

# THE LOCKNEY BEACON

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plain

VOLUME TWENTY-EIGHT

Lockney, Texas, Thursday, June 20th, 1929

Number 40

## Big Store Bargains Are Camouflage

Bait Put Out to Cajole Business Away  
From Home Town Is Carefully  
Camouflaged by Concerns

The word "bargain" is sometimes one of camouflage used by the big city concerns who are trying to centralize the business of the country and bring it finally to a monopoly. They shout "bargains, bargains, cheap, cheap," until it seems the words have the psychological effect of making people think they are getting something for nothing, when a little common sense applied to the situation would show there is no reason at all for supposing that they can sell an article for less than it is ordinary sold on the public market. Nor do they sell cheaper, but they talk cheaper, that is all.

It may not seem very important to some people if merchandising should be centralized in a few of the big cities, and the home town merchant disappear for lack of trade. But a glance at the local tax list will reveal what it would mean in the loss of taxes to the local community to say nothing of the loss of improvements and the decay of the town. But outside of all the draw-backs to a locality from loss of trade and business to big congested centers, there is another and even a more important fact to be considered. And that is the possibility by a retail trust organized and controlled by the mail order concerns. All they need to do to control merchandising is to get control of 33 percent of the retail trade. Once that is accomplished they can absolutely monopolize the retail business of the country and fix the prices of merchandise, for they will be able to control the manufacture and output of goods. They can then offer inducements to the manufacturer that will shut out the marketing of their goods except through the monopoly.

So that is another strong point in favor of patronizing home trade. If you send your money out of town you are not only depriving yourself and a community of further use of your money, but you are aiding in the establishment of a retail monopoly that can and will fix the price of goods once they get control.

As an opponent of monopoly and the fleecing of large sums out of the people by organized greed, we feel that we must oppose anything that leads to the organization of such things that are dangerous to the interests of the people.

Read the series of home trade advertisement of the business men of Lockney in this issue of the Beacon who are aware of the dangers of this situation and wish to call attention of the people to it by a friendly discussion of the problems through the Beacon.

## Hill Bakery Building Damaged by Fire

Fire of Unknown Origin at Early  
Hour Saturday Morning  
Causes Damage

Fire was discovered in the Thomas building, occupied by Hill's Bakery, on the east side of Main street, between 1:30 and 2 o'clock last Saturday morning, and if the response of the Lockney Fire Department had not been so prompt, it may have caused serious damage to that entire side of the street. The fire started in the center of the building, on the petition wall between the bakery and the electric shop, according to the marks showing where the building was most damaged, but the quick work of the fire boys kept the blaze from even eating its way through the wall to the adjoining room in the same building. The building was badly damaged, and the bakery machinery also suffered heavy damage from water. The Lockney Electric Company's stock was practically all moved out of the building, and only a small damage was done in this part of the building.

The origin of the fire is unknown. Several weeks ago an explosion in the oven of this bakery badly demolished the oven.

## HOOVER CRIME COMMISSION HOLDS FIRST MEETING

Photo shows members of the Hoover Crime Commission just before they convened in their first meeting at their new headquarters in the Department of Justice. Left to right: Roscoe Pound; Frank J. Loesch; William J. Grubb; Ada M. Comstock; George W. Wickersham, Chairman; Newton D. Baker; Harry A. Anderson; Monte M. Lemann; Kenneth R. MacIntosh and Paul J. McCormack and Judge William S. Kenyon.

Literature on Health of Children  
Mrs. N. E. Greer, chairman of the Hygiene Committee of the Parent-Teachers Association, has received some literature from the State Health Department, to be distributed to the mothers of small children. Those interested can get same by calling at Stewart's Drug Store on Saturday of this week, selecting the leaflets they desire and leaving their name and address with Mrs. Greer, who will have the leaflets sent to them. The suggestions in these leaflets on keeping the health of the small children in better shape are very helpful, and will be worth much to the mothers that care to use any of this literature. Remember you can see this literature at Stewart's Drug Store Saturday of this week.

## First Load 1929 Wheat Received Thursday

William Wood Delivers First Load of  
1929 Wheat to South Plains  
Grain Company

The first load of 1929 wheat to be delivered in Lockney this year was delivered by William Wood, who lives about seven miles north of Lockney, in the Prairie Chapel community, to the South Plains Grain Company late Thursday afternoon of last week. The wheat tested 53 pounds to the bushel, and averaged about fifteen bushels to the acre. The price paid by Mr. Hohlaus, owner of the South Plains Grain Co., was \$1 per bushel, which was a premium of about 28c per bushel, as this grade of wheat would have brought on the market that day about 72c per bushel. The field being cut by Mr. Wood was 150 acres, and a Baldwin combine was doing the harvesting.

## Chiropractors Convention Held Here Sunday

Meeting of South Plains, Panhandle  
and Red River Districts Biggest  
Held In State

The Tri-District Convention of the Chiropractors of the Northern and Western part of Texas was held in this city Sunday, June 16th.

The first program of the meeting was held Saturday night at the public school auditorium, when a nice program was rendered and Dr. Jas. R. Drain, President of the Texas Chiropractic College of San Antonio, made an address to the people of Lockney and vicinity.

A banquet was held at the Baker Hotel Sunday at noon, and forty-four registered delegates and visitors were in attendance. Dr. S. T. Cooper of Lockney, opened the program at the banquet, and welcome addresses on behalf of Lockney and the Lockney Chamber of Commerce were delivered by H. B. Adams and Fay Guthrie, after which the meeting was turned over to Dr. M. L. Gaffney of Plainview, who acted as toastmaster. A good program was rendered at the banquet, which was concluded by a talk by Dr. Drain of San Antonio.

A business meeting of the association was held at the Methodist church beginning at 2:30 Sunday afternoon, after which the convention for these districts was adjourned to hold their next convention in Quanah, Texas.

The register at the banquet contained the following visitors names: Dr. S. T. Cooper and wife, Lockney; Dr. Alyce Kilpatrick, Turkey; Dr. and Mrs. M. C. Cobb, Littlefield; Winford Warner, Quanah; Luella "Pat" and Helen Ruth Wiggins, Memphis; Mrs. M. L. Gibson, Childress; Miss Mary Stone, Quanah; Dr. and Mrs. J. H. Jerrill, Plainview; Dr. and Mrs. J. Eugene Nels, Lubbock; Ethel Armstrong, Amarillo; Mrs. Roy Moore, Amarillo; Dr. Jas. R. Drain, San Antonio; H. and F. Nelsande, Childress; Roy G. Moore, Amarillo; T. N. Kinnamon, Olney; H. E. Slickm, Vernon; Dr. Galloway, Clarendon; R. G. Warner, Quanah; Dr. and Mrs. C. J. McCole, Lockney; L. C. Williams, Estelline; Dr. J. M. Cox, Shamrock; Cox, and Claudine Cox, Shamrock; Hall W. Cutler, Lamesa; P. L. Myers, Wichita Falls, Texas; M. L. Gaffney, Plainview; L. M. Black, Amarillo; Macon Meriwether and Marvin Shurbet, Lockney; R. L. Nimmo, Paducah; W. J. Ganby, Graham; Dr. O. C. and Lillian Boone, Lubbock.

B. W. Stallings, who has been operator at the Denver depot in Lockney, for some time, has gone to Scarborough, England, to visit his family. He will be away about three months, and expects to move his family from England to Lockney on his return to this country. C. E. McElyea of Claude, Texas, will be relief operator for Mr. Stallings, during his absence.

## It's Going to Happen This Afternoon

If You Fail to Be Present You Will  
Miss the Treat of Your  
Life

On the Lockney diamond, in the southeast corner of the town, about three thirty o'clock, this afternoon, the "battle royal" is going to be staged and all friendships and courtesies will cease between the defenders of Lockney's nobility and the initiators of Floydada's supremacy, until about five or six, or as many innings of baseball as these professionals can stand, have been played. Lockney is lining up for the fracas with a great determination, however, the agreement that none of the players will practice before the game is supposed to be kept to the letter, we fear that certain young bloods, over whom no one has control, may be discriminating just a little, but the older heads know better than to try any practice stunts, for if they do they will be so sore they will be unable to take part in the millee this afternoon.

The occasion for this great game was caused by a visit of one George Linder, county surveyor, general all round overseer of paving projects, and last but not least a member of the Floydada Rotary Club, when a couple of weeks ago he visited the local Rotary club, not in friendliness, but to make up his attendance, which he had missed the Wednesday before at Floydada, and threw down a challenge to the Lockney Rotary that the men who composed the Rotary club in Floydada was itching to pour it on the Lockney bunch in a game of base ball. He tried to make believe that his men were "raw" recruits, and that they had not went into professional ball, but just had an idea that they could mop up on this Lockney delegation in any sort of a game. Being challenged in such an abrupt manner the Lockney Rotarians could not afford to back off, and so come what may the game is on in earnest this afternoon, and we are of the opinion that Linder, Sone, Blackfoot, et al. will find that "Big Foot" Patterson, "Coal Hever" Hablous, "1919" McAdams, "Farmer" Meriwether, "Six Shooter" Barker, "Rockefeller" Baker, with their band of Comanches will be on the fire line, dressed in their war paint and ready for the scalps of all who summon courage enough in the Floydada Wigwam to advance of the peaceful courts of the town that "Built the Denver Railroad."

It has been suggested that all the Rotary Anns of Lockney be present to take care of the squaws that accompany the Floydada Braves, and a good pep squad from those who hope to be Rotary Anns in the years to come might not be out of place. However, any man or woman in Lockney vicinity who fails to appear on the prairie at this specified time to protect their Braves from the onslaught that has been promised them by Chief Linder, will be considered a traitor, and not worthy to take a whiff of the "Pipe of Peace" after the battle clouds have dispersed.

Wheat Harvest is On  
In Lockney Country

Many Machines Now In Fields, and  
Next Week Cutting Will Be  
General

Wheat harvesting has begun all over the Lockney country this week, and the harvest will be in full swing by the close of next week.

Combines of all makes have been steadily leaving the dealer's yards in Lockney, and the old combines have been worked over and are ready for business. Combines can now be seen at work on nearly every road traveled out of Lockney, and within a few days the cutting will be general all over the country. The yield is reported good in some fields, fair in some, and a light yield in others, and the average yield for the country is rated all the way from fifteen to twenty-five bushels, owing to optimism and pessimism of the man who makes the estimate.

The acreage in the county is large this year, and there will be many bushels when the total is summed up.

## Visits of the Stork

Born to Mr. and Mrs.:

Buster Brown, Sunset community, June 12th, a boy.  
Arthur Burnett, (colored) Monday, June 10, a girl. This is probably the first negro child ever born within the city limits of Lockney.

Mr. and Mrs. Alvin Nichols of Plainview, were in Lockney over Sunday, visiting Mrs. Nichol's parents, Mr. and Mrs. E. C. Cox.

## District Court Closing Term This Week

Joe Brown, Negro, Charged With  
Murder, Gets Ten Years In  
The Penitentiary

District Court is closing this week for this term of court, and the grand jury has adjourned for the term. The court will close out all of the business for the term by Saturday night.

In the case of the State of Texas vs. Joe Brown, (colored) charged with the murder of Silvester Jones, another negro, in Floydada, several weeks ago, the jury returned a verdict of guilty Tuesday afternoon, and assessed the punishment at ten years in the penitentiary.

In the case of W. M. Thorn, charged with transporting intoxicating liquor, which was tried the latter part of last week, the jury failed to agree reporting hung jury, and the case has been continued to next term of court.

Roy Grigsby, charged with driving a car while intoxicated, found guilty, and fined \$100. This case is to be appealed.

The following cases have been transferred to the county court as misdemeanors: John Gambel, Douglas Maddox, Fred Jones, Sanford Shaw, Dorman Clanton, and Tom Bishop, all charged with simple assault. These cases grew out of a bunch of young people chivvoring a newly married couple.

State of Texas vs. J. R. Maddox, a case brought about by an auditor's report of the county's financial affairs, was settled out of court.

Jim Hammond vs. J. D. Holliday, suit on debt, settled by agreement.  
I. S. Boyles, charged with swindling, dismissed.

## Good Game Base Ball Promised Next Sunday

Quitaque Will Play Lockney on Lock-  
Grounds—Last Game in  
Inning Tie

The Quitaque base ball team will play the Lockney team on the Lockney base ball grounds in the southwest part of town next Sunday afternoon, and this game promises to be the most interesting and hardest fought game of the season. Both teams have a good record for winning games behind them, and on Sunday, June 23rd, at Quitaque these two teams played an eighteen inning game with a score of 1 to 1, the game ending in a tie. Neither team desired to lose this tie game, so some real ball playing can be expected when they meet here next Sunday. All ball fans are urged to come out and root for the home team, a good crowd from Quitaque is expected to be here to back up their team.

## A. R. Meriwether Tax Commissioner of Denver

Lockney Man Receives Appointment  
As Tax Commissioner for Fort  
Worth & Denver Railroad

While on a visit over the new line of the Fort Worth & Denver South Plains Railway last week, Judge W. D. McKay, Right-of-Way and Tax Commissioner for the railroad, visited with A. R. Meriwether in this city, and while here announced the appointment of Mr. Meriwether as tax commissioner for the Denver Lines in Texas.

Mr. Meriwether has accepted the appointment, and will be on duty for the company in the future. Mr. Meriwether attracted the attention of the railway company to his ability in such matters, when he was securing the right-of-way for the new lines on the Plains, he securing all the right-of-way in Floyd county and some in other counties, when the new extension had received a permit to build.

We are very glad to know of the selection of Mr. Meriwether as tax commissioner for the Denver, and bespeak much success for him in this new position.

E. L. Cline and wife of Cordell, Oklahoma, have been here the past week visiting J. A. W. Killer, and family. Mrs. Cline is a sister of Mr. Killer.

Mr. and Mrs. H. B. Adams, Douglas and Milton, will leave today for Sweetwater and other points down in the state, on a visit and fishing trip over the week-end.

Mrs. M. C. Cornelius and children visited in Estelline several days the past week.

## NEGRO JUBILEE HELD HERE YESTERDAY

A negro jubilee and lot sale was held in Lockney yesterday, in honor of emancipation day and will be continued throughout the day today. The purpose of the jubilee, at which a barbecue was held at noon each day, was the sale of lots in the negro addition to the town, which is on the south side of the Santa Fe tracks, near the oil mill, where the negroes are attempting to locate a colony and build a church and school in which they hope to colonize all the negroes in Lockney. Base ball games were scheduled for each day, and a general jubilee celebration was to be held.

## Cemetery Association Cleaning Up Cemetery

Every One Asked to Donate to Help  
Pay Men to Clean Up City  
Of the Dead

The people of Lockney and the surrounding country, who have not already contributed, are asked to contribute to a fund to pay workers to clean up the Lockney cemetery. This request has been sent out by Mr. W. R. Sams, President of the Association, and he asks that all those who wish to help this worthy cause to either see Mrs. Kate Collier and give her the money, or leave a check for their donation at the First National Bank, where it will be added to the cemetery fund.

The association has hired several men to give the cemetery a thorough cleaning, and make all necessary repairs, and the funds of the association are not sufficient to pay these men for their work. All persons interested will take notice and contribute what they can to this fund.

## NEW CHEESE PLANT AT ABER- NATHY TO BE OPEN, JUNE 18

Abernathy, June 17.—The formal opening of the new cheese factory at Abernathy which includes a tour of inspection, will be held June 18 from 5 to 8 p. m., according to J. P. Nydal, mayor and prominent citizen of Abernathy.

The cheese factory was recently installed by B. F. and F. W. Struve, Abernathy merchants, and is handling 10,000 pounds of milk and turning out between 900 and 1,000 pounds of cheese daily. On the opening date another cheese press and other additional equipment will be installed, their purchase being demanded by the supply of milk which is more than the plant has been able to handle.

A graduate of the University of Wisconsin has been employed to operate the plant. He has been especially trained in cheese factory management methods.

The plant buys whole milk on the basis of butter fat content, paying 50 cents per pound for butter fat. It sells the whey back to the farmers who use it to feed to chickens and hogs.

## Ned Henderson Seriously Injured Tuesday

Sickle of Combine Pierces Side, Badly  
Wounding Young Farmer  
South of Town

Ned Henderson was very seriously wounded in the side and hip Tuesday morning about 9 o'clock, when the sickle of a combine fell upon him at the Old Fry place, south of Lockney. We are informed that the accident took place when he attempted to put the sickle in place preparatory to beginning the harvesting of wheat at the Fry place.

He was rushed to the Plainview sanitarium, where at first it was thought there were little hopes for his recovery, as it was thought that probably some of his intestines had been severed, but upon examination, we are informed, that it was found the intestines were only bruised, and the worst wound was about his hip, and if no complications arise, he will soon recover from the injuries.

Ned is the son of W. E. Henderson, county commissioner of Precinct No. 1, and is a son-in-law of W. O. Shurbet.

## TATE-LAX FREE SHOW HERE ALL NEXT WEEK

The Tate-Lax Medicine Company will be in Lockney all next week, and will stage a free show at their tent every night. They have a good troupe of singers, dancers, musicians, and comedians.

Paul Lester Pearson of Plainview spent from Friday to Tuesday in Lockney, visiting with Milton Adams.

## Quitaque Farmer Kills Brother in Altercation

Brother of Dead Man Is Held In  
Memphis Jail—Both Men Lived  
Near Quitaque

Plainview, June 17.—J. E. Pointer, farmer living two miles east of Quitaque, and aged 42, died in the Plainview sanitarium this morning at 1:30 o'clock from gun shot wounds received at 8 o'clock Sunday evening and his brother, Virgil Pointer, aged about 45, surrendered to the justice of the peace at Turkey in connection with the fatal shooting.

Virgil was released on bond in the sum of \$2,500 by the Turkey Justice. At the time of the hearing Pointer had not succumbed. At the Plainview sanitarium it was said a bullet from a .22 calibre gun had pierced the abdomen, severing an artery.

Both are men of family and have been living near Quitaque for twenty years. The dead man lived two miles east of Quitaque and and Virgil Pointer lived five miles north of that place. The tragedy occurred near the home of the latter, on the highway, during a scuffle, it was said.

J. E. Pointer's son-in-law, Orville Robins and two other boys witnessed the shooting. The place where the shooting occurred is in Hall county and the brother surrendered to Hall county authorities.

The wounded man was brought to the sanitarium here by Dr. Price of Quitaque about 10:30 last night. The bullet, from a .22 calibre rifle had pierced the abdomen and severed a large artery. He expired at 1:30 a. m.

The Baker Mortuary prepared the body for burial and it was taken to Quitaque by the undertaker of Turkey this morning. Funeral services will be conducted tomorrow afternoon at Quitaque.

In a statement made to Justice of the Peace H. M. Green of Turkey, to whom he surrendered, Pointer claimed that he shot in self defense.

He said that he did not require a full statement from Pointer but merely got enough information to hold him under bond. At the time Pointer gave himself up it was not thought his brother was seriously hurt. The Justice said that Virgil Pointer made the statement that his brother was intoxicated at the time the trouble came up.

Pointer was arrested again immediately following the death of his brother on order of the Turkey Justice by Deputy C. B. Hume of Turkey and was confined in the Hall county jail at Memphis.

## Phillips Petroleum Co. Opening Station Here

New Wholesale Station Just Completed in  
Lockney—Jackson  
Bros. Agents

The Phillips Petroleum Company have just completed a new wholesale oil station in Lockney, the plant being located just east of the Santa Fe stock yards, near the oil mill.

Mr. J. E. Bearden, District Manager for the company, has been here this week getting every thing ready for the opening of the station. Jackson Brothers, owners of the Ozark Filling Station, will be the local distributors for the Phillips Petroleum Company, and will have charge of the business in this city.

This is one of the largest oil companies in the state today, and we are glad to see them open a station in our city.

## JOURNALISM AND BUSINESS TO BE CREDIT COURSES

Austin, Texas, June 15.—Junior business training and journalism were recognized as subjects for high school credit at a meeting today of 15 educators composing the classification committee of Texas high schools. Courses teaching the two subjects must be approved by the State Department of Education.

A sub-committee appointed to present recommendations for reducing required algebra courses from two to one and one-half years was instructed to continue its investigations and report at the annual meeting of the committee next year S. M. N. Marrs, State Superintendent of Public Instruction, said. Members of the sub-committee include L. V. Stoddard, Dallas; A. L. Day, Commerce, and H. F. Alves and M. B. Brown of the Department of Education.

There were no other essential changes in policies and rules to be followed in Texas high schools during 1929-30.

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
Subscription Cash in Advance

TERMS OF SUBSCRIPTION

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

These Al Smith men are now trying to get back at us "Hoover" Democrats over the fact that Mrs. Hoover had a negro congressman's wife present at a tea in Washington the other day. What better would have been expected if Al Smith had been elected? He had a negro secretary when governor of New York. As long as things are such that we are forced to elect people of the far north and east as presidents of the United States we may well expect that from time to time negroes will be allowed to take part in social affairs in Washington. We condemn the action of Mrs. Hoover in this if she had the power to accept or reject the society of this negro woman, and think she did a serious thing in accepting this negro on equality with the white race. The Southern ladies, who refused to attend the tea because of the presence of this dusky maid undoubtedly demonstrated by their action what Mrs. Hoover might expect in the way of the esteem the South would hold for her in the future. She has hurt the Republican party in the South, just when for the first time it had succeeded in splitting the Democratic Solid South. Now if the Democratic party will upset Raskob, and when the next presidential campaign arrives, see to it that no such material as Al Smith is offered on the Democratic ticket, there will be no doubt that the Solid South will be sold again. As long as parties, either Republican or Democratic, try to put over unfit men they may expect the people to be intelligent enough to refuse to vote for them, on the other

hand, a wife of a president can hamper the chances of her husband a great deal, by just such stunts as was pulled by Mrs. Hoover in entertaining a negro at a tea. Mrs. Hoover has hurt her husband in the South because she has demonstrated that she knows no race distinctions, and is willing to accept a negro in the same society with white people. It's ignorance of the negro and what he really is that causes Northern people to accept him on equality. In the South a negro knows his place, therefore, is not very troublesome.

Wheat harvest will be in full blast over this section of the country the coming week. Many fields are now under the hum of the harvester. The wheat is reported to be a fair crop. Some claim good yields, some fair yields, some sorry yields, and this is the case nearly every year. A great deal of the difference is according to the way the wheat is put in, then others receive more damage from the elements, etc. However, the amount in bushels for this section this year is going to be good, the price is the thing that is worrying the farmers most. The law of supply and demand has a great deal to do with the price, and while every one nearly is talking about government relief, we are of the opinion that most of the relief that will be experienced will be caused by those who hold their wheat off the market as long as possible. As long as we have larger crops of wheat, cotton, or any other crop than there is a demand for, and there is a large surplus in the bins and warehouses of the country, and this surplus is not disposed of when the new crop comes in, the farmers can count on it that the price will be low until the product is out of the hands of the producer, to say the least. This has always been the case, with government relief it will remain so, because if the government raises the price by taking the surplus up, they will lower the price when they dispose of this surplus. To our mind the best way to farm relief is by placing a duty on imported crops that will conflict with our crops such as to prevent them from coming into competition with

home grown crops. This might be hard to do, but we believe that it is the only true farm relief that can be had by the American farmer. The Money to give farm relief through the government commissions will have to be paid into the government before it can be paid out for relief, and it is the business of law and demand that pays these funds into the treasury of the government, and that means that the people of this country, a large per cent of them being farmers will have to contribute to this fund before the government can have money for relief purposes. The funds the farmers pay into this fund will be a part of their wheat and cotton money, then it is a question whether the relief will be genuine or merely robbing Peter to pay Paul. Again we are of the opinion that very little real relief can be expected from government sources, unless the imports of the crops that are in direct competition with the crops of our farmers are cut off, or a duty sufficient imposed on them to force the price of our crops up. However, the shortest way to real farm relief, and the only way that will always meet good prices and that farmers will never need farm relief, unless some elemental disaster destroys their crops, is to diversify, cut out the overplus acreage to any one crop, raise a variety of crops, raise vegetables, chickens, turkeys, milk cows, beef, hogs, and have the principal part of your living at home, and plant the surplus land in the crops that you now call money crops, and there will be no cause for farm relief, and the cost of sustaining a government will be less, as there will be less bureaus, less departments necessary to carry on governmental business.

J. W. Ginn Buys Durham Farm
J. W. Ginn, owner of the store at Aledo, reports that he purchased from E. I. Durham, the 120 acre farm lying next to his property in the Aledo community, the past week.

How About a CHEVROLET?

A traveling man, named Bright, in Mendota, Illinois, wanted to get to Earlville, 14 miles away, to head off a train and save half a day's time. He 'phoned to a taxi man, who said: "I don't want that job. It is impossible to get thru the 12 miles of mud." In front of the hotel stood a CHEVROLET used by its owner, named John, for taxi work.

"Will you take me to Earlville, John?" asked Bright. "Jump in," replied John.

The CHEVROLET sailed smoothly along over the two miles of gravel and when it struck the mud it kept on going, going GOING. It sure was a tough road—deep, thick mud every foot of the way. In places the water completely hid the road.

About ten miles out John drove into a farm yard for water. "You'll never make it thru that mud and water ahead," said the farmer.

John bucked the road just the same. He got into a rut, hub deep, and stuck.

John never whimpered. He only backed his car a few feet and "stepped on the gas."

The Cheerful Chevrolet plunged right thru the muddy rut and got Bright to Earlville on time.

Notice of Application for Probate of Will

THE STATE OF TEXAS. To the Sheriff or any Constable of Floyd County,—Greeting: You are hereby commanded to cause the following notice to be published in a newspaper of general circulation which has been continuously and regularly published for a period of not less than one year preceding the date of the notice in the County of Floyd, State of Texas, and you shall cause said notice to be printed at least once each week for the period of ten days exclusive of the first day of publication before the return day hereof.

NOTICE OF APPLICATION FOR PROBATE OF WILL AND LETTERS TESTAMENTARY

THE STATE OF TEXAS: To all persons interested in the estate of Susie A. Rawlings, deceased, William E. Rawlings, has filed in the County Court of Floyd County, an application for the Probate of the Last Will and Testament of the said Susie A. Rawlings, deceased, which will be heard at the next term of said court, commencing the Third Monday in July, A. D. 1929, at the court house thereof, in the City of Floydada, Texas, at which time all persons interested in said estate may appear and contest said application should they desire to do so.

Herein fail not, but have you then and there before said court this writ, with your return thereon endorsed, showing how you have executed same.

Given under my hand and the seal of said court, at office in Floydada, Texas, this 4th day of June, A. D. 1929.

TOM W. DEEN, Clerk County Court, Floyd Co., Texas.

What's Doing in West Texas

Wink is building for the future and assuming more substantial proportions. Some of the latest accomplishments of the group of young men who have formed a chamber of commerce is the securing of a new Vitaphone theatre and the construction of a \$225,000.00 school building with an auditorium seating capacity of 650.

Wheeler has employed Grady O. Watson as secretary of their chamber of commerce. Agricultural development will be stressed in the first year's program. Street paving and an adequate water and fire protection system are among the projects that will receive attention in the civic development work.

Hereford's wheat harvest is such that 150 combines costing a total of \$300,000 will be distributed for the 1929 harvest, according to dealers who have them for sale. Probably 50 more will be sold later, and those with tractors will bring the cost of harvesting equipment to well over the half million mark.

Booker's largest business house under construction at present is the fifty foot brick being constructed by A. W. Robinson which will be occupied by the local DeSota automobile Agency soon. A number of permanently constructed residences are being built.

Big Spring's Read building is nearing completion. The building contains seven store building spaces on the ground floor, and a 25 room hotel on the second floor.

July 10 to 20 has been set as the dates for the fourth annual motor-

cade conducted by the West Texas Chamber of Commerce so as to include two district meetings of the regional organization. These are the Big Bend district meet to be held at Van Horn on July 13, and the Pecos Valley-Inter Mountain meet to be held at Roswell on July 16.

Mason will entertain the Hills Country, Heart of Texas, district of the West Texas Chamber of Commerce on June 17. The Legislature and the staff correspondents of newspapers on duty in Austin will attend the meeting, and a tour of the towns in the district will be made in a Texas Bus Company bus.

Tahoka, in viewing the growth of recent months points out that since 1921 two new rural routes have been inaugurated, two new rural sub-stations established and receipts have increased from \$4,656 to \$10,514, or 126%.

Comanche's berry growers are at the height of their season now. The first day of the opening of the Bowdoin Canning Plant 4188 pounds of berries were bought from thirty different growers. More money is being brought for the berries than ever before, 85 cents being the present price.

Slaton fruit growers report that, unless unforeseen damage is experienced, the fruit crop through the territory will be the best in years. Trees are now heavily loaded and giving promise of a high quality of apples, peaches, plums, cherries, and many other kinds of fruit.

Lampasas is planning a large July 4 program. The American Legion is preparing a rodeo for six or seven thousand people, special features of which will be a barbecue for all Legionnaires and a drum and bugle corps contest with three handsome cups as prizes. A prize of \$100.00 in gold is offered to the rider of one of the post's outlaw horses.

Alpine is planning for the biggest and best Old Settlers and Cowboy's Roundup this year on July 4 ever staged in the town. The celebration will be held two days, and a permanent rodeo and fair association will be organized at this time, and plans made to buy land upon which to erect permanent buildings.

Midland recently opened the tenth city addition that has been added to the town since it became a thriving oil city two and one-half years ago. The addition lies within 10 blocks of the business district.



The Chevrolet Six offers all the Distinct Advantages of BODY by FISHER



STYLE QUIETNESS
The new Fisher bodies on the Chevrolet Six are unusually smart and attractive. Concave front pillars lengthen the profile—the effect of the side paneling extends well up over the roof line—and all rear quarters are artistically molded.
COMFORT
In comfort, too, these new Fisher bodies represent a marked advance. The seats are deeply cushioned. Upholstery is "built-up" for added luxuriousness. And the driver's seat is easily adjustable, forward and back.
STRENGTH
Another outstanding feature of these new Fisher bodies is their sturdy construction. Built of selected hardwood and steel, they provide a measure of strength, endurance and safety that is unapproached in any other low-priced car.
QUIETNESS
As a result of their composite wood and steel construction, Chevrolet's new Fisher bodies are exceptionally quiet. The roof is padded to prevent rumble. And wherever wood and metal contact, a layer of insulation prevents noise.
APPOINTMENTS
All hardware fittings on Chevrolet enclosed bodies are designed and built by Ternstedt. Door handles are of the remote control type—window lifts are smart and convenient—and all exterior bright metal parts are chromium-plated.
FINISH
No single feature of Chevrolet bodies has created more widespread comment than their beautiful finish—made possible by the superlatively smooth surface of the steel body panels. Applied against this silken surface, Chevrolet finishes are uniform, lustrous and permanent.

Table listing car models and prices: The ROADSTER \$525, The SWARTON \$525, The COUPE \$595, The SEDAN \$675, The Sport CABRIOLET \$695, The COACH \$595, The Convertible LANDAU \$725, The Sedan Delivery \$595, The Light Delivery Chassis \$400, The 1 1/2 Ton Chassis \$545, The 1 1/2 Ton Chassis with Cab \$650.

COMPARE the delivered price as well as the list price in considering automobile values. Chevrolet's delivered prices include only reasonable charges for delivery and financing.

DYER MOTOR CO.

LOCKNEY, TEXAS
A SIX IN THE PRICE RANGE OF THE FOUR

Millions of Motorists



with



All we say is—"GO ONCE" with Pennant Gas---and we know you'll "GO AGAIN."

Sold by the Following Courteous Pierce Dealers

Pennant Service Station, No. 1 and 2, LOCKNEY, TEXAS

Lockney Auto Company, LOCKNEY, TEXAS

Curlew Grocery

1 Mile North of South Plains, Texas

Who's Who TODAY

"Some are known by their deeds, others by their mortgages."



PADEREWSKI A COURAGE FACTORY

Every bank is a Courage Factory for those who have accounts in it.

It is amazing the quantity of confidence that develops in a young man, especially, when he HAS a bank account—and SEES IT GROWING.

Bank accounts are Vitamines essential to success.

THE FIRST NATIONAL BANK

"There is no Substitute for Safety"

McCOY

June 17.—Rev. Harder of Cone filled his appointments at the Baptist church Sunday and Sunday night.

Mr. and Mrs. G. T. Dunavant of Floydada and family were the Sunday guests of Mr. and Mrs. C. D. Thacker.

Miss Lou Berry spent Sunday with Miss Clara Smith.

Mr. and Mrs. Fred Taylor and children, Ralph and Novella, attended church at the Methodist church Sunday afternoon.

Miss Louise Thacker spent Wednesday afternoon in the home of Mrs. Clyde Bagwell.

Mr. and Mrs. Oscar Payne and little son, D. F. Jr. spent Sunday with

Mr. Payne's parents, Mr. and Mrs. D. F. Payne.

Mr. Alva Barrett spent Saturday night with Mr. Leland Dalton of Starkoy.

Mr. and Mrs. Poindexter were the Sunday afternoon guests of Mr. and Mrs. W. J. Berry.

PRAIRIEVIEW

June 17.—Sunday school and church were well attended Sunday. Rev. Pipes filled his regular appointment. We also had good B. Y. P. U. programs Sunday evening.

Mr. and Mrs. F. S. Shearer and Mr. and Mrs. L. V. Brittain and children were the Sunday guests of Mr. and Mrs. Will Toliver.

Rev. Pipes and wife and little son, Mal, visited the Carlsbad Cavern last week, they were accompanied by Mr. and Mrs. Roa of Plainview. They report a splendid time.

Mrs. Walter Hurt visited with Mrs. Perry Wood Monday.

Mr. and Mrs. Shaw and children of East Texas are visiting in the Toyler home this week.

Mr. and Mrs. J. W. Gamble were the Sunday guests of Mr. and Mrs. L. A. Hoyle.

The club social that was given at the home of Mrs. Willie Sammann Wednesday night was well attended and everyone reported a very enjoyable time.

Mr. and Mrs. Walter Hurt had as their guests Sunday, Mr. and Mrs. Perry Wood and Rev. Pipes and wife.

A few from this community attended the singing held at Hereford Sunday.

Mr. and Mrs. Moore of Ropes, Tex., visited over Saturday night and Sunday with Mr. and Mrs. Perry Wood.

The Men and Women's Bible Class entertained the seniors with an ice cream supper Friday evening at the home of Mr. and Mrs. Grover Lemaster. A good crowd was present and a splendid time was reported by all.

Miss Lucille Marr, of Lockney, visited the past week with her sister, Mrs. F. S. Shearer.

Mr. and Mrs. Clayton Terrell visited with relatives of the Bellview community Sunday.

W. T. S. T. C. News

June 17.—Henry Baker, at one time principal of the Sand Hill school, is attending school at W. T. this summer. Other familiar faces to ex-students would be Everett Keys and Davis Hill's. Both are in Canyon at present.

Joe Weaver made a trip to Lockney last week. Joe is doing his last college work here.

Students were greeted with the news of a wedding which occurred during the holidays between terms. Miss Vivian Sterley became the bride of Mr. Elma Cummings, of Floydada. Mr. and Mrs. Cummings were both popular young people in college last term. They will make their home for the present in Floydada.

Mr. Warren Mateer, instructor in the college high school was called away last week to accompany a group of geological surveyors, who are here from Oklahoma University, to inspect the Borger oil field district and the Palo Duro canyon. The head of the party is one interested in our part of the country.

Miss Lurline Baker, niece of Mrs. Elmer Mickey of Sand Hill, has entered school here. She will be well remembered by some of the people at home as the eldest daughter of Mr. and Mrs. Phillip Baker, who once resided near Floydada and Lockney.

Lurline has been in school at Las Vegas, New Mexico.

Friends of Miss Geraldine Angel will be pleased to know that she has won in an essay contest, essays written on "World Peace." Miss Angel wrote under the name of "Grace Ayres," all other contestants writing under assumed names also. Mrs. F. M. Neal of Amarillo sent in the list of winners and the prize check for Miss Angel to Miss M. Moss Richardson, of the department of English at W. T.

Because of crowded classes in English at the college, another teacher was added to the faculty. Miss Flora McGee of Texas Tech, whose home is in Amarillo and who taught in the English department here several years ago, came to our aid.

The Buffalo family is happily reunited, since Mr. Charles C. has recovered from his spell of spring fever. The Buffalo family is quite a popular one with the new students of W. T.

MUNCY

June 19.—Sickness in the community caused several families to remain at home from church Sunday.

Several farmers are busy with their row crops so they will be ready for harvest.

Mr. J. H. Mathis from the Cedar community was at the Muncy home last week.

Mr. W. M. Vandergriff and family were visitors in Lockney Saturday.

Mr. W. G. Ferguson and family were visitors at the home of Mr. and Mrs. John Smalley.

Misses Clara and Othelle Gunn spent Sunday with Miss Mildred Southern.

June 17.—Mr. W. M. Vandergriff, W. F. Ferguson, Arch Muncy, and Supt. Price Scott visited several schools of the county last Friday, making plans for the erection of a new school building for this district. The building is to be completed before another term of school.

Mr. and Mrs. E. C. Husky visited in the A. B. Muncy home Sunday.

The T. E. L. Class of the Lockney Baptist Sunday school, met in a business and social meeting last Friday afternoon at the home of Mrs. A. B. Muncy.

Mr. and Mrs. George Bowling of Paducah arrived at the Muncy home Sunday. Mr. Bowling will help thru harvest.

Mr. Bryce Mathis of Cedar was in this community Monday.

Mr. W. G. Ferguson went to town Monday afternoon.

Mr. A. I. Watson returned to his home in Canyon Monday.

Mrs. Edd Muncy and Mrs. Jack Hough were visitors at the Sunday School social Friday.

Mr. and Mrs. Roy Muncy attended the singing at Roseland, Sunday.

IRICK

June 17.—Misses Donna Nell and Ruth Murphy called on Misses Black, Pauline, and Lucille Hampton Thursday afternoon.

Mr. and Mrs. G. L. Moreland and family spent Sunday with Mr. and Mrs. C. W. Murphy.

The people of this community enjoyed a cream supper at the home of Mr. and Mrs. B. F. Hampton Friday night.

Mr. and Mrs. Knight visited Mr. and Mrs. J. W. Carr Sunday afternoon.

Miss Artie Moreland spent Sunday with Miss Aline Taack.

Those who Mr. and Mrs. Poage entertained in their home Sunday were Mr. and Mrs. Ashby, Mr. and Mrs. Glass, Mrs. Davis and children, Misses Opal Ashby, Gladys Murphy, Edith and Ollie Glass, Idilou Morsham, and Mr. Doyle Glass.

Mr. Carroll Feagan visited in the home of Mr. J. F. Dollar Sunday.

Misses Frankie Smith and Dorothy Glass spent Sunday with Misses Donna Nell and Ruth Murphy.

The young people of this community were entertained in the home of Mr. and Mrs. John Holmes Saturday night with a cream supper.

Mr. C. W. Murphy, Jr., made a business trip to Clovis, N. M., this weekend.

Misses Evon Griffith and June Guthrie of Lockney spent Thursday afternoon with Miss Dorothy Glass.

Mr. Jack Dollar and Misses Pauline and Black Hampton, and Miss Lela Dollar motored to Matador Saturday night.

Mr. and Mrs. Billington visited Mr. and Mrs. C. W. Murphy Sunday afternoon.

Mr. Herley Philips of Lakeview is visiting friends of this community.

Mrs. W. E. Taack and daughter, Aline, returned Saturday morning from Olney, where they have been visiting friends and relatives for several days.

Mr. and Mrs. John Holmes and family visited relatives at Sand Hill last Wednesday.

SUNSET

June 17.—Bro. Cal McGahee filled his regular appointment Sunday morning following Sunday school.

Miss Bessie Wood, who is attending school in Canyon, spent Sunday and Monday visiting with homefolks.

Mrs. Beauford Milton and children of El Paso are visiting with Mr. and Mrs. G. Milton and family.

Bro. T. P. Nelson, who is located at Plainview at present, visited with Mr. and Mrs. Charlie Knerim Saturday.

A number of young people from Plainview visited in the Wood's home Sunday.

Mr. and Mrs. Percy Orman were Floydada visitors Friday.

Rev. Cal McGahee spent Saturday night with Mr. and Mrs. Charlie Knerim and family.

Mrs. Chestnut is visiting in the Campbell community.

Mrs. R. M. Haverty and Mrs. Hewitt returned home last week from Abilene, where they attended the funeral of their mother. We extend our sympathy to them in this dark hour of sorrow.

J.C. PENNEY CO.

727 Broadway PLAINVIEW, TEXAS

New Hats

Styled Smartly and Becomingly—for Matrons

Hats that combine smartness with particular attention to the softness of line that is most becoming to women of middle age. Tailored felts, straw and silk combinations . . . in black, neutral shades and colors.

Priced Thriftily, too

\$3.98



SMITH'S HATCHERY

LOCKNEY, TEXAS

Do you read The Lockney Beacon? If you do remember, we are nearing the close of the season's Hatching business, and at this hour we desire to express our appreciation for the cooperation and nice business we have enjoyed. We have done our best to give you the very best service possible.

JUNE 25th we bring off our last hatch for the season, and to those who purchase ONE HUNDRED CHICKS you will receive FREE OF CHARGE SIX EXTRA CHICKS, and your usual TWO EXTRA when buying One Hundred Baby Chicks.

Yours truly, MR. AND MRS. J. POLLARD SMITH,

c/o SMITH'S HATCHERY SMITH'S HATCHERY

P. O. Box 199 Lockney, Texas Phone 74

put your Telephone on Half-pay during Vacation

You'll save money . . . and spare yourself inconvenience when you return.

The Rumseys are going vacationing. The milk's been stopped, the ice man has been called off, and the Man Who Delivers the Newspaper has been instructed to bring no more until further notice.

But the telephone will be left at home, drawing full pay in an empty house! Something should be done about this!

Vacation rates for idle telephones

One solution (provided you're planning a vacation of 30 days or more) is to place your telephone on vacation half-rates while you are away.

It's a convenient way to save money. And—this to folks who sometimes have their telephones taken out—it spares you inconvenience on your return.

That's because:

- 1. You pay just half the regular rate.
2. Service is reconnected quickly after you return—usually within 24 hours after you notify us.
3. You keep your present telephone number. (You'd lose it if you had your telephone removed!)
4. Your name remains in the telephone book.

If you wish, while you are away we will refer your calls to another telephone—that of relatives, for instance.

Vacation rates are available for periods of more than 30 days, but not over four months.



"Something should be done about this."

To obtain them, mail the coupon or telephone the business office.

Manager, SOUTHWESTERN BELL TELEPHONE CO., City. I'm leaving town. Place my telephone on vacation rates from (Date of Departure) to (Date of Return). Transfer my calls to (Telephone No.). Name Telephone Number



HOUSEHOLD HARDWARE

Whether you're decorating your home or cultivating lawn or garden you'll need these accessories at low prices.

Hot weather is now here and you owe it to your wife to buy her that long wanted oil cook stove. We have the New Perfection Oil, and the Coleman Gas, both in the new improved styles—Time payment plan if you prefer.

BAKER MERCANTILE CO.

"The Store With the Goods"

# Emancipation

The question is now being asked what is Emancipation? The first answer is freed or freedom. At to the negro emancipation this refers to the proclamation that set them free from slavery, but in the broad sense of the word, it applies to general freedom, and we are liberated from any, or all, kind of bondage. We issued a proclamation ten years ago setting the people of Lockney free from high prices and inferior goods.

This amendment to the Constitution of Lockney holds good so long as we remain in business. All we ask is that our customers help up celebrate this proclamation by trading with and paying us promptly.

Yours for fair dealing, prompt delivery and courteous treatment.

FRESH GROCERIES AND MEATS AT ALL TIMES  
JUST CALL TELEPHONE No. 10—WE'LL DO

THE REST

## RILEY & BREWSTER

### WE CLEAN YOUR CLOTHES CLEAN

—and give you the kind of Service you will appreciate.

Phone 160

### COMMERCIAL TAILOR SHOP

RALPH ASHWORTH, Prop.

Mr. and Mrs. James E. Freeman of Abilene visited the first of the week with Mrs. Freeman's sister, Mrs. Alex Norris.

Mr. and Mrs. S. E. Norris and daughter, Lois Evelyn, of Crowell, Texas, are visiting in the homes of Will and Alex Norris this week.

## All We Know is What We Hear

(By Rasmitum)

For all information regarding directions to nearby towns, call Gilbert Hule, at Lockney Drug. He has made a thorough study of all roads and road conditions.

Well, Lockney put over her first convention at the Baker Hotel last Sunday. There were forty-four Chiropractors, men and women, present, which was the largest assembly of this profession, so the toastmaster stated, that had ever assembled in a district meeting. It must be remembered that Chiropractors are not as thick in this state, as men of other professions, but they are growing, and Dr. Drain, head of the Texas Chiropractic College, at San Antonio, says it will not be long until there will be from one to two chiropractors in every town and village in the state. The chiropractors had a good meeting here. Lockney was glad to entertain them, they liked the hospitality extended, and we have sent them out to tell the world that we have a good town and nice people, and we are all better off because of their convention.

"Mean Mouth Harry Rasmitum" says golf is a rich man's game and that you ought to get your exercise hoeing weeds. He's wrong. It's a tight game, a Scotchman invented it. Mrs. Rasmitum says that Rasmitum doesn't play golf or hoe weeds either.—Barker's Ford Family News.

Who in the thunder ever accused Rasmitum of cutting weeds? We are not running a farm, we are trying to run a newspaper, just like Barker is trying to run a garage, and neither one of us have reached the point where we are millionaires. However, Barker is making great strides, and has got far enough along that he plays his golf regularly every day, so we are told, but this is only hear-say, as we have never been out to see him in exhibition, but we do hope, sincerely from the bottom of our heart, if we have one, that he makes a better out at golf playing than he does at singing. Thanks.

Now they have "Went and Done It." At the chamber of commerce meeting in Lockney Monday at noon the chamber of commerce sanctioned the holding of a golf tournament on Dr. Ball's course north of the city, and

in appointing the committee to supervise the arrangements and put over the biggest tournament ever held in the west, they placed Rasmitum on this committee. We don't know a thing about golf, whether it is "four-some" or "ninesome" what set consists of a darn thing about the matter, but we do know that there is not a person who plays golf in or around Lockney but what makes a special effort to get the Beacon fresh from the press each week to see what Old Rasmitum has said about the golf players. We may not be able to play golf, but we claim we can make these golf fans see what we have to say in "All We Know Is What We Hear." Yes, we accepted the committee appointment, and if we can do anything to help these golf players put over the biggest golf tournament in Lockney that has ever been held on the Plains, we are at their beck and call. We haven't exactly got it in for the fellows who play golf, for that's their business. But we reserve the right to tell them what we think of them, provided we do not get too "raw" with them, and if we hurt any of their feelings about the matter, we never refuse to let a fellow apologize to us. And we are of a forgiving nature, to boot. Yes, Dr. Ball is said to have fixed up in perfect shape one of the best golf courses in West Texas, just north of the city, and he is now desirous of letting West Texas, also Fort Worth, and those towns down "Where the West Begins" know about the matter and have their golf friends come out and give us the once over, and we are willing to join him, and do all we can to make the big show a success. More than that we always want to have Lockney to live up to that motto that she has been trying to maintain in the past, and that is, "that the things we attempt to put over, we make a success out of." Dr. has built a golf course, and the professional golf instructor says this course is "up to snuff" in every particular, so now we want all the crack golf players of West Texas to come over and take a slant at the course and show the people that they know "Theif golf," and we are going to be disappointed if all those who know the game as it should be played are not here when the tournament takes place.

Rasmitum retains the right to say what ever he wants to about Barker, Ball, Artie Baker, Geo. Meriwether, or any other local golf fan that is no bigger than us and that we are not afraid to say anything about (as we always use discretion in who we talk about). We are putting over this golf tournament, although we will not favor the onlookers with one of our perfect exhibition games, as there will be no players present that are in our class. We have just received a message from Rockefeller, Henry Ford, and Mr. Firestone, stating that it would be impossible to meet us in an exhibition game on the Lockney Fields of Honor this season, therefore, we cannot promise the fan one of the rare treats they long for so much, and will not attempt to show them the latest and most difficult "drives" which only Rasmitum would attempt. See you however, at the tournament, and it might be that a few pointers might be given those of the old school that are in attendance upon this occasion.

Mrs. C. M. Alford and Ineta Wilkinson left Wednesday for Houston, Texas, where they will be for two or more months.

Mr. and Mrs. Willard Hand and son of Amarillo, Texas, were here Saturday night and Sunday visiting Mr. and Mrs. Truitt Hickey. Also Mr. O. R. Hickey from Canyon, Texas.

## FASHION SHOP'S APPRECIATION SALE

To show our gratitude to the wonderful response we had from the surrounding counties since our opening, we are giving remarkable values for 2 DAYS,

Thursday and Friday, June 20th and 21st

### DRESSES

Regular \$25.00 Dresses in Flat Crepes, Printed Crepe, Chiffon, Georgettes and Printed Georgettes. APPRECIATION SALE SPECIAL—

**\$16.95**

### DRESSES

Your choice of any dress values up to \$16.95. APPRECIATION SALE SPECIAL—

**\$10.95**

### SHOES

A fine selection of Patent Kid, Colonial Kid, high and low heels, values up to \$7.95. APPRECIATION SALE SPECIAL—

**\$4.95**

**HAT FREE**

WITH EVERY DRESS

## FASHION SHOP

Next to 1st National Bank PLAINVIEW, TEXAS

## Saturday Specials

COFFEE . . . 2 lbs. Schillings . . . **\$1.08**

CORN . Clarion . Per dozen . . . **\$1.50**

CORN . Pioneer . Per dozen . . . **\$1.35**

PEAS . Red Dart . Per dozen . . . **\$1.65**

PEANUT BUTTER . 5 lb. Bucket . . . **69c**

PEACHES . . No. 2 1-2 size . . . . . **20c**

PRICES ALWAYS RIGHT

## Walker & Greer

# HELPY-SELF

A LOCKNEY INSTITUTION  
Owned and Operated by Smalley & Son

## Saturday Specials

ORANGES . . . . . Per Dozen . . . . . **19c**

TREE TEA . . . . . It is Tea Time Now . . . 1-4 lb. . . **19c**

WHITE KING SOAP FLAKES . . . . . **19c**

PREMIUM SODA CRACKERS . . . 1 lb. box . . . **19c**

BOTTLE CAPS . . . . . Pound Box . . . . . **22c**

BLUE RIBBON SALAD DRESSING, pint jars . . **22c**

GINGER SNAPS . . . . . 1 lb., 6 oz. box . . . . . **26c**

SHOE PASTE . . . . . Any Color . . . . . Box . . . . . **9c**

BROOMS . . . . . A real bargain, Gem . . . . . **55c**

### WELIKA FLY SYRUP

Pint Bottles . . . . . **45c** 1-2 Pint Bottles . . **28c**

Gallon can . . . . . **90c**

## TO WHEAT FARMERS

Knowing that soon you will be harvesting your wheat, we take advantage of the opportunity of soliciting a share of your deposits, and in doing so we offer you a safe depository for your money and further, there is no one that will be more appreciative than ourselves. We will make a special effort at all times to serve you to the best of our ability, and give any business that you may entrust to us our personal attention.

We feel that you will be glad to know that this Bank has made splendid progress since our taking it over. Many of our friends and customers are giving us a one-hundred per cent co-operation, and there is nothing more valuable to us than their loyalty, friendship and co-operation. With a strong Directorate and ample resources we are able to serve well the needs of the community.

We assure you that we are more than eager for an opportunity to serve you in the capacity of a banker, and hope to have the pleasure of seeing you in our place of business at an early date. With all goodwishes and personal regards.

## FIRST NATIONAL BANK

THINK How You Spend Your Money—Prepare for OLD AGE

OFFICERS:

ARTIE BAKER, President  
DORSEY BAKER, Vice President  
M. R. SNYDER, Cashier  
MRS. KATIE PRICE, Asst. Cash.



DIRECTORS:

S. L. RUSHING, Ch. of Board  
FRANCE BAKER  
E. G. POSTER  
E. E. DYER  
P. M. SMITHERMAN  
ARTIE BAKER  
DORSEY BAKER

# ISIS THEATRE

Program Week Commencing  
**MONDAY, JUNE 24**

Monday—  
DOUGLAS FAIRBANK, Jr., AND MARCELINE DAY  
— IN —  
**"The Jazz Age"**  
PARAMOUNT NEWS

Tuesday—  
**The Carlton Players**  
IN REPERTOIRE WITH VAUDEVILLE  
REGULAR PICTURE PROGRAM  
Admission 15c and 40c

Wednesday—  
**The Carlton Players**  
ENTIRE CHANGE OF PROGRAM INCLUDING PICTURES  
Admission 15c and 40c

Thursday—  
**"Prep and Pep"**  
WITH AN ALL STAR CAST  
COMEDY—"NEWLY WEDS COURT TROUBLE"

Friday—  
OLIVE BORDEN AND HUNTLY GORDON  
— IN —  
**"Sinners in Love"**  
COMEDY—"OK MNX"  
PARAMOUNT NEWS

Saturday—  
KEN MAYNARD  
— IN —  
**"The Lawless Legion"**  
COMEDY—"BEEFSTEAKS"  
PARAMOUNT NEWS

At the Methodist Church  
Rev. Casey will preach Sunday morning and Rev. M. M. Beavers, Presiding Elder, will preach Sunday night.  
The pastor and family will leave Wednesday for Denver, Colorado. They are going on account of their sick boy, John. He will remain for the summer. The pastor and family will return in about two weeks. We are sorry to be away from the church, but circumstances makes it necessary for us to go.  
J. E. STEPHENS, Pastor.

Senior Epworth League Program For Sunday, June 23rd  
Leader—Flossie Reasonover.  
Songs.  
Scripture Isaiah 40:28-31; I Corinthians 10:12-13.  
Sentence prayers.  
Introduction—Leader.  
Prayer—A Source of Strength for Christian Living—Mary Crawford.  
The Study of God's Work—A Source of Strength for Christian Living—Lajannah Ramsey.

ing.—Lajannah Ramsey.  
Fellowship With Christ—A Source of Strength for Christian Living.—PBO Trasmell.  
Fellowship With Other Christians as a Source of Strength for Christian Living.—Eugene Harris.  
Service to Others As a Source of Strength for Christian Living.—Annetta Johnson.  
Announcements.  
League Benediction.—Reporter.

Wesley Bible Class  
The Young People's Wesley Bible Class of the Character Builders met at the Methodist church Sunday at 9:45, with all members present, except three. We missed you girls and hope you can be present next Sunday and bring a new member with you. Let's get busy and beat the boys in this contest.  
Fifteen to eighteen these girls ages are. If your girl is that age we want her in this class, as we are having contest between the boys this age and the girls, ending August 1st. By this method we hope to enroll more boys and girls in our Sunday school to help them in many ways, especially the teachings of the Bible.—Class Reporter.

Pleasant Valley Home Demonstration Club  
The Pleasant Valley Club met with Mrs. E. C. Martin, June 12, at 2:30 p. m. We had nine members and two visitors present.  
We had an interesting business meeting. The club voted to send Mrs. W. C. Hubbard as our representative to A. & M. short course.  
The hostess served delicious ice cream and cake. Our next meeting will be June 22 at the home of Mrs. Hubbard. Miss Strange will be with us and give a demonstration on packing a cold lunch. We extend a hearty welcome to new members and visitors.—Reporter.

There was a real lively bunch at the home of Mr. and Mrs. R. L. Jones and family, north of Sterley Sunday. Mr. and Mrs. G. W. Jones and daughter, Lucille, of the Rio Grande Valley are here visiting his brother, Mr. R. L. Jones. There was a nice dinner served at noon. Those present were: Mr. and Mrs. G. W. Jones and daughter, Lucille; Mr. and Mrs. Joe Hardy and family; Mr. and Mrs. D. A. Rosenberg, of Lockney; Mrs. Mary Lovejoy and grandson, Grady Rosenberg, of Silverton; Wallace Word, Earl and J. B. Mercer, Mr. and Mrs. Clay Mercer, Mr. and Mrs. Clyde Jones, Mr. and Mrs. Robert Jones, Jr., and two daughters, Virginia and Little Ruth Lanell. They were entertained by good string music played by Clyde James and Exie Jones. Some of the young folk went to the ball game at France and Mr. and Mrs. G. W. Jones and daughter left to go to see one of the boys, Lufe Jones.

Cedar 4-H Club  
The 4-H Club girls of Cedar Hill met June 18 at Evelyn Myrick's, with 100 per cent attendance, with agent present. We canned greens and adjourned to meet again when our tomatoes get ready to can. We are to have our cooking complete by then.—Reporter.

### HILLCREST

June 17.—The wheat and barley crops in this community will be ready to harvest soon.  
Mr. and Mrs. H. E. Edwards and son, Alfred, of Mayview, and Mr. and

Mrs. T. J. Campbell, also from that community, visited Mr. and Mrs. L. H. Lewis Sunday.  
Mr. and Mrs. Pierce of this community are the proud parents of a girl, that was born Wednesday, June 12.  
Mrs. S. L. Rushing and daughter of Fairview were visitors of Mr. and Mrs. L. H. Lewis Sunday afternoon.  
Mr. Bartlett and sons of Rails, visited Mr. and Mrs. Jessie Bartlett Sunday.  
Mr. and Mrs. J. O. Dudley are visiting his relatives this week-end.

### LIBERTY

June 17.—Clarence and Altha Strickland were Plainview visitors Saturday.  
Mrs. J. W. Anderson and daughter, Dorine, left last Monday for Temple, Texas, where she was called to the bedside of her father, Mr. W. J. Trout.  
Elsa Anderson and Altha Strickland spent Sunday with Mrs. Sarah Beard.  
Ruby Lee Cyfert spent Sunday with Pauline Strickland.  
Mr. and Mrs. Oscar Hammit left for Colorado last week.  
Mr. J. W. Anderson and son, A. J., visited Mr. John Dunlap and family Sunday night.  
Mr. and Mrs. T. G. Morton and children of Floydada and Mr. and Mrs. John Clendennen and daughter, Miss Myrtle, visited in the F. R. Bean home Sunday.

### ROSELAND

June 18.—There was very good attendance at Sunday school Sunday morning, but no preaching as the preacher did not come.  
The farmers are getting their machines ready to begin cutting wheat.  
Mr. and Mrs. P. M. Smitherman and Mr. and Mrs. C. V. Ford attended an Odd Fellow supper at Silverton Tuesday night.  
Miss Frances Lester, who has been attending college in Arkansas, came in last week to spend the summer with homefolks.  
Mr. and Mrs. Whitlock returned home Friday from Hillsboro.  
Mr. and Mrs. Guy Sams, Doris and Jimmie visited in Plainview Sunday.  
Mrs. Sims received news of the arrival of a great-grand daughter, Little Mona Jo Flack, born to Mr. and Mrs. Joe Flack, at Plainview, Sunday.  
A good crowd attended the club party at the school house Friday night. Everyone had a good time and ate lots of ice cream and cake.

### DOUGHERTY

June 17.—Master Ernest Gray is having his tonsils removed today.  
Sunday school was well attended Sunday.  
Several of the young people took dinner with the Misses O'Neills Sunday.  
Mrs. J. R. Readhimer received a message last week telling of the death of her sister in Louisiana. The community sympathizes with her in her loss.  
We also regret to learn of the death of Mrs. T. M. Law's sister of Spur, Texas. Mrs. Law returned Sunday night and brought the infant with her.  
The ball game, between Flomot and Dougherty here Sunday afternoon, was well attended. The score was 26-6 in favor of Dougherty.  
The first services will be held in the new First Baptist church here Sunday, June 23. Our pastor, Bro. Shannon, will be with us and probably some others.

### NOW IN LUBBOCK

You can now get the world-famous Draughton Training in the new Draughton's College at Lubbock, Texas. It costs no more than ordinary training, and through its Employment department, affiliating with other Draughton's Colleges throughout the south, you will have many advantages for positions not obtainable elsewhere. Special opportunities for a short time. Mail coupon for full information today.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
**PERSONAL MENTION**

Miss Hazel Bybee of Lubbock spent last week-end visiting her aunt, Mrs. Geo. Traylor.  
Little Miss Pauline Bybee is spending this week in Lubbock, the guest of the little cousins, Florine and Dorothy Neil Brown.  
M. C. Cornelius, who is just recovering from an operation, which he underwent at Temple, several days ago, has returned home, and is now convalescing at his home in West Lockney.  
H. M. Mason attended a convention of Clayton-Anderson Co. managers at El Paso last week.  
Artie Baker attended a reunion of the Baker families at Glen Rose, last week.  
Frank Morris has been confined to his home for the past several days on account of illness.

RODEO AT AMARILLO  
JULY 3, 4, AND 5  
Amarillo, June 20.—Tommy Kirnan of Smithfield, Texas, holder of many world championship rodeo titles, will be the feature attraction at the Tri-State Fair rodeo to be held at Texan ball park here July 3, 4, and 5, Wilbur

C. Hawk, president of the Tri-State association, announced last night.  
Kirnan, known to rodeo fans all over the country, will perform at each performance, matinee and evening, during the three days. He will be accompanied by his wife, Bea Kirnan, outstanding woman star known as "America's Favorite Horsewoman." Mr. and Mrs. Kirnan have taken part in every major rodeo in the world during the past ten years.  
Preparations are being made here to take care of a crowd of at least 10,000 during the rodeo. Cowboys are expected from all over the Panhandle, New Mexico, Oklahoma, and Kansas.  
Clyde Miller of Holly, Colorado, interested in taking part in the manager of the rodeo, arrived in Amarillo this week to supervise arrangements for the big show. Those various contests are urged to write to him at his office in the Ross Hotel, Amarillo.

### HALE COUNTY POURS FIRST NEW CONCRETE

Plainview, June 17.—The first concrete on Hale county's paving project was poured Friday at the north county line on highway 9, according to District Engineer Joe H. Caldwell, who with H. A. Wallace, division superintendent was here from Lubbock today to observe the beginning of the work.  
Mr. Caldwell said that with good conditions the contractors, Cook and Stucker, will be able to make about a mile per week in laying the concrete, and that within six weeks they will complete the stretch into Plainview.  
One hundred and fifty working days were allowed the contractors in which to have the concrete highway completed on the 21-mile stretch into Hale Center.

### SLAYER SAYS TROUBLE WAS OVER WOMAN

Painter Taken by Officer On Scene of Shooting, Makes No Denial

Wellington, June 16.—Jim Johnson, 23, was shot to death here this afternoon by Nat Austin, 45, a painter. The shooting was the result of trouble over a woman, according to a statement made by Austin to Sheriff McKinney following his arrest, the officer said.  
Several persons saw the tragedy which occurred at a corner of the court house square at 2:30 o'clock this afternoon. Austin was arrested immediately afterward, before he had left the scene, by the sheriff and was lodged in the county jail. He will be arraigned on a murder charge at 9 a. m. tomorrow.  
Sheriff McKinney stated he was told by Austin that Johnson approached him when he was at work yesterday and threatened him with a knife. No weapons were found on Johnson's body, however, after today's shooting, the sheriff said.  
Witnesses told the officer they saw the two men talking at the corner of the court house square, but did not hear what was said.  
The fatal bullet, fired from a .32-caliber automatic, struck Johnson in his right hip and traveled upward through his left side. He lived a short time, but apparently was unconscious and could not speak.  
Austin refused to discuss the shooting following his arrest beyond his statement that the shooting was the result of trouble over a woman and that Johnson had threatened him with a knife yesterday. He said, according to the officer that it was not a family affair.  
Johnson is survived by his widow. Austin also is married.

Mesdames Dines and Rankin Entertain Bridge Club  
Mesdames J. W. Dines and E. H. Rankin entertained the ladies of Lockney who play bridge, at the home of Mrs. Dines Thursday afternoon of

### HELLO BUDDY!



**TEN REASONS**  
Why To Buy A CHEVROLET  
1—Low First Cost.  
2—Less up-keep.  
3—More miles to the gallon.  
4—It "get's you there and brings you back," with SPEED.  
5—Has greater trade-in value.  
6—Can be serviced everywhere.  
7—Is COMFORTABLE and SAFE to ride in.  
8—Is a GOOD LOOKING CAR.  
9—You can own a HOME and own a CHEVROLET.  
10—It is a COMMON Sense.  
**COME IN!**  
**Dyer Motor Co.**  
Lockney, Texas

last week from 2:30 to 5:30 with a bridge party.  
There were seven tables arranged for the games, and the color scheme of lavender was carried out in the decorations and refreshments. Refreshments of cake and grape ice were served and sweet peas were the favors.  
The following ladies enjoyed the affair: Mesdames E. L. Woodburn, Artie Baker, Roy Griffith, Ryan Speegle,

Frank Perkins, O. E. Stevenson, Carl McAdams, Theo Griffith, Paul Shick, W. W. Brown, J. H. Hohlaus, Tom Rankin, Burton Thornton, Roscoe Snyder, E. Guthrie, Fay Guthrie, H. B. Adams, G. S. Morris, Frank Morris, Frank Dodson, John Broyles, Cleve McGhee, Watt Griffith, Tom Stewart, Alex Norris, N. E. Greer, S. G. Miller, S. M. Henry, A. R. Meriwether, and Tom McGehee.

**HELLO BUDDY!  
WHO YOU REKON I AM?**  
PEP is my name. I am the new Salesman for  
**DYER MOTOR CO.**  
— HERE ARE SOME GOOD BUYS IN USED CARS —

1926 CHEVROLET TRUCK—It is not such a good looking, but has a good home-made cab. The motor hits on all cylinders. A dandy truck to haul your wheat and cotton. Will take \$120.00 Cash now and balance of \$200 when you get your crop money. **\$320**

1927 CHEVROLET SEDAN—Has new pistons, pins and rings. The very latest model stuff is put into it. Paint and upholstery o.k. It is a DANDY GOOD CAR. Price for quick selling only \$160 down and \$30.00 month for ten months. **\$460**

1927 CHEVROLET IMPERIAL SEDAN—Is in first class shape, has just been overhauled, new pistons, rings and pins; rebored; paint and upholstery in good shape. This car cost when new \$860.00. We will knock off \$400 and let you have it on easy terms. **\$460**

1928 CHEVROLET COACH—It runs good, has never needed any work. Has run only 15,000 miles and is just broke in good. This is a real BUY and a money-saver for some one. Price only \$165 down and \$27.00 a month for 12 months. This good car for only **\$489**

AND MANY OTHERS  
**DYER MOTOR CO.**  
LOCKNEY, TEXAS

**WHEN YOU COME RIGHT DOWN TO FACTS**  
you lose money whether the roof burns or blows off. So why not buy windstorm and hail insurance as well as fire insurance and be protected.  
For that matter, why not drop in and make sure that all of your property insurance is right?  
List your rental property with me.  
**FRANK PERKINS**  
INSURANCE OF ALL SORTS—AND LOANS  
Phone 46 Lockney, Texsa

**HELLO BUDDY!**  
ACCESSORIES  
SUITS  
COATS  
DRESSES

**LET QUANTITY TAKE SECOND PLACE**  
IT is not so much the number of clothes in your wardrobe, but the care you take of those you have that makes for a good appearance. Clothes, regularly cleaned by Merchants Tailoring Parlor, will guarantee you a smart turn-out for a small cost.  
**Merchants Tailoring Parlor**  
Phone 114 We'll Call for and Deliver

**HOKUS GROCERIES**

10 lbs. CANE SUGAR ..... **49c**  
25 oz. K C Baking Powder ..... **19c**  
Lard Compound . 8 lb. bucket . **\$1.07**  
Sugar Stick Candy .... lb. .... **19c**  
Gallon Blackberries ..... **54c**  
9 lbs. Good Rice ..... **49c**  
Post Toasties ..... Each ..... **10c**

**G. S. MORRIS**

### YOUR BANK ACCCOUNT

You build your home institutions by patronizing them. We appreciate your business and offer you the best of service, courteous treatment, and the convenience of having your bank account at home, where you can get in touch with your finances without any loss of time. Let us be your banker.

### SECURITY STATE BANK

CAKE GRAIN, SNOW WHITE DOUGH BRAKE

### BREAD

FRESH DAILY

SPECIAL ORDERS ON PASTRY VISIT OUR SHOP

### CITY BAKERY

### BROOKS DRY CLEANERS

When It Leaves Us You Can Wear It

SEE OUR MANY SAMPLES AT **\$25.00**

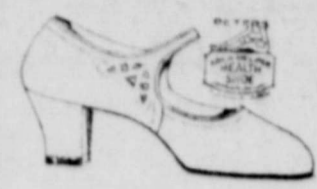
With a guarantee of fit and quality. TRY OUR SERVICE IN DRY CLEANING AND YOU WILL LIKE OUR WORK.

PHONE 191 Call for and Deliver

### WHERE DO YOU BUY SHOES

and do your feet hurt? We are making every effort to fit shoes exactly correct, and we know we are giving relief to a great many foot sufferers. We invite you to give us a trial. We feature combination lasts.

Our motto is Better Shoes for Less Money and a PROPER FIT ALWAYS.



This illustrated strap comes in Black with built in arch, combination last, AA, A, B, and C Widths, the price is only—

**\$5.95**

### BAKER MERCANTILE CO.

WHERE SHOES ARE PROPERLY FITTED

### A THRILL OF TASTE

Doesn't your mouth water for a delicious sundae? Try one of ours. Rich, smooth ice cream—fresh fruit and chocolate flavors—selected nuts—your favorite fountain delicacy just the way you like it!

### LOCKNEY DRUG COMPANY

The REXALL Store Lockney, Texas



### WE ARE—

Always striving for the upbuilding and betterment of our town and community. Let us help you with your building problems.

We know a plan whereby you can own your own home.

### South Plains Lumber Company

BUILDING SERVICE

### LOCKNEY PRODUCE CO.

Pays the Highest Market Prices for

### Produce, Cream and Hides

Gives better weights and tests. If you need a better poultry feed we have it—

### THE WES-TEX FEEDS

It will pay you to start your turkeys with it.

### WHIPPET CARS

### MICHELIN TIRES AND TUBES

FIRST CLASS AUTO REPAIRING GASOLINE, OILS, ACCESSORIES STORAGE—OPEN DAY AND NIGHT

WE WANT TO SERVE YOU

### WALLER MOTOR CO.

## A Rolling Dollar

A ROLLING DOLLAR will never roll back your way if you start it out of town. You have bid it good-bye on its journey to some other community whose Loyal Citizens will anchor it.

Boosting a town requires something else besides sentiment. You are only doing your civic duty when you work from EVERY angle to make this the best community center you know of. Spending your money here is one of the best ways you can help. Your harvest will be better if you—

Plant Your Dollars Here

### MESSIMER'S GARAGE

### FOR GENERAL REPAIR WORK

ROAD SERVICE ON TIRES, TUBES AND ACCESSORIES

GOOD GULF GAS AND OIL  
MAGNOLIA GAS AND OIL

### UNITED STATES TIRES

Phone 124 Lockney, Texas

### LADIES' PHOENIX SILK HOSE

The latest creations in Phoenix Silk Hose for ladies, and at such moderate prices, quality considered. See the new hose, while they are new. Price range—

**\$1, \$1.50, \$2**

### E. L. AYRES

The Home of Hart Schaffner & Marx Clothes

### PENNANT GAS AND OILS

You can depend on our gas and oil being the best you can use.

### FIRESTONE TIRES AND TUBES

The Tire that has stood the test of time.

### PENNANT SERVICE STATION

P. E. Shick, Proprietor  
Phone 131 Lockney, Texas

### WE WANT YOUR TRADE

If you have grain to sell we want to buy it. If you want to buy any kind of grain for your cows, hogs or chickens, or you are in need of the best grades of coal, we want to sell to you.

### COAL AND GRAIN

We want to do business with every farmer, dairy and poultry man in the entire Lockney country, and we offer you the best prices and fair treatment at all times.

### SOUTH PLAINS GRAIN CO

Phone 23 Lockney, Texas

## Any National Bank..

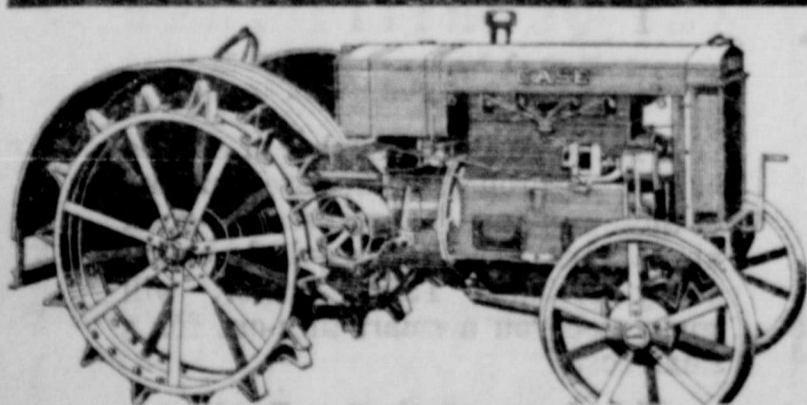
—is protected so deeply by the Federal Reserve Banking System that it would truly require something akin to a revolution or world sweeping and disastrous war to as much as dent its integrity.

We are such a bank. When Uncle Sam goes out of business—So Do We!

### FIRST NATIONAL BANK

## EAT CONEY ISLAND 5c COZY CAFE

We have plenty of Refrigerators to keep you cool, prices right. We also handle the Super-Fix that makes its own ice and keeps everything cool, only costs you 2c per day to operate it. We also sell the Baltic Cream Separator. Come to see us before you purchase. We also have plenty of Hardware and Furniture to sell. We have just unloaded a new car, priced right. Yours to serve.  
CRAGER HDW. & FURNITURE CO.



### CASE (E. B.) IMPLEMENTS

WE WANT TO SERVE U

### Dagley-Patterson

### BUILDING MATERIAL OF ALL KINDS ALSO A COMPLETE LINE OF PLUMBING FIXTURES

A GOOD PLACE TO TRADE

### J. C. WOOLDRIDGE LUMBER COMPANY

S. W. PERRY, Manager (Back at the old stand)



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

Our methods excel for skill, accuracy and optical technique.

DR. WILSON KIMBLE, OPTOMETRIST  
FLOYDADA, TEXAS



THIRSTY?

If so, stop in at Stewart's where any sort of zippy cooling drink will be skilfully concocted for you at once. You can depend on the purity of our refreshments as well as the taste.

STEWART DRUG COMPANY

There's a truth the public's beginning to learn, It's causing many to Chiropractors' to turn. It's "Use natural methods to treat disease, And you'll more likely get results that please." So in order to give yourself a square deal, Go and tell a Chiropractor how you feel.

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

Let the other fellow pay his own way

Why should you pay somebody else's tire bill? That's what you are invited to do by the "limited mileage" guarantee that puts a premium on carelessness and a penalty on the careful driver. Buy your own tire mileage, buy it at lowest cost, and have it guaranteed to you by GOODYEAR:

EVERY GOODYEAR AND PATH-FINDER PNEUMATIC TIRE IS GUARANTEED AGAINST DEFECTS FOR ITS ENTIRE LIFE.

Come to us for guaranteed Goodyear Tires—your size and your type, at your price—and our standard Goodyear service.



It costs no more to buy Goodyears

OZARK FILLING STATION

JACKSON BROS., Props.

LONE STAR

June 17.—Sunday scholo was held at both churches Sunday morning, but there was no preaching at either place. Sunday evening at the Baptist church the Intermediate B. Y. P. U. rendered a program in the main part of the building, that was enjoyed by everyone. After the program everyone enjoyed a short talk by Bro. Shephard, a student of Baylor University.

There was a singing at the Methodist church Sunday afternoon. After the singing the Methodist young people organized a league.

Joe Reeves gave a singing Saturday evening. There were not so many present but good singing was enjoyed. Joe Reeves and several more attended the Plateau Singing Convention at Hereford Sunday.

Mr. Bert Bobbitt returned Tuesday from Hillsboro, where he went and attended his grandfather's funeral. His sister, Miss Alma Bobbitt, came home with him. She remained until Sunday afternoon. While here, she visited with friends in Floydada, Plainview, Lockney, and the Whitlock family in Roseland community.

Mr. and Mrs. B. A. Howell of Quannah visited Mrs. Howell's mother, Mrs. W. T. Reeves, this week-end. They ate diner with Mrs. Bert Bobbitt Sunday. They returned home Sunday afternoon and Miss Bobbitt went as far as Quannah with them. She took the train there Sunday nite to go to her home in Oklahoma City.

Mrs. Bill Johnston, who has been in the Plainview Sanitarium for about a month, is making rapid improvement. She expects to come home the latter part of this week. Her little two-year-old boy has been real ill, but at the present he is very much better. Mrs. Jim Johnston, sister-in-law of Mrs. Bill Johnston has her little baby boy at the present.

Mr. and Mrs. J. B. Allen and family visited with relatives in Clarendon Sunday.

Mr. and Mrs. Goree Applewhite and son visited with Mrs. Applewhite's relatives in Canyon this week-end.

Mr. and Mrs. Raymond Blount and children and Mr. and Mrs. George Newman and children visited Mr. and Mrs. Bob Reeves Sunday. In the afternoon they visited with Mr. and Mrs. Wells of this community.

The Senior B. Y. P. U. and other young people not members of the B. Y. P. U. enjoyed a social given at the home of Mr. and Mrs. L. Buthe. Many interesting games were played and at a late hour refreshments, consisting of cake and lemonade, were served.

LUTHERAN NEWS

June 17.—The wind of the past few days has been very fierce.

Wheat is ripening fast. Many are starting cutting.

Mr. C. W. Crouch is quite sick at his home. His daughter, Miss Icie, is home from Plainview, to be with him.

Mr. and Mrs. Joe Zimmermann was called to the bedside of his mother, who is very ill at the home of her son, Dee, near Aiken, last Thursday. Marvin Scheele was in town Thursday on business.

Several new combines have been purchased in our midst the past week.

D. J. Kennedy was in Sterley Thursday on business.

Dee Zimmermann of Aiken was in our midst on business Wednesday.

Walter Boedeker and wife were shopping in Plainview Saturday.

June 18.—The Lutheran Ladies' Aid met on June 2nd, at the church and held a very interesting meeting. The meeting was opened by song, psalm reading, and prayer by their pastor, Rev. Herber. There were thirteen members present and two visitors. The president appointed new members for the visiting committee as follow, Mrs. Ben Quebe, chairman; Mrs. Chas. Boertz, and Mrs. Willie Rauschenback. They will serve three months on that committee. They are to visit the sick and help in any way they can. A letter was received from Miss Nan, State Secretary of the Aid Mission Auxiliary for Texas, stating that at the recent annual convention held at Austin the Aids have decided to form into districts. We are to certain to pretty, Winters and Slaton. The subject was not definitely decided. The aid is trying to raise money to buy a new organ for the church. The next meeting will be held at the home of Mrs. Ben Bradis, July 3, at 2:30 p. m. The meeting was closed with prayer.

Rev. Herber's mother of Fredericksburg has been his guest the past few weeks.

W. A. Boedeker started cutting wheat the first of the week.

Wheat is ripening fast and the sing of the combines are heard every where.

Mrs. Joe Zimmermann is spending a few days at the home of Dee Zimmermann helping waiting on her mother-in-law, who is sick there.

PROVIDENCE

June 18.—Miss Strange did not meet with us last Tuesday, but will meet with us next Tuesday, June 25.

The Providence boys played base ball at Flint Sunday. The scores were 13-2 in Providence's favor.

Dorothy Williams is spending this week with Margie Dale Bennett.

Mr. and Mrs. Taylor Golden and children visited in the Bennett home last Sunday.

Mr. Dan Adair of Floydada visited in the McPeak home Sunday.

Mr. and Mrs. L. A. Williams visited in the O. L. Bennett home Monday. Mr. and Mrs. Taylor Golden spent Sunday with their daughter in Prairie Chapel community.

Mr. and Mrs. Willard attended the ball game at Plainview Sunday.

Bessie Nelson of Plainview is visiting Mr. and Mrs. Doc Bennett.

Eva Taylor visited Mr. and Mrs. Roy Clements Sunday.

Mr. Loyd Thompson visited in the Carter home Sunday.

Mr. and Mrs. McPeak's son from

DR. D. T. JORDAN, M. D.

Physician and Surgeon  
Office at Thornton Drug Store  
Office Phone No. 15, Res. Phone 25  
South Plains, Texas

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

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

SOUTHWESTERN LIFE

A STRONG TEXAS COMPANY  
January 1, 1929 Insurance in force  
\$246,958,606.00  
Paid to Policyholders and Beneficiaries since organization in 1903  
\$14,385,446.00

We solicit correspondence from those desiring life insurance and farm loans.

W. R. CHILDERS, Rep.  
W. C. Roberson, L. R. Harris  
SOLICITORS  
LOCKNEY, 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  
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GRADY R. CRAGER  
ARCH CRAGER, Asst. Mgr.  
Funeral Director and  
Embalmer  
PRIVATE AMBULANCE  
Phones: Day 121, Night 34W or 79J.  
LOCKNEY, TEXAS

WILSON STUDIO & ART SHOP

FLGYDADA, TEXAS  
PORTRAITS, VIEWS, PANORAMA VIEWS  
KODAK FINISHING, ENLARGING.  
ART PICTURES AND FRAMING

WILD WEST



MILLER-KING

RODEO  
AMARILLO  
TEXAS

JULY  
3-4-5

TEXAN Park

ADMISSION  
50c-75c-\$1.00-\$1.50

\$7.500

IN PRIZES

DAY AND NIGHT PERFORMANCES

MEAN-WILD STOCK

WORLD'S BEST RIDERS-ROPER

BULLDOGGERS

DON'T MISS IT!

Abilene, Texas, visited last week-end with them.



with  
THE NATION

MR. FARMER, you know how it is with crops: You can't grow orchids with carrot seed. Similarly, you can't grow profits on a "shoestring." Only by adequate capital can you participate in the feast of popularity. Capital? That means a friendly connection with the Security State Bank.

We want your business, and will appreciate same.

SECURITY STATE BANK

We Want Your WHEAT

We want to buy your wheat. We pay the highest market price at all times, and give you prompt and efficient elevator service. Tell the man on the truck or wagon to carry your wheat to Hohlaus at the South Plains Grain Co. Elevator, Lockney, and you will be satisfied with the service we are able to render you.

Call No. 23, for any information you might want during the harvest season, we will be glad to assist you in every way possible.

SOUTH PLAINS GRAIN COMPANY

Phone 23 - Lockney, Texas

MAKE THIS A MUSICAL SUMMER

WE HAVE THE BEST IN MUSICAL MERCHANDISE—

Brunswick, Columbia and Victor  
Phonographs and Combinations  
KIMBALL PIANOS

ON TERMS

THIS ADVERTISEMENT WILL BE ACCEPTED FOR \$10.00 AS PAYMENT ON RADIOS

W. L. MEIER MUSIC CO.

716 Broadway PLAINVIEW, TEXAS

# COMING TO LOCKNEY

All Week Commencing MONDAY, JUNE 24

DOC. MAYBERRY'S

## FREE TATE-LAX SHOW

BIGGER AND BETTER THAN EVER PRESENTING

SEVEN HIGH CLASS ENTERTAINERS

FEATURING

"HOT DOG MOORE"

The Funniest, Fastest Stepping Blackface Comedian You Have Ever Seen.

PROF. JOHN NORMAN

The Human Pipe Organ, With His Piano Accordion

JACK MARSH AND BERNARD ERWIN

The Original Banjo Twins of Radio Fame

GINGER KNAPP

In Clever Songs and Dances

AND OTHER HIGH CLASS ENTERTAINERS

IT'S CLEAN, IT'S FREE

And You'll Laugh Till Your Sides Ache.

DON'T MISS IT

FOR SALE OR TRADE—Good 4-year old Mammoth Jack, will do good service. See me at house.—P. M. McDonald, Lockney. 38-tf-c

ONE MODEL 8 one ton International Speed Truck, with grain body, new motor, value \$650.00. Would trade for new Ford light delivery.—Leonard Crowell, Flomot, Texas. 39-2t-c

Any one wanting grass for their livestock, see me.—Dorsey Baker. 39-tf-c

### HEAL THOSE SORE GUMS

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

WILL TAKE as exchange on radios good used pianos.—W. L. Meier Music Co., 716 Broadway, Plainview, Texas. 39-4t-c

FOR RENT—An apartment. See E. L. Marshall. 40-tf-c

Dr. J. H. Crenshaw, M. D. of St. Louis, says, "Seventy-five per cent of the school children are afflicted with some form of spinal curvature or spinal defect and these are the cause, later in life, of many grave and dangerous diseases."

We correct the above conditions and eliminate the affect.

Have your spine examined with out cost or obligation on your part.

S. T. COOPER, D. C. P. H. C.

Lockney, Texas

Up Stairs next to National Bank

### SOUTHWESTERN BELL TELEPHONE CO.

Thirty-sixth Dividend

The regular quarterly dividend of one dollar and seventy-five cents per share on Preferred Stock will be paid on Monday, July 1, 1929, to stockholders of record at the close of business on Thursday, June 20, 1929.

R. A. NICKERSON, Treasurer.

### AMERICAN TELEPHONE & TELEGRAPH CO. BELL SYSTEM

159th Dividend

The regular quarterly dividend of Two Dollars and Twenty-five Cents (\$2.25) per share will be paid on Monday, July 15, 1929, to stockholders of record at the close of business on June 20, 1929.

H. BLAIR-SMITH, Treasurer.

### PLEASANT VALLEY

June 16.—Mr. and Mrs. V. D. Harris of Floydada spent Sunday with Mr. and Mrs. C. F. Harris.

Mr. and Mrs. T. B. Mitchell and children spent Sunday afternoon with



## HOUSE DRESSES

EVERY one of these dresses is brand new and all are developed of quality materials. Dresses that embrace every new idea in flares, tiers, pockets, necklines and belt treatments. Gay floral designs—newest coin dots and new checks, all at attractive prices.

Sheer Voile Frocks

Crisp Gingham

Smart Batiste Frocks

## Baker Mercantile Co.

THE STORE WITH THE GOODS

### WANT COLUMN

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. Honca, at Baker Mercantile Co.—Hollums, Floydada Florists. 18-tf-

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

FOR RENT—Two room furnished.—Mrs. J. L. Dugley, Phone 43. 32-tf-c

WANTED TO BUY—Baby calves.—Mr. Ervin C. Martin, Phone 176 Lockney, Texas. 33-8t-pd

FOR SALE—5, 10, and 20 blocks on gas line, adjoining the town of Lockney, on easy terms.—J. B. Downs.

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

FOR SALE—Several thousand bundles of Kaffir Corn.—L. Bath, Phone 9018F2, Lockney. 37-4t-p

FOR SALE—1925 model Ford touring car, in good shape, terms.—Ed Whitfill, phone 202. 39-3t-c

# PIGGY-WIGGY

HELPS THOSE WHO HELP THEMSELVES

## Pre Harvest Specials

WITH \$2.50 PURCHASE (other than Flour) WILL SELL  
**20 lbs. CANE SUGAR \$1.00**

**MINCE MEAT Package 9c**

DOZEN BIG  
**ORANGES 25c**

CRISP AND FINE  
**POTATO CHIPS 5c**

NEW  
**SPUDS, and they are fine lb. 5c**

24 POUND SACK  
**HONEY BEE FLOUR 79c**

**BROOM A good one 39c**

**CHEESE Your know the Quality lb. 25c**

**RIB ROAST lb. 16c**

PLENTY CAT FISH, DRESSED FRYERS, MUTTON  
FRESH CREAM

Don't Forget the Cool Bubbling Fountain

Mr. and Mrs. T. J. Marr.

Mr. and Mrs. E. T. Pratt and daughter, Gladys, were Plainview visitors Thursday of last week.

Pauline Bell of Lockney spent Sunday with Doris Fields.

Mrs. H. O. Shurbet spent Sunday with Mr. and Mrs. E. R. Harris of Lockney.

L. V. Shurbet was on the sick list last week.

Mr. and Mrs. Sam Powers of Eastland came in Sunday for a week's visit with their parents, Mr. and Mrs. N. T. A. Byars.

Miss Lucille Marr spent last weekend in Plainview and Prairieview with her sister.

Mr. and Mrs. W. C. Hubbard and family spent Saturday and Sunday with relatives at Hereford.

Mr. and Mrs. C. F. Harris and family spent last Saturday evening in the home of D. V. Childress.

Mrs. N. T. A. Byars spent Sunday afternoon with Mrs. D. V. Childress.

Mr. and Mrs. Hilery Shurbet spent Sunday with their parents, Mr. and Mrs. Hanna, of Sand Hill.

Mr. and Mrs. R. C. Yarbrough and brother, Mr. Colson, and Herchel spent Thursday of last week in Olton and Plainview.

Mr. and Mrs. T. B. Mitchell and family spent Saturday in Plainview with their parents, Mr. and Mrs. Moseley.

Mr. and Mrs. E. T. Pratt and family spent Sunday in Ralls.

Gleden Reasonover spent Sunday with Leland Fields.

Mr. and Mrs. John Hankins of Tullia spent Sunday afternoon with their cousins, Mr. and Mrs. C. F. Harris.

Mr. and Mrs. LaFrance of Muncy community spent Sunday with Mr. and Mrs. Lee Reeves.

Mr. and Mrs. L. M. Watkins and children and Mr. Micheils and children spent Tuesday afternoon in Plainview.

Mrs. Edd Nichols spent Monday with Mrs. Lee Reeves.

Mr. and Mrs. Vernard Harris and Oland Harris spent Sunday with Mr. and Mrs. C. F. Harris.

Mrs. H. W. Visor of Plainview spent Saturday and Sunday with her children, Mr. and Mrs. W. E. McClure.

Fonice and Edna Collos, and Katherine Harris spent Thursday evening with Lola Lee and Mozelle Childress.

### CENTER

June 18.—Farmers are quite busy this week working out the cotton and feed in our immediate community. They will almost catch up this week ready for another rain.

The high winds are sapping our

moisture up fast.

Rev. A. L. Jordan and wife are here visiting his parents for a few weeks.

C. O. Spence and wife spent Wednesday of last week in Plainview prospecting and visiting too.

Alton Noland celebrated his birthday with a slumber party Saturday night. Orvel and Adrial Spence and Floyd Montgomery were among those present.

Mr. and Mrs. Ross and Mrs. Montgomery spent Sunday with Mr. and Mrs. C. O. Spence. The ladies all visited Mrs. Gill of Fairview in the afternoon.

W. B. Jordan and family, A. L. Jordan and wife attended church at Floydada Sunday morning.

A goodly number from Center attended singing at Sand Hill Sunday afternoon.

Mmes. J. L. King, John Burgett, the elder Mrs. Burgett, R. P. King, and G. C. Tubbs spent last Friday at the Jordan home. All of us enjoyed the day quilting.

Mr. and Mrs. N. R. Austin visited awhile at the old home, returning to

Littlefield in the afternoon.

Remember next Sunday is our regular preaching day with singing in the afternoon.

## MUSIC LOVERS

We have a very complete stock of grand and upright pianos in the justly famous Kimball.

We have the only genuine Victrola and a full line of stringed instruments as well as player rolls, records, and sheet music, both popular at 35 cents and the McKinley series at 20 cents.

We invite you to visit us or drop us a line expressing your needs and our salesman will call.

**CARTER MUSIC CO.**  
FLOYDADA, TEXAS

## Baker Hotel Coffee Shop

SLIM CREWS, Prop.

REGULAR DINNER 50c

MONDAY—Chamber of Commerce Day.  
TUESDAY, WEDNESDAY AND THURSDAY—  
Traveling Men's Days.  
FRIDAY—Rotary Day.  
SATURDAY—Farmers Day.  
SUNDAY—Church Going People's Day.

We solicit the trade of all of you Everyday

We need your business to maintain a first class cafe in Lockney, and will assure you of the best of service and something good to eat at all times.

SPECIAL SUNDAY DINNER ONLY 50c