space in the new Beacon building.—Phone 92.

FOR SALE—2 1-2 lots on South 1st Street, desirable location.—See Mrs. F. E. Brown, Lockney. 24-3t-p

IF YOU WANT CHINESE ELMS or any other kind of good nursery stock send your order to Dalmont Nursery, Rt. 2, Plainview, Texas, Phone 9010-F2. 22-4t-c

FOR RENT—Bed room, all modern conveniences.—Call Beacon office.

CHINESE ELMS—Grown in Hale County.—See Dave Bowman, Plainview. 17-tf-c

NEW, modern greenhouse, four blocks west of sanitarium, Floydada, Texas.—Hollums, Floydada Florist. 25-tf-c

LOST—Sack of clothing, consisting of sheets and pillow cases, between my place and Tidwell's, 1 1-2 miles northeast of town town, Monday.—C. R. Wofford. 11-pd

FOR your garden plowing see or phone T. W. Husky, phone 35. 11-p

KELVINATOR has been tried and proven—You can't go wrong buying one.

TURKEY EGGS of the Goldbank Strain, Purebred Bronze, high quality, flock now mated up for this purpose. Eggs from special mating \$10 per dozen. Glad for anyone to come see this flock of outstanding individual birds.—Mrs. J. D. Christian, Route 1, Floydada Texas. 25-2t-c

IF you want your garden or truck patch broke and broke right, see I. J. Dobson.

FOR RENT—160 acre farm, and will sell complete farming outfit, 1 mile of a good town. If interested see me at the 1st National Bank.—Dorsey Baker.

CARD OF THANKS—We wish to extend our thanks and appreciations for the kindness and sympathy shown by the many friends and neighbors as in the death of our husband and father, Mr. W. A. Miller, and for the floral offerings. May God's richest blessings rest upon each of you.—Mrs. W. A. Miller, Mr. and Mrs. W. W. Miller, J. W. Smith, and Mrs. J. H. Watson.

Sir Wm. McEwin M. D. has performed more operations for appendicitis than any other surgeon in England and has become so thoroughly

convinced of the usefulness of the appendix that he no longer removes it.

He discovered a clear thick alkaline fluid pored from it into the colon. This secretion when added to the pancreatic juice dissolves the white of an egg in three to ten minutes. The pancreatic fluid alone took six hours. Its removal should never be attempted unless all other means fail.

Above is a quotation from a book by Dr. Alfred Walton, M. D. and Surgeon.

Try Chiropractic First S. T. COOPER, D. C. Ph. C.

Announcement Column

We are authorized to announce the following candidates for the city offices in the town of Lockney, to be voted on at the election held on April 2nd, 1929:

For Mayor: T. Z. REED (Re-election) W. R. CHILDERS FRANK H. FORD

Farm Loans and Life Insurance

We have plenty of money to loan on Farm and Ranch land in Floyd and adjoining counties, at 6 per cent.

Don't you know it is better to have your insurance with a well known company?

Don't you know it is better to have a well known representative write your business, who has a contract with the company for the territory in which he lives?

V. R. CHILDERS Representing the Southwestern Life Insurance Company of Dallas, Texas. W. C. ROBERSON Solicitor, Office in First National Bank Building Lockney, Texas

Fidelis Class of Baptist Church The Fidelis Class of the First Baptist church met Tuesday afternoon in the home of Rev. Y. F. Walk-

er, with Mary Pope Walker as hostess.

After business was discussed a delightful social hour was enjoyed. Dainty refreshments were served by Misses Polly Stovall, Ruby Threeth, Gladys Murrell, and Opal Matthews, and Mesdames Gip Hudson, Chas. Groves, N. J. Smalley, Smokey Price, and R. C. Hathcock.

PRAIRIE CHAPEL HOLDS ELIMINATION CONTESTS

An elimination contest was held at the Prairie Chapel consolidated school, Tuesday evening, to determine who should represent the school in declamation at the Interscholastic Meet to be held in Floydada. H. H. Nicholas, principal of the school, announced that a large percentage of the student body were striving to enter one or more of the events of the meet. Patrons of the school manifest great interest by the large number present at the try outs.

Winners of the different divisions are as follows: Sub, Junior girls—1st, Louise Boedecker; 2nd, Rosa Lee Allen; 3rd, Francis Stovall; Junior girls: 1st, Retha Belt, 2nd, Florene Williams; 3rd, May Golden; Senior Grammar Girls: 1st, Tommie May Evans; Senior girls, 1st, Olga Carthel; Junior boys, 1st, Chester Carthel; 2nd, A. C. Carthel, 3rd, J. R. Belt; Senior Grammar boys, Aaron Carthel; Senior boys, 1st, Tom Golden; 2nd, Willie Boedecker.

ARREST WOMAN IN SLAYING OF CHILDRESS MAN

Mrs. Hardy Brown, Neighbor of G. H. Gossett, Is Third Held

Childress, March 4.—A third arrest was made early today in the slaying of G. H. Gossett, 45, whose body was found by officers in a pasture near his home eight miles east of here late Saturday.

The last person arrested was Mrs. Hardy Brown, neighbor of the Gossetts, whose husband was shot to death about three months ago in the

NEIL E. GREER, M. D. EYES PROPERLY REFRACTED AND GLASSES I

Gossett home. Gossett and his son, Howard, later tried for Brown's murder. Elder Gossett's trial resulted hung jury here, while a jury at Memphis, Texas, returned a verdict of guilty in the younger Gossett's trial there last week, and gave years in prison. No charge has been filed against Mrs. Brown today.

Spurgeon Clark, son-in-law of late Hardy Brown, and Roscoe also said to be a relative of Browns, were arrested Saturday night and charged with murder of Gossett's death. Little was returned to the county jail at Wellington.

DR. HAVEN'S BLUE WEED KILLER

Land Owners and Farmers We have the county Blue Weed Killer, and furnish you from one up, to rid your place of weeds, and especially Blue Weeds.

Guaranteed to kill 100 percent if applied according to directions. If it doesn't turn the container and your money.

We want agents in all towns. Community Support Floydada, Tex.



George Washington is The Father of Our Country—Piggly Wiggly is Father of all Cash System Stores.

The thoughtful housewives are now buying the luxuries they want with money saved, buying at Piggly Wiggly.

Specials for Saturday

- THEY ARE FRESH AND FINE POTATO CHIPS Each Pkg. 5c
48 LBS. EVERLITE, PLAINVIEW FLOUR \$1.63
48 LBS. GOLD CROWN, PLAINVIEW FLOUR \$1.53
48 LBS. GOLDEN HARVEST, PLAINVIEW FLOUR \$1.53
WITH \$2.50 PURCHASE (OTHER THAN FLOUR) WE SELL 20 lbs. CANE SUGAR ... \$1.00
DRY SALT, BEST GRADE BACON Pound 17c
HOME RENDERED LARD Pound 14c
BEST IN TOWN STEAK Pound 27 1/2 c

PIGGLY WIGGLY HELPS THOSE WHO HELP THEMSELVES



NEW SPRING HOUSE DRESSES

—in very attractive styles, new patterns and fabrics in a fine lot to select from. Visit us and pick out two or three.



MILLINERY AND DRESSES

New shipment again this week in Ladies Hats and Dress-up Dresses. A few lovely dresses at the price of \$12.50. Plenty to select from at other attractive prices.

OUR SPECIALS FOR SATURDAY AND SATURDAY ONLY

- Ladies "Vanette" full fashioned pure thread Silk Hose, service weight. Our \$1.75 grade and one of the best sellers \$1.35 priced for Saturday Only
Ladies Felt House Shoes, made by Peters Shoe Co., Our \$1.25 grade 95c Saturday Only
Men's Heavy 14 ounce Canvas Gloves, Red Knit cuff, 20c grade 15c
Men's Blue Wash Shirts, a good shirt for the price of 75c, Saturday 54c
New shipment of Friendly Fine Oxfords for Young Men—"They Shine" New Styles, in Black—in the new shade of Tan.
This is a remarkable shoe \$5.00 for



Baker Mercantile Co. THE STORE WITH THE GOODS

MAYVIEW

March 4—Singing was well attended at this place Sunday afternoon. The class voted to move the singing to Dougherty, as the Sunday school

and preaching have moved there. Most everyone from here attended Sunday school at Dougherty Sunday morning, also League Sunday night. T. J. Campbell and wife, and Mrs. Dunn, Mr. Campbell's sister, were

We've been told Humpty-Dumpty sat on a wall, That he rolled off and got hurt by the fall, That in spite of ministrations of men He never was able to stand up again— Now this story wouldn't have ended so sad If a Chiropractor had treated this lad.

DR. C. J. McCOLLUM
Phones: Office 17; Res. 102J

business visitors in Jones county last week-end.

T. J. Brantley of McAadoo visited Buck Brownlaw Sunday.

Those that took dinner with the McNeill girls Sunday were: Gertrude, Katherine and Sarah Davis, of Floydada and Ophelia Bartlett of this place.

Lorena Spence, Cozette Furgerson, and Johnnie Brownlaw took dinner with Grace Readhimer Sunday.

Mr. and Mrs. D. C. McNeill and family, and Mr. and Mrs. Crockett McNeill and family, all of Campbell, spent Sunday night with R. L. McNeill and family.

Miss Robbie Lotspeich is spending a couple of weeks with her brother and family at Dumas.

LAKEVIEW

March 4—Church services were well attended at this place last Sunday.

The Floydada B. Y. P. U. rendered a very interesting program here last Sunday afternoon.

Miss Louise Wright, a former teacher of Lakeview, was here Sunday.

Those who were guests at a buffet dinner in the home of Mr. and Mrs. George Gilpin, last Sunday were: Mr. and Mrs. Elmer Newton and daughter, Lerabeth, Mr. and Mrs. John Conway and family, and Misses Thelma Kinard and Ona Phifer.

All who attended the chamber of commerce banquet from here report a good time.

The Home Demonstration Club met with Mrs. George Gilpin last Wednesday afternoon.

Edwin Kiker has been real sick.

Providence Girls' Club

The Providence Girls' Club met at the club room Feb. 26. Miss Bass met with us.

There were seven members present. We decided to start our club work for the present year. Our first work will be to make a guest towel.

The following new officers were elected for the ensuing year: President, Doris Bennett; vice-president, Lucille Thompson; secretary, Frieda Schrader; Reporter, Frances Dameron.

Our next meeting will be Tuesday, March 12.

W. T. S. T. C. News

March 4—Eugene Harris, accompanied by Ray Cheyne with his guitar, gave a french harp number over K. G. R. S. station at Amarillo last week. Several other students of W. T. were with the party of broadcast-

ers. Velma Marble is the star forward in the Sophomore basket ball team, proving that Floyd county girls carry on their athletics even in college. Very Fry also plays basket ball and there are others still.

Many ex-students are directing Interscholastic League work in the counties where they teach.

Delmar Ashworth is a League director in Lipscomb county, and in Floyd county we find W. D. Biggers, J. B. Allen, and Ola Hanna directing League work.

Many other ex-students of Floyd county are training the contestants in League work. Mrs. H. F. Jackson, (formerly Glenna Smith) is doing notable work at Sand Hill school near Lockney.

March 2 was given to W. T. students as a holiday. Many spent the day at home, but some spent it in walking, or hiking. Carthel and Byars were seen walking at a good clip, in order to keep up their spirits. Wanda Stinebaugh and Lucy Ewing, with others, donned hiking togs and picnicked.

Those who went to the Children's Theatre Thursday afternoon enjoyed an hour in far off Arabia with Ali Baba and with the slave girl Morgiana. Ali Baba and the Forty Thieves was put on by the Coffey-Miller players in fine style. They also gave three other plays, while here, all of them revived dramas: The Birds, The Rivals, Marriage of Convenience.

SUNSET

March 4—Another home has been made sad in our community by a visit from the Death Angel. Mrs. Viola Simpson, the wife of Leland Simpson, was called home Friday night, her little infant son preceded her only a short time, dying Thursday afternoon. Interment was made in the Silvertown cemetery Saturday. She is survived by her husband and a little son, and a number of other relatives. She will be greatly missed by all who knew her. We extend our sympathy to the bereaved family.

The speakers for the Baptist Budget System at Sunset Sunday were as follows: Bro. R. E. L. Muncy, Bro. Bost, Bro. Merle Weathers, and Bro. W. B. Jodran. Bro. W. H. Strong, the Methodist pastor of the Lockney Circuit, preached Sunday afternoon, and Bro. Bost, the County Missionary for the Baptist church preached Sunday night.

Mrs. Fields and children of the Center community visited with Mr. and Mrs. Charlie Kjerim Sunday.

Mr. and Mrs. A. R. Posey and Mr. and Mrs. Lawrence Womble from Hereford, visited with Mr. and Mrs. W. B. Bowen and Mr. and Mrs. Campbell Sunday.

Mr. and Mrs. Burns and family

spent Sunday in the canyons.

Mr. and Mrs. R. H. Webster and family from Shawnee, Okla., Mr. and Mrs. S. H. Webster and family from Hartley, Texas, Mrs. J. A. Webster, and Mr. and Mrs. H. H. Pharris and son, Frank, from Amarillo spent Sunday visiting with Mr. and Mrs. N. D. Clark and Mrs. Phegley and children.

Mrs. Mat Lyles and children, Mrs. Chitty, Ethel and Elsie Myers, and Mr. and Mrs. Whitley from Briscoe county took dinner Sunday with Mr. and Mrs. Sam Gilliland.

Mr. Everett Jarrett plans to leave this week or the first of next week for Arkansas. We regret very much to have them leave.

Mamie Lou and Gail Jarnagin spent Sunday visiting with Mrs. Homer Harper and children.

Marzella, the little daughter of Mr. and Mrs. Ralph Childress, is ill at present. We hope she will soon be well again.

Alline Myers spent Saturday nite with Gladys Gilliland.

Mrs. Claude Leach took her little daughter, Charline, to Plainview Sunday, to an ear specialist.

Helen Upton, spent the week-end at home.

GOODNIGHT

March 4—Mr. Archie Payne is in Fort Worth attending a barber school.

Mr. and Mrs. Carrie Cassidy went to Flag, Texas, today.

Mr. and Mrs. Vennie Purcell and family visited in Flomot Sunday.

Mr. and Mrs. Cecil Purcell visited Mrs. Purcell's parents, Mr. and Mrs. J. I. Merrell, Sunday.

Mrs. Henry Kell and daughter, Mrs. Mattie Elliott, visited Mrs. Kell's mother at Flomot Sunday.

Mr. and Mrs. E. P. Woods and family visited Mr. Earnest Woods of Quitaque Sunday.

Miss Alta Winton is on the sick list this week.

Mr. and Mrs. Tommie Ramsey have returned from Oklahoma. They report lots of rain there. We only wish we could have part of it here to stop the sand.

A beautiful set of pictures were shown at the school house Friday. They were scenes in Switzerland.

W. M. Winton and family are moving to Quitaque soon. We sure hate to see them go.

Mr. John Taylor's family are real sick with the measles, also Mr. Jim Taylor's boys.

Mr. H. E. Johnston has a new Chevrolet car.

Mrs. F. M. Ramsey is the proud owner of a new Maytag washing machine.

Mr. and Mrs. Roye McDaniel spent the week-end in Floydada.

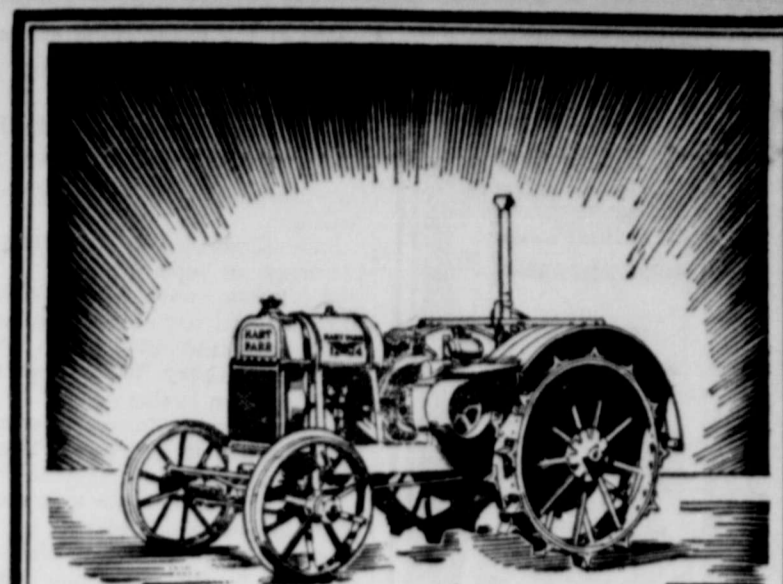
Mrs. R. C. Cogdill is visiting Mrs. John Boyles this week.

Mr. J. L. Edwards and son, visited Mr. M. W. Lyles in South Plains.

Mr. Charlie Holland of Oklahoma is visiting in the C. I. Keisling home this week.

A serious accident has just happened over at the gravel plant. A large

unit of dynamite was exploded injuring several. It is reported one man died on the way to the hospital and it is thought another will die. Mr. Hotchkiss, the manager was seriously hurt. One man was blown over the tool house and landed feet down making good speed. I suppose he was uninjured. Most of the wounded are being taken to Plainview for treatment.



The Great Three-Fuel Hart-Parr 12-24

In official tests, conducted by nationally known engineers who used cheap distillate for fuel, the Hart-Parr 12-24 registered a drawbar pull of 2,950 pounds at 2.77 miles an hour and 2,192 pounds at 3 1/2 miles an hour. On the belt it pulled 32 horsepower, which means at least a 24-inch separator. The Hart-Parr is a three-fuel tractor, burning gasoline, kerosene or distillate equally well. It is the one tractor that develops tremendous power from the cheapest, low-grade fuels. Hart-Parrs are made for small, medium and large farms and have three forward speeds to speed up hauling and field work. Ask for a demonstration.

HODEL & APPLEWHITE
DISTRIBUTORS
LOCKNEY, TEXAS

AUTHORIZED DEALER IN



"You Can't Beat Our Loans

Phone 188



MODERN FIXTURES ADD CHARM

OLD-FASHIONED lighting fixtures are as dowdy as old-fashioned hats. Modern fixtures add charm to a room as well as make it more livably cheerful. We can get you just the kind of fixtures you will like best. Phone us and we will gladly quote prices.

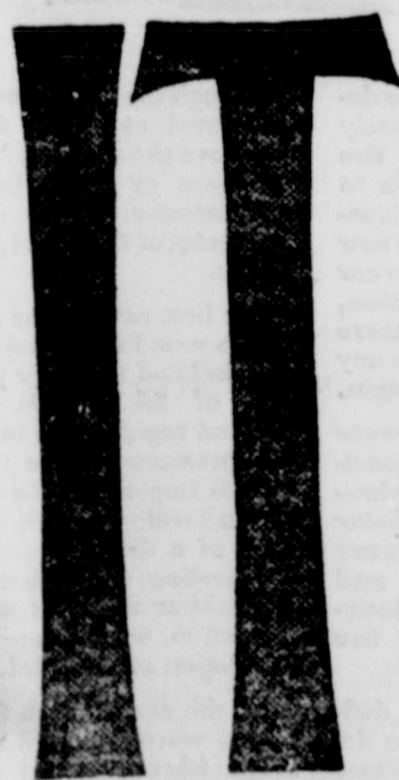
Let Me Figure Your House Wiring

OUR WIRING MEETS EVERY BUILDING CODE REQUIREMENT

GEO. F. KINYON

Phone 92

In Beacon Office



It isn't how much but how often. A systematic saver, depositing small sums regularly, will enable you to build up a very respectable account in a surprisingly short time.

We invite you to begin by opening an account with this bank today.

Open Your Account Today

The Security State Bank

Economical Transportation



now- Six Cylinder Trucks with the economy of the four!



CROWDED traffic conditions today demand six-cylinder performance—with its greater flexibility, greater reserve power, higher speed and swifter acceleration. And now—for the first time in commercial car history—this desirable six-cylinder performance has been made available with the economy of the four. For the new six-cylinder Chevrolet trucks are not only offered in the price range of the four—but they are as economical to operate as their famous four-cylinder predecessors! Both the Light Delivery and the 1 1/2 Ton Utility Chassis are available with an unusually wide selection of body types—and among them is one exactly suited to your requirements. Come in today. We'll gladly arrange a trial load demonstration—load the truck as you would load it, and drive it over the roads your truck must travel in a regular day's work.

Sedan Delivery, \$595; Light Delivery Chassis, \$400; 1 1/2 Ton Chassis, \$545; 1 1/2 Ton Chassis with Cab, \$650. All prices f. o. b. factory, Flint, Mich.

DYER MOTOR CO.
LOCKNEY, TEXAS

QUALITY AT LOW COST



EVEN though you have no electric service you can have wash-day comfort with the New Haag Vortex Ow-power. No rubbing—no soaking—no boiling. The Haag Vortex Ow-power is equipped with a built-in 4-cycle gasoline motor, vastly superior to the old 2-cycle types.

Phone or write us today for demonstration—no obligation



Baker Mercantile Co. LOCKNEY, TEXAS

PROVIDENCE

March 5—Mr. and Mrs. Brock entertained the young folk with a "42" party Friday night. Mr. and Mrs. Lee Bennett are the proud parents of a baby boy, name Lee Donald. Mr. and Mrs. McPeak spent Saturday evening with Mr. and Mrs. White. Mr. and Mrs. Newberry visited with Mr. and Mrs. R. C. Powell Saturday evening. Messrs. Roy Bennett and Herman Ratjin spent Saturday night with Hershel Williams. The Prairieview girls played the Providence girls Friday afternoon. The scores were 10-2 in favor of Providence. Mr. and Mrs. L. A. Williams spent Friday in the O. L. Bennett home.

LUTHERAN NEWS

March 4—Mr. K. Sammann was in Lockney on business Monday. Alvin Dieter and Fred Sammanns were in Lockney also on business Monday.

One of the worst stand storms visited us here last Saturday, the writer experienced one in 1912 or 13 that was just like it. Any one driving on the road had to be careful where they were going so as not to get into trouble. Dave Kennedy was in Sterley last Thursday on business. Mr. Brock and Mc. McCullough were in Plainview Monday on business. Mmes. McCullough and Kennedy were in Lockney Wednesday to see Dr. Henry on business. Mr. Cooper, the insurance man from Lockney was in our midst Thursday, writing insurance. Mrs. Marvin Scheele was shopping in Plainview last Friday. Mr. and Mrs. Walter Boedeker were shopping in Plainview last week. Mr. and Mrs. Nix were in Plainview last Friday shopping. Mr. and Mrs. Davenport were in Plainview shopping last week. Mr. and Mrs. Zimmerman of Snyder were in our midst Tuesday. A call is being made for the Providence club women to meet at the club room on March 12 for a business meeting, so all be there.

McCOY

March 4—The March wind and sand storm kept people away from town Saturday. Mr. and Mrs. Clyde Bagwell visited Sunday afternoon in the homes of Mr. and Mrs. Dennison and Mr. and Mrs. Dunavant. Those who spent Sunday afternoon with Mr. and Mrs. S. F. Smith of the Blanco community were: Messers. and Mmes. E. W. Holmes, Will Holeyfield, Misses Eloise Bridges, Bernice Holeyfield, and Mr. Sam Smith. Mr. and Mrs. C. D. Thacker and family spent Sunday afternoon in Floydada. Mr. W. J. Berry had an attack of paralysis in the head last week. He is improving now.

BLANCO

March 4—Mr. and Mrs. Roy Bennett entertained the young people at their home with a party Saturday night. It was enjoyed by every one. Misses Opal Smith and Eloise Bridges spent Thursday night with Mrs. E. W. Holmes and Monday with Mrs. Clyde Bagwell of the McCoy community. Mr. and Mrs. Will Snell and family visited Mr. and Mrs. Herbert Hicks of Lubbock. They visited Mr. and Mrs. Collier Smith while there. Little Cleo and Juanita Smith, children of Mr. and Mrs. G. R. Smith, have been on the sick list this week. We are very glad to hear that the little twin granddaughters of Mr. and Mrs. S. F. Smith are recovering from a bad case of pneumonia. Mr. Joe Holeyfield has purchased a new Ford roadster. He spent Sunday in the McCoy community.

PLEASANT VALLEY

March 4—Mr. and Mrs. W. E.

Lowrance visited Mr. and Mrs. E. R. Lowrance of the McCoy community Sunday afternoon. Mr. and Mrs. F. U. Payne visited Mr. and Mrs. N. T. A. Byers Sunday afternoon. Katherine Harris spent Sunday night with Marie Hubbard. Mr. and Mrs. W. E. McClure visited Mr. and Mrs. W. H. Fields Saturday night. Mrs. Watkins spent Wednesday afternoon with Mrs. F. U. Payne. Mr. and Mrs. Casey Yarbrough and son, Herchel, spent Sunday with Mr. and Mrs. W. D. Colson, of the Irick community. Mr. and Mrs. T. B. Mitchell spent Sunday afternoon with Mr. and Mrs. D. P. Childress. Mr. and Mrs. C. C. McClure of Plainview spent Saturday night and Sunday with Mr. and Mrs. W. F. Barnes. Mr. and Mrs. Boatman and children spent Sunday in Turkey. Mr. and Mrs. H. L. Pickens and family spent Saturday night and Sunday with Mr. and Mrs. T. Y. Moore of Floydada. Mr. and Mrs. Jones of Floydada visited Mr. and Mrs. D. P. Childress Sunday. Mr. and Mrs. J. T. Marr spent Sunday evening with Mr. and Mrs. J. E. Foster. Mr. and Mrs. J. R. Belt and little son spent Sunday with Mr. and Mrs. W. H. Fields. B. R. Phillips and family of the Sand Hill community visited in the home of P. A. Rivers Sunday afternoon. Mr. Carl Ferguson and children, Irene and Leslie, were visitors in the Pratt home Sunday. Mr. and Mrs. Wright visited Mr. and Mrs. D. P. Childress Sunday. Marie Hubbard spent Sunday with Katherine Harris. Mr. W. H. Fields and family visited Mr. Ira Simpson of Lockney Sunday. Mrs. T. B. Mitchell won the 42 piece dinner set at Baker's on Saturday. Pleasant Valley always wins something.

PRAIRIEVIEW

March 4—Sunday school and church were held at this place Sunday. Rev. Pites of Plainview preached. Mr. and Mrs. Wadell and daughter, Wilma, of Plainview, visited Sunday afternoon in the Hoyle home. Mrs. Durham of Lockney is visiting her daughter, Mrs. Will Toliver, this week. Mr. and Mrs. Willie Sammann visited friends at Crosbyton Sunday. Mrs. Clayton Terrell visited Tuesday with relatives of the Aiken community. J. W. Gamble and family were Sunday guests of Mr. and Mrs. Lenard Hoyle. Mr. and Mrs. Patterson of Kress visited Thursday in the Wood home. Mr. and Mrs. Perry Wood and children, Bro. Pites and wife, and H. O. Davis were guests of Mr. and Mrs. F. S. Shearer Sunday. J. V. Gamble spent Saturday nite with Aubrey Hedgin. Mr. and Mrs. Willie Sammann and Olamae Gamble visited Tuesday evening with Mr. and Mrs. Clayton Terrell. Mrs. Perry Wood visited with Mrs. Davis Saturday afternoon. Mr. and Mrs. Willie Davenport visited with relatives at Plainview Sunday. Mr. and Mrs. J. E. Churchwell of the Snyder community visited relatives of this community Sunday.

LONE STAR

March 4—Mr. Walter Cricith and family attended church at Lockney Sunday. A pie supper was given at Sterley Saturday night for the benefit of the school. Something over thirty dollars was realized from the sale of the pies. Mr. Lavander Street has moved back to his mother's farm. Albert Stevenson made a short visit home last week-end. An educational campaign for giving according to the budget system was conducted at the Sterley Baptist church Sunday. Rev. Weathers and Mr. Jordan were speakers for the morning service, and Revs. R. E. L. Muncy and Braggs were the speakers for the afternoon service. Mr. and Mrs. J. P. Johnston of Ft. Worth visited Mr. and Mrs. G. B. Johnston and family, and Mr. W. H. Johnston and family Thursday. Mrs. A. E. Johnston of Falls and Mrs. Pauline Richard and children of Falls visited Mr. G. B. Johnston and family Sunday. The regular meeting of the P. T. A. will be held Friday evening at which time the try out for declamations and story telling will be held.

IRICK

March 4—Mr. and Mrs. Roberson and family spent Sunday with Mr. and Mrs. Bob Visage. Misses Gladys and Ethel Murphy, and Mr. C. W. Murphy spent the week end in Spearman. Everyone enjoyed a party at Mr. and Mrs. Martin Nigh's Tuesday nite. Mrs. E. E. Blackwell has recently been taken to the Lubbock hospital. Mr. Dearl Dollar of Lockney spent Sunday with his parents, Mr. and Mrs. J. F. Dolar. Misses Donna Nell Murphy and Opal Ashby spent Sunday with Miss Dorothy Glass.

Everyone enjoyed a play by the high school pupils Wednesday night. Mr. and Mrs. L. H. Trotter and family spent Sunday with Mr. and Mrs. H. D. Ashby. Mr. and Mrs. L. H. Howel and family spent Sunday with Mr. and Mrs. G. L. Moreland. Misses Ardle Moreland and Jerdine Byars spent Sunday with Miss Aline Taack.

CEDAR

March 4—Bro. Blunt of Oklahoma, is conducting a series of night services at the Pentecostal church for an indefinite period of time. Everyone invited to come. Grandma Brown is very sick. Dr. Greer, her attending physician, was called to see her Friday. He stated that she had plural infections. Mr. Roy Brown and family of Silvertown were called to the bedside of his mother Sunday. Mr. and Mrs. Joe Fortenberry visited Mr. Will Dillard and family of Silvertown Sunday. Bro. Du Vault and family of Matador were visiting their children, Mr. and Mrs. Nelson Hickman the weekend, also attending preaching services Saturday night and Sunday. Leon Douglas, who was severely burned several weeks ago by a gasoline accident, is returning this week to the sanitarium to have some more skin grafted on his arm. We trust that this grafting will be more successful than the former, and that he can soon enter school again. Bro. Pitts and family of Turkey attended church here Sunday and Sunday night. Mrs. Nora Brown, who has been spending some time with Mrs. Lou Tucker in the Plainview Sanitarium, was called home Sunday to the bedside of Grandma Brown. Mr. and Mrs. Zariah Starkey visited Mr. and Mrs. Kimberly of Floydada Sunday. Mr. Kimberly is suffering with an infection of the face. Mrs. Eva Kelly and Mrs. Mae Taylor visited Mrs. George Pig of Goodnight last Wednesday. Mr. Freeman Love and family and Mr. Henry Love and family visited in the M. H. Taylor home Sunday. Mrs. Anna Spillman of Rock Creek took Sunday dinner in the J. C. Fortenberry home. Mr. J. C. Fortenberry spent Saturday with his sister, Mrs. Nannie Brown. Grandma Ginn visited at Floydada last week with her grandchildren, C. W. and J. C. Ginn. Mr. J. C. Ginn and family returned with her Sunday and spent the day with home-folks. Messrs. W. T. Brown, W. E. Brown, Edgar Jones and families of Floydada, and Robert Jones and family of Aiken, were called to the bedside of their sister and aunt, Mrs. Nannie Brown. Mrs. H. C. Randolph has been visiting near Olton since last Thursday with her daughter, Mrs. Clara Miso. Miss Clara came home with her mother yesterday, and will spend a few days here visiting relatives. Mrs. Lou Tucker, formerly of this community, underwent an operation in the Plainview Sanitarium some three weeks ago, suffered a relapse Saturday and had to return to the sanitarium, in all probability she will have to undergo a second operation. Her many friends here will be sorry to learn of her illness.



For Sale by E. L. AYRES, DRY GOODS, LOCKNEY

Advertisement for Stewart Drug Company. Text: 'Stop That Cold NOW'. Image of a woman coughing. Text: 'Slight colds are not, generally, dangerous in themselves but most often are signals of more serious illness not to be lightly regarded. We have many highly endorsed cures, cold tablets and cough medicines that will stop that cold now and avert further illness.'

Advertisement for Floyd County Abstract Co. Text: '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.'

Advertisement for Ford tires. Text: 'Tires for the new Ford are specially made to give long wear'. Image of a Ford car.

Advertisement for Ford Motor Company. Text: 'When the new Ford was designed, it was immediately apparent that a new tire would have to be made to match the car's performance. It was distinctly a new problem, for here was a car with quicker acceleration, greater speed and more braking efficiency than any car of similar size or weight. So that every Ford owner might be assured of maximum tire mileage at the lowest cost, the Ford Motor Company devoted many months to research and experiment with the leading tire manufacturers. As a result, certain definite specifications were developed for tires for the new Ford. These specify cords of certain strength and texture, a large volume of tread and side-wall rubber, sturdy non-skid design, and reinforced plies for protection against bruise breaks—all the strong features of construction formerly considered for only the largest tires. Great care also was taken to secure the best riding qualities in connection with the transverse springs and the Houdaille shock absorbers. Ford car according to definite specifications. FORD MOTOR COMPANY'

Advertisement for C. E. White Seed Company. Text: 'Beautiful Homes Baby Chicks Thrifty Farms. 15 varieties \$1.00 to \$1.50 Hundred delivered. State accredited and Standardized Quality chicks. All kinds of plants for West Texas \$1.00 thousand up. 500 varieties garden field and flower seeds. Poultry supplies of anything you want for garden, orchard, lawn, field, poultry and stock. WE HAVE IT OF QUALITY AT RIGHT PRICES. C. E. WHITE SEED COMPANY. PLAINVIEW, TEXAS'

Advertisement for Meador's Picture Shop. Text: '\$30,000.00 in CASH for TAKING PICTURES! You Can Win a Prize with Your Camera. A TOTAL OF 1,223 cash awards—including a grand prize of \$2,500—will be given winners in Eastman's big picture-making contest. The contest is for amateurs only—your chance is as good as anyone's! Come in today for entry blanks and details of the contest. Do your picture-making with Kodak Film—the film of best results—and be sure of good negatives. Send your exposed films to us and be sure of good prints—of prize-winning quality. MEADOR'S PICTURE SHOP. SEE SPECIAL GIFTS AT SHOP'

Advertisement for W. M. Massie & Bro. Text: 'LAND! LAND! We have land to Sell and to Lease for Farming, Stock Farming and Grazing purposes, from about 80 acres up, in Floyd, Briscoe, Hall, Motley and other counties. W. M. MASSIE & BRO. Floydada, Texas'

Advertisement for Arthur B. Duncan. Text: 'Have your Abstracts made by ARTHUR B. DUNCAN The Old Reliable Abstract Man Floydada, Texas'

Advertisement for Grady R. Crager. Text: 'GRADY R. CRAGER UNDERTAKER & EMBALMER Hearse To All Parts Of The Country Day Phones 126 and 121 Night 75 In Crager Furniture Company Day and Night Service Lockney, Texas'

Advertisement for Arthur B. Duncan. Text: 'Have Your Abstracts Made By ARTHUR B. DUNCAN The Old Reliable Abstract Man Floydada, Texas'

Advertisement for H. D. Payne. Text: 'H. D. PAYNE LAWYER Room 11, Reidheimer Bldg. Floydada, Texas'

Advertisement for Wilson Studio & Art Shop. Text: 'WILSON STUDIO & ART SHOP FLOYDADA, TEXAS PORTRAITS, VIEWS, PANORAMA VIEWS KODAK FINISHING, ENLARGING ART PICTURES AND FRAMING'