SPECIAL EDITION

SECTION ONE

PAGES 1 to 8

THE LOCKNEY BEACON

The Gateway to the Magic Plateau

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-EIGHT

Lockney, Texas, Thursday, November 22nd., 1928

Number 10

Regular Train Service Starts Friday, Nov. 22 DALLAS, FORT WORTH, WICHITA FALLS, CHILDRESS, AMARILLO HERE Special Trains Arrive at Noon for Lockney Celebration

Fort Worth and Denver South Plains Road Opens Vast Area to Development

(By L. M. Hogsett, General Freight Agent Fort Worth and Denver City Railway Co., The Wichita Valley Railway Co., Fort Worth and Denver South Plains Railway Co.)

which was but an arm of the Union Pacific, one of the first transcontinental trunk lines.

The Union Pacific was reorganized and the Colorado and Southern was South Plains Railway Co.)

The Forth Worth & Denver South Plains Railway has completed not only the largest railroad construction was added to the group.

as contact for railroad is concerned, the new line affords this section of Brazos Valley Railroad. West Texas an opportunity to grow and develop into one of the richest of all the Southwest.

Through its parent companies, the Burlington System, the Colorado and Southern, and its closely associated tact with the outside transportaion roads within themselves. world which affords Texas and this Burlington System that consruction new territory unlimited expansion op- of the Fort Worth and Denver South

The Burlington System, to which the Fort Worth and Denver City sibilities of this territory heretofore Railway, the Colorado and Southern, the Wichita Valley Railway and the new line belong covers the richest road. traffic fields of the United States, the Fort Worth and Denver City at with over 11,000 miles of steel rails.

ord time, the Fort Worth and Denver South Plains Railroad has had to deal with difficulties beauty the new line extends southwest 69 miles through Parnell, Tampico and Turkey in Hall

Two of the three tunnels in Texas have been built by the new line. From an elevation of slightly more than road elimbs to an elevation of more Plains, Texas and west located on top of the "Cap Rock." The construction was completed in less than two years from the time it was started, December 20, 1926.

History of Growth

Looking backward for a moment we find that the Fort Worth and Denver City Railway, from which the new line has grown, was chartered by a special act of the legislature in May, 1873, but it was nine years later before the first link-35 miles-from Fort Worth to Decatur was complet-

Slowly but steadily the road pushed forward-62 miles to Bowie was completed in July, 1882, Wichita Falls. 114 miles was reached in September. 1883, to Harrold, 144 miles, in 1885, to Vernon, 163 miles, in 1886, to Clarendon. 276 miles, in October 1887, and to the state line at Texline, 453 miles. or January 26, 1888.

Through service from Fort Worth to Denver was inaugurated March 1. 1888. Thus it is seen that modern methods marking for speed can accomplish far better construction in far better time.

The Wichita Valley Railroad, from Wichita Falls to Seymour, was built in the early 90's. Later followed construction of the line from Sevmour to Stamford and from Abilene to Stamford. Still later the line was extended from Stamford to Sour. Dickens County. It was not until 1923 that the Wichita Valley was extended norhward from Wichita Falls to Waurika Oklahoma, which is just across Red River from Texas. In 1925 the Fort Worth and Denver City line was extended eastward from Fort Worth to Dallas.

The group of roads in Colorado and Texas composing the Colorado and Southern System has an aggregate mileage of about 2.000. of which about one-half is in Texas alone. Consolidation of lines composing the Colorado and Southern System was effected in

Originally the lines were known as the Union Pacific, Denver and Gulf,

formed as the parent company, with the Fort Worth and Denver its arm in Texas. Later the Wichita Valley

Through purchase still later the in Texas the past 10 years but also set a new record for fast construction. Stretching out over 204 miles of was effected by joint nurchase with practically all virgin territory insofar was effected by joint purchase with the Rock Island of the Trinity and

Burlington Its Parent Road

Watching over all these various roads and branches is the Burlington System. And through an alliance the Texas and Colorado lines are afforded uninterrupted service to and from the Northwest over the Great Northrelative, the Fort Worth and Denver City Railway, the new line has a con-

It was through the efforts of the Plains Railroad was made possible. sibilities of this territory heretofore untouched to a large extent by a rail-

Connecting with the main line of Estelline in Hall county the new line with difficulties heretofore not en-countered in railroad construction in Sterley in Floyd County; thence southwest 54 miles to Lockney and Petersburg to Lubbock.

From Sterley another main line of the new road runs west through miles northward from Sterley to Sil- early crops, praticularly wheat. verton in Briscoe County.

new road was handled November 1, less-than-carload traffic were estab- ballasted railroad and is expected



Vice President and General Mgr The Ft. Worth & Donver Rai'road.

1,800 feet at the Estelline end, the Plainview in Hale County and thence installed June 1, 1928, upon completed at to us by the Fort Worth & Denver duce the famous truck farming that the plainview in Hale County and thence installed June 1, 1928, upon completed at the Estelline end, the Plainview in Hale County and thence installed June 1, 1928, upon completed at the Estelline end, the Plainview in Hale County and thence installed June 1, 1928, upon completed at the Estelline end, the Plainview in Hale County and thence installed June 1, 1928, upon completed at the Estelline end, the Plainview in Hale County and thence installed June 1, 1928, upon completed at the Estelline end, the Plainview in Hale County and thence installed June 1, 1928, upon completed at the Estelline end, the Plainview in Hale County and thence installed June 1, 1928, upon completed at the Estelline end, the Plainview in Hale County and thence installed June 1, 1928, upon completed at the Estelline end, the Plainview in Hale County and thence installed June 1, 1928, upon completed at the Estelline end, the Plainview in Hale County and thence installed June 1, 1928, upon completed at the Estelline end, the Plainview in Hale County and thence installed June 1, 1928, upon completed at the Estelline end, the Plainview in Hale County and the Plainview in Hale Coun northwesterly to Dimmitt in Gastro tion of the track laying. This was Lockney, Texas and interchange than 3000 to 3600 feet at points South County. A branch line extends 20 done to assist shippers in moving tracks at Plainview and Lubbock will

I me of circle id r tes fror between the FW&DC and the P&SF the added railway facilities brought abundance, and in most cases out pro-

be completed within the near future. Effective November 1st, 1928, The new line, with the exception of First business over any part of the agency stations handling carload and a small branch mileage, is a first class 1927, when a full line of carload lished at: Turkey, Quitaque, Sterley, from the very beginning to afford opfreight rates to and from all points
Quitaque and Turkey east was installed.

Plainview, Hart, Dimmitt, Silverton,
Lockney, Petersburg, and Lubbock.
Tracks for interchange of business state in the Union.

An Editorial

This issue of the Lockney Beacon extensions in the South Plains country and the inauguration of regular train service to Lockney and the other towns along the new route also are train service to Lockney and the other towns along the new route; also as a special welcoming of the delegations on board the Special Trains from Childress, Wichita Falls, Fort Worth, Dallas, Amarillo, and the Denver's official train. We invite the Denver officials and the visitors from the cities of Texas to take special notice of this particular section of the country and vast undeeveloped resources that are to be found on every hand. We call their attention to the wonderful progress that has been made in this section of the South Plains in the last decade, to the thriving town we have built, to the wonderful development that has taken place in our agricultural development, to the great amount of diversified farming that is noticeable on every hand, and to the foundation that we are leving for the noticeable on every hand, and to the foundation that we are laying for the development of the best and most reliable farming section of Texas to-day.

The development of the South Plains, and the Shallow Water Belt, has been hampered in the past because of the inadequate transporta- any profit that can be had from raistion facilities in this part of the country, and Floyd county in particular has been isolated from the world by reason of only a short spur-line of of smaller size then truly this country will be the major crops like cotton and wheat. When the acreage in this country is cut so that farms will be of smaller size then truly this country will be the major crops like cotton and wheat. tion facilities, and it was necessary to crops wil be sure things every year go half way across Texas in order to In the Lockney country we are blessed gets its products off of the Llano Es- with shallow water for irrigation purtacado or Staked Plains, yet this county is today the most advanced diversified farming county in the entire fruits, etc., that can be grown in this South Plains Railway and the Quanah, tions such as the Rio Grande Valley Acme and Pacific Railway, and the and Southern California. With small servcie we are getting from the tracts of land under truck farming branch line of the Panhandle & Santa and under irrigation this county will Fe, we can now reach the world's grow by leaps and bounds, and as markets with our production at a the biggest item in this development much lower freight rate, in much has been accomplished, when we rebetter time, and can compete with the ceived adequate transportation facilisections of the country in the agricul- ties, we look for the country to quickural line that we have never been able ly become one of the leading truck farming countries of this nation. cope with before.

We say truthfully, but not boasting-ly, that there is no country known to try have never been high, and plenty lean years and good years in all parts population are of the white race. of Texas owning to rainfall received We invite the visitors to investito raise a good wheat crop, in the Locknev and the Locknev country. spring the farmer can plant his cotps in one year, but this work.

is true in this immediate section of is a special greeting to The Fort Worth & Denver South Plains Railway Co. upon the completion of their year on the Plains, we have good and

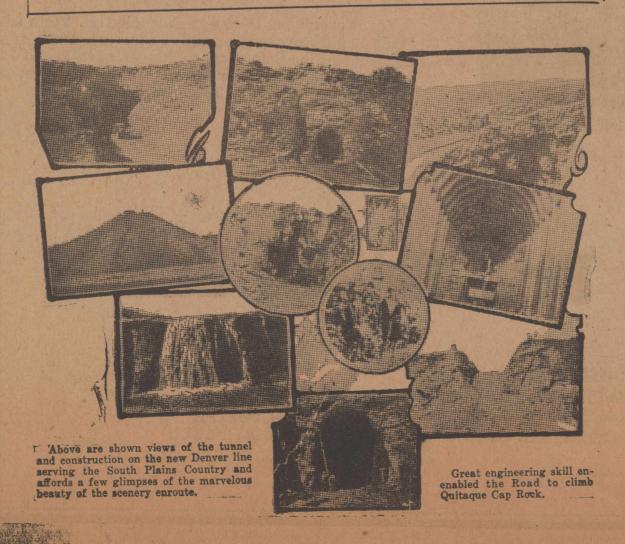
bred cows and raise more hogs and railway was available for trnsporta- try will come into its own, and all Western part of the state, and with kind of climate can be raised in an

us in the whole world that surpasses of good farming land is still available the South Plains of Texas for agriculatural purposes. In the section of be bought in this section at a price which Lockney is one of the chief ranging from \$40 to \$100 per acre, cities the soil is from three to six according to location, and every acre feet deep, and is of the very richest is good land and will produce the very texture that is to be found on the best of crops. Floyd county has not globe, to this rich soil is added an overlooked the important items that abundant supply of the very best go to make a good citizenship, and water that can be found, testing 99.6 today we have twenty-five of the best per cent pure, and the supply is suf- brick school buildings to be found in ficient to irrigate every acre of land in any county in Tevas, and of this numthe county at a nominal cost for ber twenty-one of these brick buildpumping and is to be found for irri- ings are in the rural communities of gation purposes from 60 to 80 feet the county. Most any place in Floyd below the service. The climate is county is within a mile or two of one such that practically all crops that of these nice brick school buildings, can be grown in the Temperate Zone where the children of the farming are abundantly grown in this section population can receive first class of the country. Lockney is in the rural educational instructions, and belt of country where cotton and where community centers are estabwheat overlap, and small grains of all lished that tend to make of the popkinds are grown. This means that ulation of our rural communities the every farmer has three chances to very highest type of civilization that make a crop every year. As is well can be found. Good churches are loknown by the visitors on the Special cated in both the towns and rural Trains, as they are Texans, we have communities, and all the farming

and that is just where this particular gate the resources of this particular section of the country proves it is section of the South Plains, and they the best agricultural section of the will find that any and all citizens will state—here if we have insufficient be willing and ready to enlighten rain fall in the fall and winter months them on all questions concerning

ton and feed crops and make a good Removal of the sand from the road turn off his lands, if the season is bed of the Midland to Andrews road sufficient to raise both wheat and has been completed lately, at a cost cotton crops in one year, he has a of only \$264.00 which was taken from double crop for revenue, there are the regular chamber of commerce very few sections of Texas that can budget at Midland. H. L. Hart, Mcboast of the fact that they can raise Carleyville farmed supervised the

SCENES ALONG THE NEW DENVER LINE





Grain Sorghum Crop in The Lockney Country This Year

THE GRAIN SORGHUMS-A GIFT are underway to place the grain sorg-To the Pioneer

To milo maize, kaffir and the rethe South Plains of Texas.

did not have its "pacth of feed."

increased year by year. The product perts agree that Floyd county steady market at all times, and plans of the U

hum market on an international basis.

Dairying, hog raising, cattle feeding lated grain sorghums crop may be and the production of poultry and attributed the fact that they are the surest crop that can be planted upon prime investigations of poultry products are the factors that have made the grain sorghum crop of and wheat comprise this crop in the surest crop that can be planted upon prime importance. Already, many mills throughout the state are using a Because of this sureness together large amount of the grain in the prep with their wonderful food value to aration of balanced feeds for the cattle, hogs, and poultry, milo maize above mentioned industries. The to prevent the deterioration of the was one of the first crops to be planted on the Llano Estacado.

Plains farmer takes a lesson from the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and is now prewith a cover crop immediately after the professional feeders and the profes Even though the average cattleman paring his own product for his own harvest, this crop to be plowed under did not welcome the farming industry, use and the result is clearly seen in while green. The following year, this hardly a ranch could be found that the increased production of both dairy land will be planted to cotton follow-

culture of the grain sorghum crop has grain sorghums in this section, exis now shipped to the feeding centers destined to become one of the cattle tion of the nation, thus establishing a feeding, dairying and poultry centers



Every Ytar Good Crops of Feed are Raised in this Country

THE LOCKVIEW DEMONSTRA-TION FARM

Situated exactely halfway between Mills.

| view Demonstration Farm was estab-Lockney and Plainview Cotton Oil tion work among the farmers, co-op-

kney and Plainview, in the heart Due to the location, it is the aim of of the Shallow Water Belt, the Lock- the management of the farm to dem- of the territory.

tion in the culture of staple crops, the profitable production of dairy and poultry products, together with the economical feeding of livestock, consuming the native grown feeds supplemented with the cotton seed products

Two inefficient irrigation plants were on the 240 acre tract when purchased and it is the plan of the management to equip the pumps with modern engines using natural gas, supplied from the Amarillo fields, as

Practically the entire acreage will be planted in staple crops, however, experiments will be made on small plats of untried crops. Cattle feeding will be one of the major features in the farm program, thus necessitating ample pasturage at all times. About 25 acres of temporary pasture

In an effort to produce the mos economical results from the farm, the crops will be rotated year after year Small grain land will be sowed ed the next year with grain sorghums id not have its "pacth of feed."

Since the advent of the farmer, the

and poultry products.

Due to the large production of the

The alfalfa will be left for five years. then plowed under and this soil will be given a place in the regular rota-

> This program produces a three year rotation of wheat, cotton, and grain sorghums, with a cover crop plowed under one time during each three year period. A large number of different crops make up the diversified program.

Modern buildings, both for the manager and necessary laborers will be ouilt. Ample facilities will be arranged for caring for the livestock

Sufficient machinery and work stock will be provided for the production of the various crops. Great care will be ment and expenses of operation at minimum figure consistent with ef ficiency of operation. In short, it i the aim to establish such a plant a can be duplicated by any fairly well to-do farmer, and which over a period of years will pay a fair dividend on the investment.

A unique arrangement of plans that the mills expect the manager of the farm to spend a large portion of lished in the Spring of 1928 by the his time in constructive demonstraerating with County Agent and others interested in the agricultural welfare

Greetings ---

FORT WORTH & DENVER

You have added another link in the welding of the great South Plains country. We congratulate you.

South Plains Lumber Co.

Building Service

R. H. Wall

Ira Broyles

VELCOME VISITORS



We are more than glad to have the business men of Childress, Wichita Falls, Fort Worth, Dallas and Amarillo visit our city and extend to all a hearty welcome. We want to become better acquainted with our neighbors along the Denver lines, and would appreciate a visit at our place of business from those who compose the excursionists.

We are very glad to congratulate the Fort Worth and Denver South Plains Railway Company, on the completion of their new South Plains lines, an occasion that we have looked forward to with much anticipation, as it places our town in direct connection with the trade centers of Texas and he East.

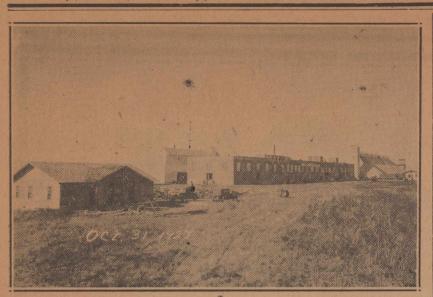
The First National Bank

OFFICERS:-

ARTIE BAKER, President. R. E. PATTERSON, Vice-President. BURTON THORNTON, Cashier. M. R. SNYDER, Asst. Cashier.

DIRECTORS:

ARTIE BAKER R. E. PATTERSON BURTON THORNTON E. G. FOSTER DORSEY BAKER



Lockney's Cotton Oil Mill Plant is the best in all West Texas

during 1927 and 1928 will give the Water Belt. ing to financiers of this section.

as to make the average haul from the built during the past year.

farm to market only six miles. and telephone connections while two of this year.

Foreign capital invested in perma- pany expects to furnish their product be successfully grown in Floyd counnent improvements in Floyd county as fuel for irrigation in the Shallow

gone by a West Texas county, accord- One of the most modern cotton oil experiments have proven that irrigamills in the South is now in operation tion will be successful with the utili-Among the major investments, the at Lockney. A cotton compress of The increase in the construction of 88 miles new rail line large dimensions is now under concattle, hogs, beef cattle, sheep, and in the county giving two outlets to eastern markets is probably the most outstanding. Besides the savings in freight rates, the new rail line inter-

Keeping pace with the rapid indus-The development of an efficient trial development, citizens of the Lockney City Managers Progressive system of transportation paves the county are progressive in their atway for other utilities and indus- titude. Five modern rural schools tries. Public utilities companys have have been erected during the past gressive. The welfare of the city is been eager to install a net work of two years. Modern church buildings gas, electric and phone lines in this are the order of the day. Citizens of gestions have always been welcomed. section. Every city of consequence in the county expect to vote bonds for the county now have efficient power paving the Lee Highway on Dec. 1st, ments attained during the present ad

of the cities of the county have ac- Business leaders say that the agricess to natural gas. Besides the do- cultural prosperity is the basis of the mestic consumption, the gas com- development completed and underway.

Alfalfa culture in the Shallov Water Belt of Floyd county dates back to the inauguration of the large irrigation project during the year of 1912. The adopting of a diversified farm program also lent impetus to alfalfa growing and the crop was soon considered as a major money producer. Practically every farm in the irrigated district had a small acreage in alfalfa and the shipments in creased very rapidly. Hog raising and cattle feeding soon came into its own and the farmers fed the crop in the field, thus saving the harves costs. Floyd county was generally known as a large producer of alfalfa but the condition changed. Many of the irrigation wells were abandoned due to the high cost of fuel oil and price conditions were unfavorable after the war. . The only proven fact that remained was that alflafa could ty if irrigated. The conditions changed again: a gas line is laid

needed momentum to start the great- Private capital has followed the er belt, and several farmers are now est era of development ever under- public servants into the territory. preparing to irrigate their soil as

sects the territory in such a manner eral gins and elevators have been by farmers in this county.

their chief aim and progressive sug-

Some of the outstanding achieve ministration are: the installation of municipal water system that i operated so efficiently that it was pos sible to reduce the water rate, for both domestic and industrial use, to a lower level than that enjoyed by any surrounding city; the construction of a modern sewer system at very low cost; and the securing of natural gas for the city.

Members of the local council are: Z. Reed, Mayor; J. H. Hohlaus, H. P. Coleman. A. J. White, E. Guthrie. and E. L. Woodburn, aldermen; and M. R. Snyder, city secretary.

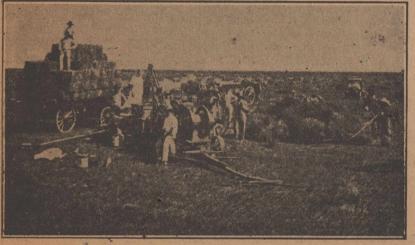
Material arrives daily at Crowell for construction work on the Lee Highway. A car of steel to be used in re-inforced concrete work on the culverts and bridges is the latest to arrive. Work on this stretch of the highway is progressing rapidly.

V. I. Pierce, of Ozona, Crockett County breeder of registered Ram bouillet lambs has purchased 50 head of regsitered lambs from George Wil liams of Eldorado at \$50.00 a head.



Extends greetings to the visitors from Childress, Wichita Falls. Fort Worth, Dallas, Amarillo and the Fort Worth & Denver officials, and bid them welcome to our city.

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their new line on the South Plains and the inauguration of regular train service, and bespeak for them good dividends for the capital invested in these transportation facilities.



Baling Alfalfa Hay in Floyd County

Welcome To Lockney

We welcome the visitors on the Special Trains to Lockney and invite them to take advantage of this opportunity-to investigate the wonderful possibilities of this section of the country as a diversified farming section. We have the produce in Floyd County and we need the market for our output. Call on us and let us become better acquainted.

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their line and the inauguration of regular trains, and believe that these new transportation faciliies will be worth much to us in our development program.

Merchants Produce

Lockney, Texas

Congratulations-

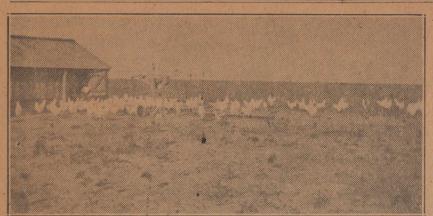
To Fort Worth & Denver South Plains Railway Company

—on the completion of their South Plains lines and the beginning of regular train service. We appreciate the transportation facilities extended to our city by these lines, and the convenience it will be to the shippers of our town.

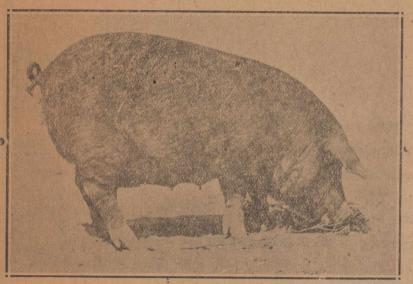
We welcome the visitors on the Special trains, and trust their stay in our city will be both cordial and beneficial.

West Texas Gin Company

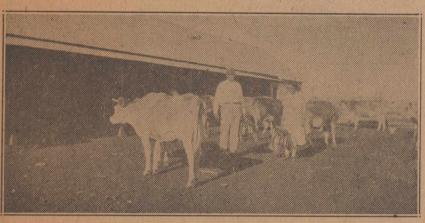
Roe McClesky, Manager



Poultry Scene in the Lockney Country-One of Floyd County's Money Crops



Pigs Make Hogs out of themselves in Floyd County



Modern Dairy Methods are used on this farm-Albert King's Dairy Herd

Dairying-Poultry and Hog. Raising is well stocked with dairy cattle, hogs, Local bankers say that farm loans and chickens. Farmers are feeding have been decreasing for the past nati-e grown feeds instead of selling three years and the general financial them on a glutted market. A living condition of the Floyd county farmer is made at home, thus relieving the is at the highest peak since the crash of 1920. The general level of farm "running expense." Every day is a young children. One of its objectives produce prices has remained about the pay day instead of once a year. There is to develop the dramatic and literary same yet the farmer is slowly ridding is no gamble as to the future as the sense of the child . The plays range himself of debt. The ways and farmer can see exactly what he has to from "Red Riding Hood" to "Treas means are easily seen. Every farm pend. A cotton or wheat failure ure Island."

means little to the average standard of living. Very little time is consumed on the three sidelines.

Many farmers who have made a success of the three major sidelines are now making preparations to make the sidelines their major crops.

three above mentioned industries may be had at any local produce plant: "Ten thousand dollars paid the farm-

ers of Lockney community for turkeys in three days," one million dollars annually in poultry and cream products," "one man milking 20 or more

The primary reasons for the dairy ing, poultry, and hog raising industries thirving in this territory are: Plenty of pasture, cheap feed and a climate especially suitable for the in-

COUNTY FEDERATION TO MEET ON NOVEMBER 27

Address by Miss Mytrle Murray, A & M. Extension Service, To Be Feature

Miss Myrtle Murray, district Home Demonstration agent, of College Station will give the principal address at the meeting of the County Federation of Clubs which will meet Tues day, November 27, at the First Baptist Church in Floydada. The session will open at 10 o'clock. Every woman in the county is urged to attend the meeting whether she belongs to a clul or not. Lunch will be provided for at the noon hour by each lady, who attends, bringing a dish of food.

The program has been arranged as

"Advantages of a Cafeteria."-Mrs. George Smith, Andrew Ward P.

Reading-Paul Shick, Lockney P Parliamentary Drill.- Mrs. Carl

McAdams, Lockney P. T. A. Piano Solo-Mrs. T. P. Collins, 1922 Study Club. County Library-Supt. W. E. Patty,

High School P. T. A. Reading-Mrs. C. H. Davis, 1922

Study Club. Business Session.

Echos from the Biennial—Mrs. E. B. Massie and Mrs, J. B. Jenkins. Address-Miss Myrtle Murray, Dis-

trict Home Demonstration Agent. Solo-Mrs. George Edwin Bond. "Some Things That a County Fed-eration Can Accomplish."—Mrs. Leo V. Smith, East Ward P. T. A.

Canyon has a Children's Theatre

WELCOME

TO OUR CITY

Pennington Motor Company

Lockney, Texas

Phone 57

SEIBERLING TIRES HIGH CLASS MECHANICAL WORK "THAT GOOD GULF GAS" Complete Line of Accessories **CROSLEY RADIOS**

Welcome-

We welcome the business men and citizens of Fort Worth, Wichita Falls, Dallas, Childress and Amarillo, and the Denver official familyto our town and invite them to pay us a visit while here.

We congratulate the Denver Railway Co., on the completion of their new extensions on the South Plains, and the establishment of a regular train schedule, which we believe will be of mutual benefit to both the Railway Company and Lockney.

E. L. Ayres, Dry Goods

Patterson & Thornton

ROUND AND SQUARE BALE GINNERS

In line with the rapid development of this section of the of the country as evidenced by the coming of the Fort Worth & Denver South Plains Railway, we are installing new equipment valued at \$5,000.00.

We now wish to serve the ginning trade with the latest Hardwicke-Etter double Burr extractor and nine additional cylinders of cleaning machinery.

This equipment will clean your burrs and new gin saws will clean your seed, thus giving you the best turnout and sample.

Ft. Worth & Denver South Plains R. R. We Welcome You

Patterson & Thornton



Between Lockney, Wichita Falls, Fort Worth and Dallas



FORT WORTH & DENVER CITY RAILWAY

F. E. Clarity, Vice President and General Manager John A. Hulen, Traffic Manager

FORT WORTH, TEXAS

L. M. Hogsett, General Freight Agent F. D. Daggett, General Passenger Agent





Cotton Scene in Lockney

FLOYD COUNTY A COTTON PRODUCER

24,901 Bales In 1926 Floyd county has taken the lead in ton acreage in proportion to the the most progressive people of the the cotton culture of the South Plains. amount planted in other crops. Like for a canning plant at Lockney. One of the first gins erected on the caprock was built in Lockney. Each wheat, cotton is still regarded as a year there has been an increased major part of the program of diver- that as soon as the farmer further acreage planted in the "fleecy staple" sified farming, however, the Floyd diversifies his crops, just that soon even though prospects were good for county farmer is not dependent upon will a greater change take place than a large acreage all over the south. this crop for his livelihood. It is now The climax of Floyd county cotton regarded as a cash profit crop, as farmers of the Lockney section on a production was reached in 1926. 24,- the other factors in his farming pro-901 bales were produced for a very gram produce the living for he and low market. New methods of har-his family. Besides the cotton provesting were devised and as a result, duced on Floyd county soil, Lockney the leading cotton men of the county is now a large shipper of first and native grown grain sorghums, the say that a profit can now be realized second cut linters.

on ten cent cotton grown on the



One of the Irrigation Wells of the Lockney Country

Development of Irrigation in Shallow is still another industry that is not so cake per day, per head. At the end of Water Belt Will Cause This Section to Rival the Rio Grande Valey in the Production of Garden Truck

Judging from reports of success water belt. along poultry raising, dairying, hog Mr. Cox has a three-fourth acre of All feed is to be charged for at the

much advertised, but shows even a the forty days the lambs will be placgreater profit than those above men- ed in a feed lot where they will be tioned. That industry is best illustrated on the farm of L. P. Cox, nine bundles together with a small ration miles west of Lockney, in the shallow of cotton seed meal until the average

raising and other similar achieve- land upon which he has a vineyard market price and an effort will be ments, Floyd county will soon be the mecca of farmers from all parts of the United States. However, there that nets him an average of \$400 per made to determine the value of the stalk fields that are usually a total two small wells pumped by use of a loss to the average farmer.

walking beam operated by a small gasoline engine. Cox states that there is very little expense attached to his pumping plant and that the land upon which his vineyard is lo cated is the best paying portion of nis farm, taking into consideration the small amount of money he has in-

There is also a ten-acre garden located one mile south of Lockney that s irrigated from one large windmill. Upon this plat, the owner, M. S. Lusby, plants practically everything that is usually termed as garden truck. His strawberry patch is the retreat for all of the hungry people of Lockney and his garden is famous for the quality of vegetables grown

His "ranch" as he calls it, is an illustration of the wonderful prdouctivity of which this section is capable. These two instances are the mere plains. Since 1926, the farmers of starting point of a great vegetable this section have decreased their cot- and canning industry, according to

> Many people are of the opinion the one that has already placed the sound financial basis.

While professional feeders of livestock continue to prosper by utilizing average South Plains farmer takes a lesson and is now seeking to become a manufacturer in the sense that they will utilize their own raw products, and the section once ruled by the cattle baron may again be termed the 'feed lot" of the south.

The latest experiment is presented by E. W. Thomas, manager of the Lockview Farm, located nine miles northwest of Lockney. Thomas has purchased four hundred wether lambs that he will fatten out on the products of his farm. Besides saleable feed that will be used, Thomas hopes to convert the stalk fields and weeds into cash and at the same time graze his wheat so short that freeze damage will be improbable. At the time of the purchase, the lambs weighed an average of 72 and 4-10 pounds. For the first forty days they will be pastured on the stalk fields and winter wheat. The pasturage will be supple mented with 1-4 pound of cotton seed weight equal 100 pounds.

WELCOME VISITORS

We welcome the visitors on the Special trains to Lockney, and invite them to visit with us while here.

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their lines on the South Plains and the installation of regular trains service.

Hodel Confectionery

East Side Main Street, Center of the Block

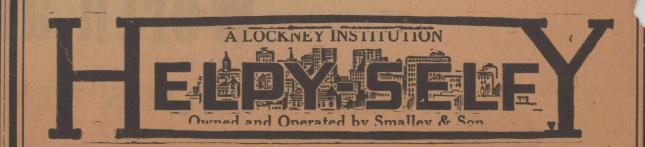
Visitors

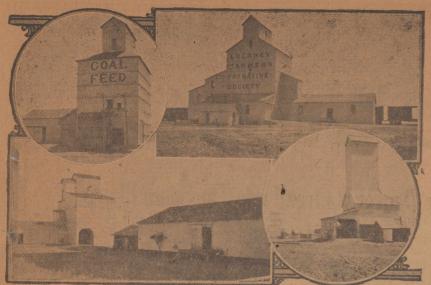
It is a pleasure for us to take part in the welcoming of the business men of Childress, Wichita Falls, Fort Worth, Dallas, Amarillo and the Denver official family on these special celebration trains, and invite them to make theirselves at home at our place of business, while visiting in our city. We Congratulate the Denver on the completion of their extensions and the inauguration of train service.

Ozark Filling Station

Welcome Visitors

We are indeed glad to have the visitors from Childress, Wichita Falls, Fort Worth, Dallas and Amarillo to visit our town in celebration of the completion of the Denver South Plains lines, and we rejoice with them in receiving better transportation connections from this section of the state with the cities to the east.





ELEVATORS IN LOCKNEY-South Plains Grain Company, Lockney Coal & Grain Company, Farmers Grain Company and Buster Armstrong Elevator | mill that was built in Lockney less

EIGHT NEW GRAIN ELEVATORS
BUILD IN FLOYD COUNTY DURNew rail lines a large wheat ING THE PAST YEAR

miles northwest of Lockney by the J. built.

New rail lines, a large wheat acregrain elevator at Cereal Switch,, 12 the cause of the new granarys being that will manufacture mixed feeds,

E. McAvoy Elevator Company Inc., brings the year's total of new granbrings the year's total of new gran- during the year are located at; South Plains, Sterley, Francis, Granary, industries. It is the plan of the operarys built in Floyd county during the Cereal, Muncy, Dougherty, and Lock- ators to utilize native grown feeds



Harvesting Wheat with Combines near Lockney-Hundreds of these machines are necessary to take care of the wheat crop in this county each year.

Farmers and Business Men of the of one-tenth of the Texas wheat. South Plains Consider Wheat a Crop of Major Importance

Floyd county and approved by the livelihood. culture in their last farm census the past twenty years of a consistent that has ever been experienced howing Floyd county as a producer increase in acrerge, is fast becoming Texas.

From a "wild and wolly" cow coun- this crop is considered of major imtry to one of the leading wheat pro- portance, the Floyd county farmer is high lines throughout the country ducing counties of the state in twenty not dependent upon what is generally and the abundance of available water years. That is a record made by termed "the staff of life" for their for irrigation now present, in Floyd

few acres as well as the "Baron of several sections." The crop is now produced for both grain and pasturage as the rapid development of the dairying industry has produced a need for numberless acres of winter

Floyd county sheaf wheat was awarded first prize at the State Fair this year.

Leading farmers and financiers this section are promoting the planting of wheat due to the fact that it fits well into a thorough program o diversfication.

Probably the most striking example of the type of development now under way in the shallow water belt of Floyd county is the modern cotton oil than one year ago by the Lockney Cotton Oil Company. In connection age, and a steady yield of grain sorg- be the most modern in the South, the with the mill proper, which is said to and more economical farm hauls are company is now installing machinery thus furnishing a balanced ration for the poultry, dairying and hog-raising and cotton seed which will reduce the cost of feeding, in this section, to

> The latter named undertaking is a direct result of the promotion by regional and local chambers of commerce, bankers, business men and farming.

> Another fine example of faith shown in the South Plains of Texas is found in the plant now under congravel at a very low cost for the building of many large cities in this Gravel Company, 30 miles northeast of here, are expending many hundreds

ample rail facilities, natural gas that 120,000 acres of virgin soil have will furnish the cheapest fuel for the been placed in wheat and even though irrigation of farms in the Shallow Water Belt, the building of electric County, the foundation of one of the United States Department of Agri- Wheat growing on the plains during the greatest development programs

WELCOME VISITORS

Congratulations to Fort Worth & Denver South Plains Railway on completion of the highly appreciated road

HELPS THOSE WHO HELP THEMSELVES

ALL OVER THE WORLD AND LOCKNEY TOO

Congratulations to the Denver and Floyd County

We extend congratulations to the Fort Worth & Denver South Plains Railway Company on the completion of their new lines into the South Plains country and the establishment of their train schedules, and believe that they will find this one of their most profitable business ventures.

We congratulate Floyd county on being one of the most prefered counties through which these new lines have been built, and a great future for this vast agricultural section of the Plains.

We welcome the many visitors that will come on the Special trains during this week, and invite you to visit our places of business in the towns along these new extensions of the railroad.

Texas Utilities Company

foresight for Floyd county's future

We Admire Your Wisdom Fort Worth & Denver

Henry Ford and the Lockney Auto Co., welcome you visitors

We Welcome

Extension of the Denver Railroad into The South Plains

We urge all visitors on the Special Trains to pay us a call at the oldest established drug store in Lockney.

Lockney Drug

Company
The REXALL Store

WELCOME

To The South Plains of Texas

We extend a cordial welcome to the visitors on the Special Trains to Lockney and the South Plains, and extend congratulations to the Fort Worth and Denver South Plains Railway Co., on the completion of their South Plains lines and the inauguration of regular train service.

Knox Produce Company

Lockney Gin Co.

DIVERSIFY

SAVE SOME LAND FOR COTTON

Our Gins Equipped with Modern Burr Machines

Cleaners in front and behind this Burr Machine.

Good Samples, turnouts and service.

We buy cotton at the best market prices.

Will appreciate Your Ginning.

We clean your burr.

SOME DAIRY COWS ON EACH FARM

ALL ONE CROP
MEANS FAILURE

CAN UNLOAD IN COTTON HOUSE

Gins at Lockney and Aiken, Texas

SPECIAL EDITION

THE LOCKNEY BEACON

The Gateway to the Magic Plateau

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-EIGHT

Lockney, Texas, Thursday, November 22nd., 1928

Number 10

Lockney In Best Farming Section of Plains

Floyd County Leads All the South Plains Section of Texas in Annual Crop Production Located in The Great Shallow Water Belt of the Plains

Lockney in the Best Farming Section of the Plains, and In the Shallow Water Belt

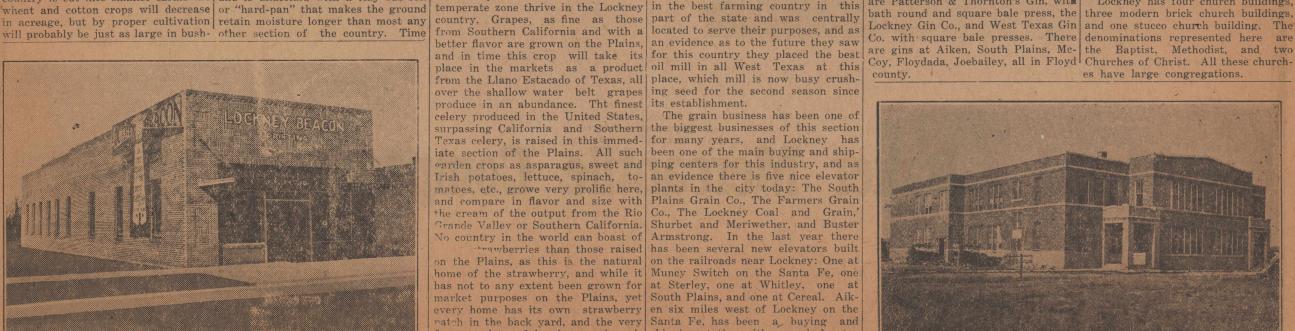
In welcoming the visitors on the special train passing over the New Denver Lines, we wish to call their diversified to the dominating crop for diversified to the dominating crop for attention to the little city of Lockney diversified farming. The smaller and the vast undeveloped resources crops such as alfalfa, truck patches, that are evidenced on every hand. In and vegetables of all kinds, will grow the Lockney country today the sur- rapidly with the reduction of the sizes face has just been scratched in the development of this vast territory come more prosperous and the develalong the lines of agriculture and opment be speeded up, as with smaller manufacturing.

today, yet this county produces more South Plains of Texas are destined to crops than any other county on the Plains. The farms in Floyd county of the United States because of its are still large, and the farmers to a climate, soil, and water for here the great extent farm bodies of land in a season is open to the dairy farmer 12 months out of the year, where in the ery, planting tremendous acreages to intensive dairying section of the cultivation is very light in order for duction of poultry products. the farmer to look after the vast amount of land he has under cultivasmaller farms, and there are more in what is known as the Shallow Watfarm houses, accupied by good farmers in the county the production per acre will be double what it is at the present time. The cutting up of the large farms into smaller are more are will be double what it is at the present time. The cutting up of the large farms into smaller are into smaller are farms into smaller are more at what is known as the Shallow Wat-er Belt of the Plains. Here the water tests 99.6 per cent pure and there is no limit to the supply, and it can be found of a depth, for irrigation purposes from 60 to 20 feet and the production per tests of the plains. large farms into smaller ones is be- poses, from 60 to 80 feet beneat; coming more pronounced each year and the production of the county is growing each year accordingly. The past five years has witnessed quite a change in the farming system of farmed intensively along the lines of Floyd county, and today the farmers dairy, poultry, and truck farming, are in a far better shape financially where small acreages such as from the county, and this reason is contrib- make good money from the production uted to the fact that today Floyd received from such farms. Today crop has been in the past the predomi- three times as much as the dry farmnating crop of the Plains, but in re- ed land. crop that makes the farmer the most deeper or richer soil than the Plains money, and is always a sure crop on country. The soil in Floyd county the Plains is the feed crop. As the ranges from three to six feet in depth, country is cut into smaller farms the and is underlaid with a clay sub-soil

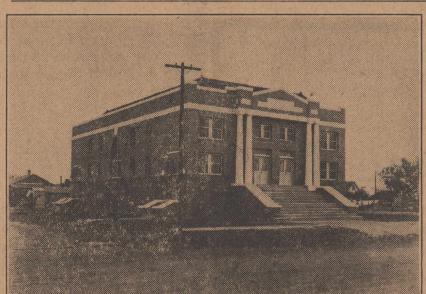
farm, and the country will beand diversified crops the poultry and Less than sixty per cent of the land in Floyd county is under cultivation mated country for this industry. The

Irrigation on the Plains

The section of country around Lockney is blessed with being situated



NEW LOCKNEY BEACON OFFICE



The rainfall here over an average of greatest authority on alfalfa in the ple of this country are being induced orated the town Monday for the ocwheat, cotton and feed crops, and as the saying goes. "Farm all the land the saying goes." This means now."

This means now.

Intensive dairying section of the seather than world, and a man that has traveled twenty-six inches per annum, and this all over the world enlightening himbard than the set of cotton, and as a consequence in the set of the set 20 years has been a little more than world, and a man that has traveled to give more attention to he raising casion. they can ride over." This means poor the world enlightening film this section of the state the average the year, and dairy stock must be sufficient to take care of all the self upon the production of alfalfa, with take care of the world enlightening film this section of the state the average the year, and dairy stock must be sufficient to take care of all the writer of this arrive in the city sheltered and stall fed the other severage they are blessed with take care. soil they are blessed with take care of the production of the crop. Each year from 100,000to120,000 acres of wheat are planted in the county, 60,000 to 100,000 acres of cotton, and a like acreage to feed crops. These like acreage to feed crops. These like acreage to feed crops as a general rule are merely planted and gathered, and very little crops as a general rule are merely planted and gathered, and very little crops are generally used in making the crops are generally used in the country than does the crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely planted and gathered, and very little crops are general rule are merely graph and gathered and stall fed the other set, that did the writer of this article, that they water belt there was no place on earth that compared with the shallow water belt there was no place on earth that compared with the shallow water belt there was no place on earth that compared with the shallow water belt there was no place on earth that compared with the shallow water belt there was no place on earth that compared with the shallow water belt there was no place on earth that compared with the city there was no place on earth that compared with the sh planted and gathered, and very little grazing for poultry than does the cultivation is used in making the crops, as each farm acreage is large and the attention along the lines of duction of poultry products.

Where the farmers have planted will be discussed in the riams. Where the farmers have planted will be found five dry goods and cloth-every farmer and business man interested in locating in Texas. As a gentle of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business man interested in locating in Texas. As a gentle of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every farmer and business district of Lockney will be found five dry goods and cloth-every fa This is not a one crop country, here from four to five cuttings per year, acreage was planted to cotton, other show, eight filling stations, five gawe have two distinctive planting and and as a rule from a ton to a ton and years a small acreage, but every year rages, one bakery, one camp ground, harvesting seasons. Wheat is planted one-fourth is the average yield per some cotton has been grown and gin- one exclusive feed store, two banks, in the spring and harvested in the cutting. fall; this means that we have two separate harvest seasons each year

over the shallow water belt grapes ing seed for the second season since produce in an abundance. Tht finest its establishment. celery produced in the United States, The grain business has been one of surpassing California and Southern the biggest businesses of this section 'exas celery, is raised in this immed- for many years, and Lockney iate section of the Plains. All such been one of the main buying and ship-Irish potatoes, lettuce, spinach, to- an evidence there is five nice elevator matces, etc., growe very prolific here, plants in the city today: The South and compare in flavor and size with Plains Grain Co., The Farmers Grain

have found it very profitable, or where

What Lockney Has

Lockney is located at the crossing from which the farmers reap a benefit, as well as the merchants have two Worth & Denver Railways, about five large acreage in the county are cut dries, and a lot of small businesses real business seasons of the year, and miles west of the center of Floyd as a general rule this proves that county and is 2960 feet above the sea was the largest ever raised in the room in the town for new businesses Floyd county, and today the farmers are in a far better shape financially and have less money borrowed from the banks than ever in the history of the banks than ever in the banks than ever in the history of the banks than ever in the banks is true in the Lockney country, where the Santa Fe, which was in 1910. wheat and cotton overlap, that cannot the santa Fe, which was in 1910. There has never been any special reather the santa Fe, which was in 1910. There has never been any special reather the santa Fe, which was in 1910. There has never been any special reather the santa Fe, which was in 1910. received from such farms. Today there are many 160 acre and larger products than ever before in its history, and the farmer is becoming aware of the fact that there is more money to be made on smaller diversified farming than there is to be made on large acreages. The wheat control has been in the plains, in most all cases the irrigation land producing from twice to country depends on wheat and raises only wheat and cotton overlap, that cannot the said of many states in the Union, and makes this one of the most progression, as to the south a farming section, but the crops raised at this time are wheat, cotton, and feed crops, which have proven the value of irrigation end the plains of Texas, hence the town has grown as a good school system that one crop, and to the north the country depends on wheat and raises only wheat.

There has never been any special reather to take on unusual growth, other than the fact that it was surrounded by a farming section, but the crops raised at this time are wheat, cotton, and feed crops, which have proven the value of irrigation end the producing from twice to country depends on wheat and raises only wheat.

There has never been any special reather to take on unusual growth, other than the fact that it was surrounded by a farming section was so low the plains of Texas, hence the town has grown as the farming country developed and has never advanced ahead of the development. The town has received from such take on unusual stable farming section was so low that had no equal on the Plains of Texas, hence the town has grown as the town has grown as a good school system that one crop, and to the north the ground, however, 55,000 bales of the town has grown as never been any special reather to take on unusual growth, other than the fact that it was surrounded by a farming section was so low that had no equal on the Plains of Texas, hence the town has grown as never been any special reather to take on unusual growth, other than the fact that it was surrounded by a farming section was development. The town has received cotton went on the market in this the State Department of Education The soil of the Plains country is no boom nor special growth due to county, which was possibly 2-3 of the with 22 1-2 units, which entitles the cent years the cotton acreage has grown to a point where it is a contender for firstplace, however, the tender for firstplace, however, the the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the whole world that can boast of a country in the country in the

from the Llano Estacado of Texas, all place, which mill is now busy crush-

parden crops as asparagus, sweet and ping centers for this industry, and as the cream of the output from the Rio Co., The Lockney Coal and Grain, Grande Valley or Southern California. Shurbet and Meriwether, and Buster No country in the world can boast of Armstrong. In the last year there awberries than those raised has been several new elevators built on the Plains, as this is the natural on the railroads near Lockney: One at home of the strawberry, and while it Muncy Switch on the Santa Fe, one has not to any extent been grown for at Sterley, one at Whitley, one at market purposes on the Plains, yet South Plains, and one at Cereal. Aikevery home has its own strawberry en six miles west of Lockney on the natch in the back yard, and the very Santa Fe, has been a buying and finest variety of berries are in evidence throughout the strawberry seasonce the Santa Fe built in 1910. These elevetors take care of an aver-

All Special Trains in Lockney for Lunch Wednesday; Spend Two Hours in City

age of more than 1,000,000 bushels of wheat crop in Floyd county ranges Dallas, and Amarillo, and the Official from 1,500,000 to 2,000,000 bushels Train of the Fort Worth & Denver

cotton crop has been hampered in while in the city, through the efforts acreage on the Plains in past years of the Lockney Chamber of Commerce because of the fact that wheat is and the Ladies' Societies of the varplanted in the fall, and if the wheat ious churches of the town. The lunchfarmer gets a good stand, the acreage eon will be served by the Lockney to cotton is cut, but due to the fact High School "Pep Squad" in the main that the cotton men of the nation business district of the town, if the have come to realize that the Plains weather permits. of Texas is the surest cotton country As far bcak as 1912 Col. Joe Wing, in the South, their attention is being array for the occasion, special decothe country to raise a good crop. of Chicago, Ill., acknowledged as the turned in this direction, and the peoceived on the Plains comes in the alfalfa has been raised for market est railroad town, and placed the gin four produce and cream stations, two fall, when the wheat planting season purposes it has been found exceptionis on, and in the spring and summer ally profitable. Under dry farming of 1904, and since that date there has three cafes, four barber shops, two when the planting and growing sea-son for cotton and feed crops is on. cuttings per year, under irrigation methods alfalfa returns two to three floyd county. Some years a fair two electrical businesses, one picture

ned here. For the last ten years the one sheet metal works, three black-All crops that can be raised in the on account of the town being situated first class gins within the ctiy, they education. temperate zone thrive in the Lockney in the best farming country in this are Patterson & Thornton's Gin, with Lockney has four church buildings,

Today (Wednesday) at noon the wheat per year, besides handle thous- citizens of Lockney will entertain the ands of tons of feed, and take care of Special Trains from the cities of the coal business in this district.. The Childress, Wichita Falls, Fort Worth,

per year.

Cotton is one crop that is coming in to prominence on the Plains. The entertain and serve them with lunch

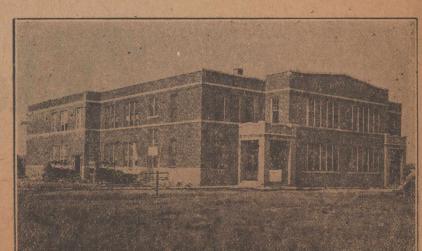
The town is now decorated in gala

cotton industry in Floyd county has smith and machine shops, three lumbeen looking up, the acreage getting one printing and publishing business,

no such thing as a farm being worn out is known or will be known for years to come.

there being a demand for each and go on the market from the county, however, the acreage is just about 3-5 of that of 1926. Lockney has three able of taking care of the high school

Co. with square bale presses. There denominations represented here are and in time this crop will take its for this country they placed the best are gins at Aiken, South Plains, Mc- the Baptist, Methodist, and two place in the markets as a product oil mill in all West Texas at this Coy, Floydada, Joebailey, all in Floyd Churches of Christ. All these churches have large congregations.



LOCKNEY HIGH SCHOOL BUILDING



FIRST BAPTIST CHURCH, Lockney, Texas

Lockney's Church Facilities Unsurpassed in West Texas

The East Side Church of Christ have passed in West Texas

The East Side Church of Christ have passed in West Texas

The East Side Church of Christ have passed in West Texas

The East Side Church of Christ have passed in West Texas

church buildings during the past year pleted a modern stucco building on gives the people of Lockney and com-the corner of West 3rd and College, tion over the entire Panhandle by gives the people of Lockney and com- the corner of West 3rd and College tion over the entire and their work in the Panhandle and munity access to church facilities that during the past summer. are unsurpassed in West Texas.

The Baptist and M. E. Church progressive membership headed by South have owned modern, brick men who are the leaders of the comchurch buildings for several years. munity.

the basis of all substantial progress, Panhandle can boast a better prepared Schools are bending every effort to the activities at Lockney.

Schools fully abreast of Our foot-ball team under the lead-leisure hours, thus extending their the times. No effort is spared either ership of Coach Reid will finish the financially or physically to make the season in a tie for 2nd place in the schools a rallying point, for everything in an educational way that goes for the up-building of the town and surrounding country.

At the present time, the school system is housed in a substantial plant which cost approximately \$85,000.00 and which contains 20 class rooms library, study hall, auditorium, laboratories, music studio, office and ample storage room. At the present time 684 students are enrolled for school work, and a faculty of 24 teachers is employed by the board. The school is fully affiliated with the State De partment of Education, having at the present time 20 1-2 credits or affilia tion and more are being prapared for affiliation this year.

It is always the desire of the school authorities that a student trained here be able to take his place after h leaves our institution. To that en all activities which have a training value for citizenship are sponsored and encouraged in the Lockney school Athletics, literary activities, clubs and societies of all kinds are maintained under faculty supervision and pupils are encouraged to take part in the activity that best suits them. Faculty members are chosen with this purpose in mind and the requirements for membership on the faculty have

the very near future have an organization of this kind tha partment is getting stronger fron year to year, and we were fortunate The completion of two modern the West Side Church of Christ com-

All four churches have a large and South Plains music festivals. One of the most useful departments in our school is the library and reading room conducted by Miss Mann, a paid librarian employed by the board. LOCKNEY PUBLIC SCHOOLS | been raised from year to year until, In this room will be found daily papers, magazines, and current periodi cals of all kinds in addition to a wel selected list of library books and refthe authorities of the Lockney Public faculty than that which is directing erence works. In this department,

ence game this year. Our "pep squad" under the leadership of Miss Thompson has made an enviable record. They are serving lunch for the visitors this week, and you can judge for yourself as to their efficiency

The senior class with Miss Thomas

(Continued on Page Seven)

Realizing the fact that education is at the present time, no school in the

Welcome To Lockney

W. M. Martin, Jeweler

Greetings ---

district, having lost but one confer-

FORT WORTH & DENVER

We are more than glad to have the business men of Childress, Wichita Falls, Fort Worth, Dallas and Amarillo visit our city and extend to all a hearty welcome. We want to become better acquainted with our neighbors along the Denver lines, and would appreciate a visit at our place of business from those who compose the excursionists.

We are very glad to congratulate the Fort Worth and Denver South Plains Railway Company, on the completion of their new South Plains lines, an occasion that we have looked forward to with much anticipation, as it places our town in direct connection with the trade centers of Texas and he East.

City Bakery

The Home of Quality Bread and Pastries G. H. Phenis, Prop.



FORT WORTH & DENVER RAILWAY OFFICIALS

—and visiting delegations from Amarillo, Wichita Falls, Fort Worth and Dallas.

We congratulate each of you on the great achievement of the new railway extension, for which we have waited in Lockney for thirty-five years.

We congratulate ourselves that we are brought nearer such splendid cities as you represent. Visit our little city often :::

Baker Mercantile Company

We Welcome

Extension of the Denver Railroad into The South Plains

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their line and the inauguration of regular trains, and believe that these new transportation faciliies will be worth much to us in our development program.

South Plains Grain Co.

GRAIN COAL & FEED

WELCOME

Extends greetings to the visitors from Childress, Wichita Falls, Fort Worth, Dallas, Amarillo and the Fort Worth & Denver officials, and bid them welcome to our city.

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their new line on the South Plains and the inauguration of regular train service, and bespeak for them good dividends for the capital invested in these transportation facilities.

Stewart Drug Store

King's Candy, Majestic Radios, Columbia and Victor Machines and Records. Fountain Pens and Pencils eSts Nice Line of Christmas Goods

Welcome To Lockney

We have the extreme pleasure to welcome you to the City of Lockney.

In casting your lot with the people of Lockney you will supply them with a very beneficial service.

As two very important cogs in the wheel of advancement, let us join hands in doing our utmost to place Lockney in that thriving position which it so rightfully deserves.

West Texas Gas Company

Congratulations-

—to Fort Worth & Denver Railroad officials and visitors and the completion of this road and the

- installing of train service

Morgan Bros. & Co.

McCormick-Deering Farm Machines
Tractors Trucks

WELCOME

To The South Plains of Texas

We extend a cordial welcome to the visitors on the Special Trains to Lockney and the South Plains, and extend congratulations to the Fort Worth and Denver South Plains Railway Co., on the completion of their South Plains lines and the inauguration of regular train service.

W. R. Childers

LOANS AND INSURANCE-6% Loans Made on Farms and Ranches Representative of Southwestern Life Insurance Co

WELCOME To Visitors

We are entering our area of greatest development, thanks to the entrance of the Denver into this territory. Just a few years will prove the good judgement of its officials in coming this way. We are truly thankful for this enterprise.

We are happy to have our small part in the growth and well being of this community by offering sound indemnity against loss to home and business.

This office represents adeuate capital for this section's needs in the building of homes and business buildings, and the purchasing and improving of farms.



"You Can't Beat Our Loans"
J. W. MONROE RYAN SPEEGLE

Welcome--Visitors--

We congratulate the Denver Railway Co., on the completion of their new extensions on the South Plains, and the establishment of a regular train schedule, which we believe will be of mutual benefit to both the Railway Company and Lockney.

McAvoy Elevator Company, Inc.

GRAIN, COAL AND FEED

Quality, Price and Service

TEXAS

CEREAL on Denver Road AIKEN on Santa Fe



The Lockney Clinic And Hospital

SQUIRE M. HENRY, M. D.

Medicine - Consultation

COLVERN D. HENRY, M. D. MARY

Surgery - Diagnosis Obste

HARRIS H BALL, D. D. S. ALICE

Dental Surgery - X-Ray Su

MARY M. HENRY, M. D.
Obstetrics - Pediatrics
ALICE WILLIAMS, R. N.
Superintendent

We extend congratulations to the Fort Worth & Denver South Plains Railway Company on the completion of their new lines into the South Plains country and the establishment of their train schedules, and believe that they will find this one of their most profitable business ventures. Visitors we Welcome you to Lockney—

Congratulations to the Fort Worth & Denver Railway Co.

DR. N. E. GREER, M. D.

WELCOME TO ALL VISITORS—

We congratulate you on the completion of the South Plains Railway. A project requiring vision and confidence in the future of the territory you serve.

GRIFFITH'S CONFECTIONERY

Roy Griffith, Prop.

We Welcome the Visitors to Lockney—

and Congratulate the Denver on the completion of their new road

PALACE BARBER SHOP

Deck Wells, Manager

Welcome Visitors

and Congratulations to the Fort Worth & Denver Railway Co.

MERCHANTS TAILORING PARLOR

Calvin Harris, Prop.

We are proud to Welcome the Denver Road

To Lockney and Help Entertain all Visitors

-- WILLIAMS PLUMBING COMPANY

WELCOME VISITORS AND DENVER OFFICIALS

We welcome the visitors and extend congratulation to the Fort Worth & Denver South Plains Railway Co.,



YOUR PHOTO AS

A GIFT

Especially at holiday time will a photograph of yourself be welcome, particularly if Meadow's Picture Shop does the work. Here you will get quality reproductions at moderate prices.

Meador's Picture Shop

Over Ginns Grocery



Welcome Visitors



Congratulations---

We congratulate Floyd county on being one of the most prefered counties through which these new lines have been built, and a great future for this vast agricultural section of the Plains.

We welcome the many visitors that will come on the Special trains during this week, and invite you to visit our places of business in the towns along these new extensions of the railroad.

Lockney Produce Company

Chickens, Turkeys, Eggs, Cream and Hides Bought

WELCOME VISITORS

We welcome the visitors on the Special trains to Lockney, and invite them to visit with us while here.

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their lines on the South Plains and the installation of regular trains service.

J. C. Wooldridge Lbr. Co.

LUMBER AND BUILDING MATERIALS

Welcome Visitors

It is a pleasure for us to take part in the welcoming of the business men of Childress, Wichita Falls, Fort Worth, Dallas, Amarillo and the Denver official family on these special celebration trains, and invite them to make theirselves at home at our place of business, while visiting in our city. We Congratulate the Denver on the completion of their extensions and the inauguration of train service.

Walker Bros.

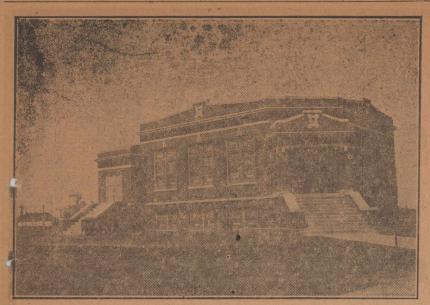
Dry Goods and Groceries In McCollum Bldg. East Side Main, Corner of Locust

Welcome Visitors

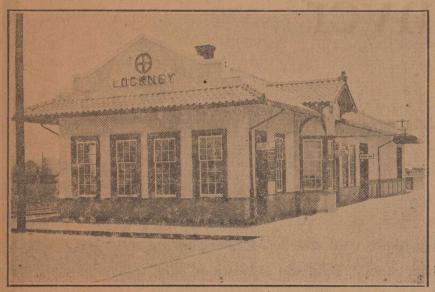
We are indeed glad to have the visitors from Childress, Wichita Falls, Fort Worth, Dallas and Amarillo to visit our town in celebration of the completion of the Denver South Plains lines, and we rejoice with them in receiving better transportation connections from this section of the state with the cities to the east.

Pennant Service Station

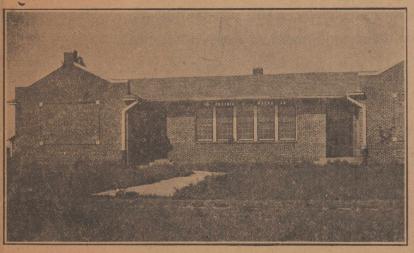
Gas, Oils, Greases, Tires, Tubes and Accessories P. S. Shick, Mgr.



FIRST METHODIST CHURCH, Lockney, Texas.



Santa Fe Depot, Lockney Texas



Prairie Chaptl Rural School, 5 miles north of Lockney

(Continued from Page Two) scope of education beyond the confines of mere text books.

The Lockney Schools are also fortunate in having a wide awake P. T. A. functioning under the leadership of Mrs. T. H. Stewart. This organization is the medium between parents and teachers and is developing a system of co-operation without which no school can prosper. The association now is centering its efforts on the civic problem of beautifying and equipping the playeround.

The above mentioned activities are not in lieu of but are in addition to a well rounded course of school work and are always classed as extra-curricular activities. The general efficiency of the school is attested to by the fact that our graduates are entering schools and colleges all over the state and are having no trouble in making good where ever they go.

The authorities at Spearman are cooperating with the towns of Perryton, Woodward, Booker Darouzett, Follet, and Shattuck in improving the roads in that community, particularly between Shattuck and Woodward. Telephone service will also be improved

Thirty cents per pound is the price lvie turkeys are bringing in Childress. Reports from the Childress Produce Co. says the supply will be about the same as last year. The demand from the wholesale companies is good at this time, but local demand is not heavy.

The sixth annual Registered Hereford cattle auction will be held at Hereford, Texas, on January 30 and 31. Members of the committee sponsoring the sale announce that over a hundred head of cattle will be sold. The sale will be widely advertised.

J. S. Neely, of Winters, who was a member of the West Texas Chamber of Commerce Motorcade to California in September, produced three peppers which placed together measure twelve inches. He is producing 400 to 500 bushels of peppers per acre.

The new \$16,000.00 school building

The new \$16,000.00 school building at Ira is the culmination of a system of schools that started as a dug out, then became a one-room school, later with additions, and finally the fine brick building that is Ira's today. The opening was attended by officials and visitors.

The little town of Eola is fast becoming a little city. The latest major achievement is the securing of an electric plant, with the current to be utrned on right away. Luther Cope is putting in the plant, which was formerly at Rankin.

Two companies in Brady have already opened business to handle the turkey market. It is not known how the turkey crop will compare with former years, although it is known that a large number of the birds will

WELCOME VISITORS

—on the completion of their South Plains lines and the beginning of regular train service. We appreciate the transportation facilities extended to our city by these lines, and the convenience it will be to the shippers of our town.

We welcome the visitors on the Special trains, and trust their stay in our city will be both cordial and beneficial.

Dyer Motor Co.
Chevrolet Sales and Service

We welcome the new railroad to our city

It is indeed a pleasure for this bank to welcome the coming of the new Denver Railroad to our city, and congratulate them on the speedy construction of the lines.

We also welcome the visitors from the cities that have become our new neighbors from the opening of the new extensions, and bid them make theirselves perfectly at home while visiting

The Security State Bank

OFFICERS:

CARL McADAMS, President.
GEO. T. MERIWETHER, Vice-President,
J. C. BROYLES, Cashier.
GIP HUDSON, Asst.-Cashier.

DIRECTOR:

CARL McADAMS
GEO. T. MERIWETHER.
MRS. W. D. LONG
A. G. WIMBERLY
J. C. BROYLES

WELCOME

Fort Worth & Denver

We congratulate you on the completion of your South Plains Railway—a project requiring vision and confidence in the future of the territory you serve.

California has its "Imperial" and "San Joaquin" Valleys. Florida boasts and can well be proud of its fertile tracts but you have penetrated the heart of four million acres needing only recognition, such as you have given, and men with ambition to become the GREATEST AGRICULTURAL SECTION OF THEM ALL.

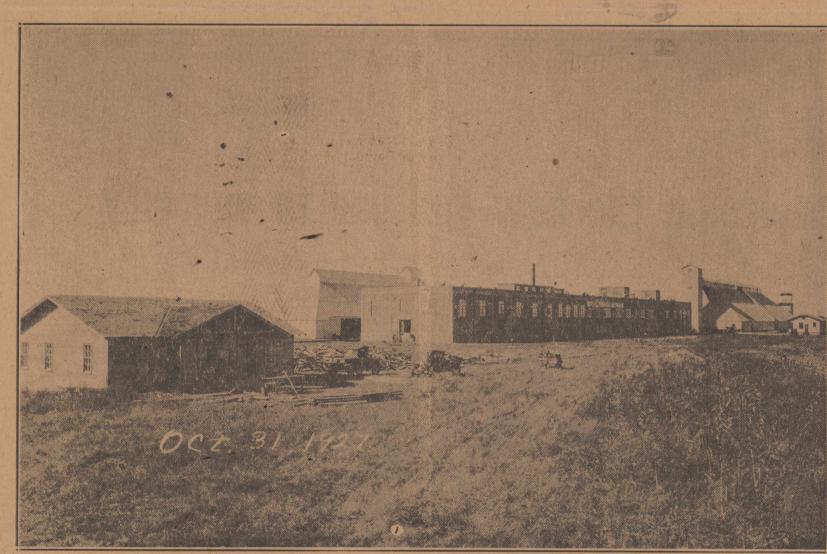
The thrill of approaching and gaining the Cap Rock to look on

mile after mile of level fertile plains land, much of it never having been touched by a plow, was yours. With the network of High Power and Natural Gas lines and the realization that underneath this immediate area is an inexhaustable supply of water at a shallow depth—the possibilities are enormous. The satisfaction of being largely responsible for the development of these possibilities will be largely yours.

We are proud to welcome you and will endeavor to express our appreciation through the years, with

TONNAGE

We Have:—
Fertile Soil
Ample Water
Ideal Climate



We Need:

Colonization

Diversification

Irrigation

Lockney Cotton Oil Company

J. ROSS RICHARDON, President Houston, Texas J. C. JONES, V. P. and Gen. Mgr. Abilene, Texas G. C. CLINE, Sec'y.-Treas. Houston, Texas.

H. M. MASON, Mgr. Lockney, Texas

Feed Cottonseed Products For Profit

THE LOCKNEY BEACON

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-EIGHT

Lockney, Texas, Thursday, November 22nd., 1928

Number 10

Four Special Trains

Amarillo Spent Two Hours Here

ular train service, arrived in Lockney began his work here last Sunday. rounding communities and partaking Street. of the lunch offered by the citizenship Regular services will be held at the of this community.

was third in line and Fort Worth's at the regular hours. train arrived about thirty minutes be- Rev. Morgan urges all the memhind the first train. The delegations bers of the Lockney church to be all alighted at the new Denver depot, present next Sunday, last Sunday beand with the Fort Worth and Denver ing a bad day, the congregations at Band and delegates leading marched the different services were small. to the center of the city, each delegation, preceded by its band following Official train were as follows: in the procession. Tables were arranged on the east side of Main cers on special who attended opening Street in the central block of the city, of New South Plains line: where the High School Pep Squad delegation were escorted over the cago, Ill.; Mr. F. E. Clarity, Vice town in cors. and the remainder of President & General Manager, FW the visitor visited with the merchants &DC Ry., Fort Worth, Texas; Mr. and citizens, and listened to the band H. Barwise, General Solicitor, FW&

at which A. B. Brown acted as master of ceremonies, and made the address W. Newton, Chief Engineer, Burling of welcome, Mayor T. Z. Reed made ton Railroad, Chicago, Ill.; Mr. R. a short talk in which he presented the 'Gowdy, Chief Engineer, C&S an 'key to the city" to the visitors, pre- FW&DC Ry. Co., Denver, Colo.; M senting the "key" to Colonel Haines S. A. Covington, General Superinten of Amarillo, as the representative of ent, FW&DC Ry. Co., Wichita Fall the visitors, Col. Haines responding Texas; Dr. Clay Johnson, Chief Su to the presentation. Uncle Frank geon, FW&DC Ry. C., Fort Wort Ford, pioneer of Floyd county, made Texas; Mr. W. C. Hedrick, Architecture, a short talk in the way of congratu- FW&DC Ry. Co., Fort Worth; Mr. lating the Denver on completion of C. Logan, General Auditor, FW&D the new road and welcoming the vis- Ry. Co., Fort Worth; Mr. C. B. Rago itors. Congressman Hatton W. Sum-ner of Dallas, responded to the wel-FW&DC Ry. Co., Fort Worth; M

vast crowd and for the food they pro- Frt. Agent, FW&DC Ry. Co., Fort vided, stating that we had handled and Worth; Mr H. B. Oates, Agricultural will officiate. fed the crowd better than any town Agent, FW&DC Ry. Co., Wichita

the Denver Lines was the one thing Worth; Mr. J. W. Mode, Superintendthat the citizenship of the entire ent, FW&DC Ry. Co., Amarillo; Mr. South Plains had looked forward to O. E. Maer, Superintendent, Wichita for the past three and one-half years, Valley Ry. Co., Wichita Falls; Mr. J. and the mode of celebration, the run- L. Roach, Master Mechanic, FW&DC ning of the special trains, was decided Ry. Co., Childress; Mr. M. A. Strainer. on at a meeting of representatives Engineer Maintenance of Way. from fourteen towns on the new FW&DC Ry. Co., Fort Worth; Mr. lines in Lockney some months ago, Geo. Baker, General Storekeeper, when it was decided that all towns be given a chance to welcome the people Ruch, Auditor of Expenditures, of the nation, instead of holding a one FW&DC Ry. Co., Fort Worth; Mr. O. on celebration at some given point. D. Weaver, Auditor of Revenues, All the towns and the officials of FW&DC Ry. Co., Fort Worth; Mr. B.

e Denver, the visiting excursionists, Violett, General Roadmaster, FW&DC expressed their appreciation of the Ry. Co., Fort Worth; Mr. W. B. Kelmanner of holding the celebrations in lett, Freight Claim Agent, FW&DC all the towns, and pronounced the af- Ry. Co., Fort Worth; Mr. J. A. Jones, fair a grand success.

The trains came here from Dimmit, Co., Fort Worth; Mr. W. D. McCoy, where they spent the night Tuesday. Tax & Right-of-way Agent, FW&DC The Wichita Falls and Childress Ry. Co., Wort Forth; Mr. L. B. Furtrains fell out of the visiting line man, Construction Engineer, FW&DC Tuesday night, the Wichita Falls train Ry. Co., Quitaque, Texas; Mr. W .S. leaving for home on account of the Broome, Division Engineer, FW&DC death of one of their number: no ax- Ry. Co., Plainview, Texas; Mr. D. D. Manation has been advanced for the Dewey, Supt. Dining Cars, C&S and Childress train not finishing the trin. FW&DC Ry. Co., Denver, Colo.; Mr.

A committee composed of A. B. W. A. Stegall, trainmaster, F W & Brown, Artie Baker, H. M. Mason, A. DC Ry. Co., Childress; Mr. T. V. P. Barker, J. C. Brovles., Uncle Frank Murray, Jr., General Agent, F W& Coo. T. Meriwether. H. B. Adams. and others, went to the junction and others, went to the junction and agent EW&DC R. Smith, General Agent EW&DC R. escorted the trains into Lockney, distributing the Special Edition of the Beacon on the trains.

Agent, FW&DC Ry., Co., Wichita Falls., Mr. F. B. Poole, General Agent FW&DC Ry., Co., Amarillo., Mr. E.

Beacon on the trains. A committee, composed of Z. T. C. Kuykendall, General Agent, Plain-A committee, composed of Z. T.

Rilev. as chairman, and assisted by
Mosdames G. S. Morris. Carl Me.

Adams, and E. E. Dver, and the
church organizations of the town,
through donations from the citizenship, furnished the eats for the occaship, furnished the eats for the occaship, and the cate ways sound but the sion, and the eats were served by the High School Pep Squad. Everything planned in the feeding and entertaining of the visitors was carried out in the heat received by the High School Pep Squad. Everything planned in the feeding and entertaining of the visitors was carried out in the heat received. the best possible manner, and the vis-itors and townspeople all seemed to &DC Ry, Houston. be pleased with the success of the

The Chamber of Commerce received a telegram this morning from the Manufacturers and Business Men of ing that Mrs. tegall, mother of Mr. Amarillo, expressing their apprecia- P. G. Stegall, sheriff of Floyd county, tion for the entertainment and lunch had died at Spur, Texas, last night. they received here, and inviting the The many friends of Sheriff Stegall people of Lockney to visit their city. 'sympathize with the family in their The list of visitors on the Denver

Rev. Morgan Called Visit Lockney Wed. As Pastor of Church

Denver Official Trains and Specials Pastor at Paducah for Five Years
From Dallas, Fort Worth, and Accepts Call to Lockney Church

The special traine making a tour of the New Denver Lines in celebra-Baptist Church at Paducah, Texas, tion of the completion of these ex- has accepted the call to become pastor tensions and the inauguration of reg- of the Lockney Baptist Church, and

about one o'clock Wednesday after- His wife and one son will join him noon, and spent two hours here visit- here this week, and they will occupy ing with the people of this and sur- the Baptist parsonage on West 2nd

Baptist church next Sunday, Sunday The first train to arrive was the school at 9:45 a.m.; morning services Denver Official train, closely followed at 11 o'clock, and night services beby the Dallas train, Amarillo's train ginning at 7:45. B. Y. P. U. services

Mr. F. E. Williamson, Executive served the visitors with sandwiches, doughnuts, and coffee, and about Vice-President of Burlington Lines, forty-five minutes of the stay of the including FW&DC RY. and C&S Ry., visitors were spent in satisfying the Chicago, Ill.; Mr. E. P. Bracken, Viceinner man, after which part of the President, Burlington Railroad, Chioncerts.

DC Ry. Co., Fort Worth, Texas; M
A short speaking program was had,
J. A. Hulen, Traffic Manager, FW&D come address in behalf of Dallas, and John Pfeiffer, Supt. Motive Power, Amon G. Carter, of the Fort Worth FW&DC Ry. Co., Fort Worth; Mr. W. Star-Telegram, responded in behalf of O. Hamilton, Secretary and Treasurer. FW&DC Ry. Co., Fort Worth; Mr. L. Lunches were served to all visitors. M. Hogsett, General Freight Agent, and after they had satisfied their hun-FW&DC Ry. Co., Fort Worth; Mr. ger, many of the school children and F. D. Daggett, General Passenger citizens were asked to dispose of the Agent, FW&DC Ry. Co., Fort Worth; vast amount of food left. Many of Mr. F. A. Swenson, Asst. General the visitors thanked Lockney for the Frt. Agent, FW&DC Ry. Co., Fort

the crowd better than any town Agent, I was a superintendent to the trip.

The celebration of the opening of Transporation, FW&DC Ry. Co., Ft.

Worth, Mr. I. W. Mode Superintendent county men, P. G. Stegan, of this I will be giad to meet city, sheriff and tax collector of the citizens of any community.

Very respectful was the first worth of the citizens of any community. of them are here for the funeral.

General Claim Agent, FW&DC

Mrs. Stegall Dead

Mrs. T. H. Stewart spent last week Born to Mr. and Mrs.:



ARCHITECTUAL DRAWING OF NEW HOTEL TO BE BUILT HERE

Denver Train Schedule Starts Friday, Nov. 23

Trains. Start... Tomorrow,.. (Friday

-	November 23rd)					
J.	Train No. 5, West	Bound				
-	Leave Dallas					
	Leave Fort Worth	8:10	P.	M.		
C.C	/TT-i Chatien)					
	Leave Wichita Falls		P.	M		
١.	I Datalline					
d r.	Train No. 15, West	Bound				
1.	Arrive Lockney					
a	Arrive Petersburg	7:28	A.	M.		
	Arrive Lubbock	8:20	A.	M.		
700	Train No. 16, East					
3,	T T 11 0 1					
1,	Leave Petersburg	7:52	P.	M.		
1,	Leave Lockney					
t,	Arrive Estelline	11:15	P.	M.		
7.	Train No. 6, East	Bound				
C	Arrive Wichita Falls	2:45	A.	M.		
1,	Arrive Fort Worth	6:35	A.	M.		
.,	Arrive Dallas	8:10	A .	M.		
r.						

BURY MOTHER OF FLOYD COUNTY SHERIFF TODAY

Illoydada, Nov. 22.-Mrs. M. J. Stegall, of Spur, 72, a native of Washington county, Texas, whose death for the people to upnderstand the after the operation is performed. occurred Wednesday shortly afternoon proposition for this bond issue to be will be buried this afternoon in Floy- put over and I have made an exhaus-

She is the mother of two Floyd II you desire and will make a date of the county men, P. G. Stegall, of this I will be glad to meet with the night, Nov. 23rd.

The P. T. C. has started work on a wise obtain. Lockney. Her death followed an illness of sometime, she having been in declining health for several months She was living at the home of her Parent-Teacher Association

The family has been in West Texas present. for many years. Mrs. Stegall's husband preceded her in death many years ago.

Congres and P. T. A. Convention, as morning, Nov. 17th, a 10 lb. boy. a delegate from the Lockney Parent-Will Rigdon, Lockney, Tuesday, Nov. 20th, a 10 lb. boy.

TELEGRAM RECEIVED FROM Cooper Bros. Opening

Chamber of Commerce, Lockney, Texas,

Members of the Amarillo delegation are talking otnight about the New Firm in Lockney Will Have unusual efficiency displayed by the good people of your city in the matter of the reception and entertainment of our delegation in Lockney today. tion of the Pep Squad that fed our urday of this week. hungry tribe, come and visit us in They have just placed in their Pep Squad with you.

TO THE CITIZENS OF ANY VOT-ING PRECINCT IN FLOYD

I will be glad to discuss the proposed highway bond issue with the citizens of any voting precinct in Mr. and Mrs. Floyd Bullet in Hale County, the sixty mile cut-Floyd county on any agreed date before the bond election to be held on the 18th day of December.

mation-I have acquired.

Very respectfully. Wm. McGEHEE.

the end came. Of the five surviving the end came. Of the five surviving will not hold their meeting this after- are glad to have Mr. Cannieham and castro counties an outlet not now enjoyed. Practically all cities R. Stegall of Guymon, Oklahoma and They will meet in special session at Bro. Joe Kellis of Abilene preached Mrs. F. M. Rollins of Flomont. All the school building, next Wednesday at the Church of Christ Saturday nite the Santa Fe's contention. f them are here for the funeral.

The body was brought to Floydada Primary program, which will be held a very small crowd attended. last night by F. C. Harmon, and is at 1:30 o'clock. All members are being held at the P. G. Stegall home. urged to remember the time and be

MRS. T. H. STEWART, Pres.

Visits of the Stork

in Amarillo, attending the Mothers' G. I. Ilison, near Alcino, Saturday

Opening Saturday-Have Nice New Stock of Goods

Cooper Brothers, who have recentpreparation you made to meet an from Girard, Texas, will open their

Amarillo and don't forget to bring the store a nice line of new furniture and hardware, and are now ready to furnish the people of the Lockney coun-Amarillo Jobers and Mfrs, Ass. nish the people of the Lockney coun-Amarillo Board of City Development try with anything in these lines they Proposed Santa Fe Line Parmerton might be in the market for.

They are agreeable gentlemen and we urge the people of Lockney to call on them and get acquainted with this new firm.

Mrs. Barber Goes to Sanitarium

Mrs. Barber will enter the Mayo off being declared not practical by the Brothers Sanitarium for an operation. Interstate Commerce Commission Ex-Mr. Barber will remain there until aminer H. C. Davis in a report made

SAND HILL

new play to be given Christmas. This The hearing was held last May at is a ten dollar royalty play of unus- Lubbock and hundreds of Hale coun-County Judge ual merits. The name is "Hold That ty and Lamb county residents were Line Jimmie."

The new section foreman has moved daughter Mrs. R. Ed Green, when the Parent-Teachers Association the end came. Of the five surviving will not hold their meeting this after-

GOODNIGHT

Nov. 20.—Things are lively here so close together. this morning. The first passenger is coming through this morning and Goodnight is preparing to celebrate. We are expecting a depot and train spectively. mail service in a shot time as this is one of the important shipping points

along the inle. A box supper was held at the Goodnight school Friday night. A program was given with the new Stereoptican picture machine. A large crowd enjoyed the program and about one hundred dollars was made for school athletcis.

The school and community here are planning a Thanksgiving program and dinner for Thanksgiving day. Pictures will be given with the Stereoptican and a large crowd is expected. R. C. Cogdill and son, Gerdis, were

Quitaque visitors Saturday. Messrs. John and Jim Taylor attended the funeral at Silverton Sat-Mr. Doc Merril and family were in

Plainview Saturday. Alister, Okla., visited the Wilson of Emanuel Moor, of Switzerland and Trap home last week.

were in Matador Sunday.

here yet and the gin is running almost and octaves. It is like two men play-day and night.

has opened a cafe.

Lee Highway Election Called for Dec. 18th

Re-Called Election for Dec. 1st, and Set New Election Date for

At the meeting of the Commissioners Court last week, the election for oting \$400,000 worth of Highway Bonds, with which to pave the Lee Highway across Floyd County, was re-called on account of a mistake made in posting the election notices, and re-ordered by the court to be held in Floyd County on the 18th day of

There is no change in the amount or otherwise, except the date, and the election will be held for the purpose of paving the Lee highway, no other roads in the county being entertained at this time.

Floyd county at present is the gap in the paving program of the Lee Highway between Hale County, which has already voted bonds for paving the road, and the eastern line of Texthe counties to the east have voted as on the Lee Highway Route. All their bonds, the bonds have been approved and sold, and construction is now starting on the paving program Store Here Saturday from the Oklahoma line to the east line of Floyd county, and Hale counfrom the Oklahoma line to the east ty is ready to begin work on the west line of Floyd county and pave the Lee Highway across that county.

The bonds must be voted at this election to pave the Lee Highway across Floyd County, or the chance We will long remember the thorough ly moved here with their families for voting on the project alone in the future is very uncertain, as any fuunusual situation and an extra ordi- hardware and furniture business, in ture bond election will carry several nary tax upon your facilities. Espective Watson building, on the east side additional roads in the county and ially the unfailing courtesy and atten- of Main Street, to the public on Sat- will be for several times the amount of this bond issue.

> UNFAVORABLE REPORT ON SANTA FE CUT-OFF

to Hale Center Not Practical, I. C. C. Told

The Fort Worth & Denver has won the first round in its fight t vent the Santa Fe from build branch line from Parmerton a few Mr. and Mrs. Floyd Barber left miles east of Texico to Hale Center

public November 15. The commission was advised in the amount of food left. Many of Mr. F. A. Swenson, Asst. General dada Cemetery, following funeral servisitors thanked Lockney for the rin which they handled the Worth; Mr. W. A. Blank, Asst. Gen. Will be burled this arternoon in the dada Cemetery, following funeral services to be held at the First Baptist willing and anxious that the people hould have the benefit of the informal control of the distance at the average of the distance at the weather. This play will be presented much of the distance at the average She is the mother of two Floyd If you desire and will make a date at the Sunset school house Friday of 13 miles and would divert from it much of the tonnage it would other-

> present and testified in favor of the and towns along the route favored

It was the contention of the Denver road that the potential resources of the section would not create a sufficient tonnage to justify two lines

The proposed line would bisect the big triangle formed by the two main Several business men and citizens here Clovis, and extending southeast and lines of the Santa Fe, covering at are preparing to join the delegation here and go with them to Lubbock.



THE PIANO OF THE FUTURE

New York City-The first double banked piano has made its appear-Mr. John Trap and family of Me- ance in this country. The invention introduced into America by Chicker-Mr. C. J. Kiesling and Mr. Brooks ling, is now exhibit at Ampico Hall. Prominent musicians have called it Mr. E. P. Woods and Iva Marie the piano of the future. It can do Davis were Quitaque visitors Satur- what no other piano has ever done. What one plays singly, the double-There is much cotton in the fields tiered keyboard with pedals, doubles Goodnight is building. Mr. Purcell positions than have ever been played.

Photo shows Vincenzo Bellezza. Grady Purcell was slightly injured conductor of the Metropolitan Opera last week when his horse fell with House trying out the double-tiered keyboard piano at Ampico Hall.



class mail matter at the Post Office at Lockney, Texas, by act of Congress ed our college—Saturday morning We had an interesting program on day afternoon.

The Bartist Lodies of this community of the Community

H. B. ADAMS, Editor and Owner TERMS OF SUBSCRIPTION

One Year Six Months Three Months Subscription Cash in Advance

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

MEXICAN LYNCHED IN NEW MÉXICO

Rafael Benevides Claimed by Noose Near Farmington, New Mexico; Was Attired in Nightshirt

Farmington, N. M., Nov. 16.—Three masked men took the law into their Jackson today. own hands today and lynched Rafael in the home of S. F. Smith, Thurs-Benavides, believed by police to be day night. the Mexicon who early Wednesday attacked Mrs. Charles Lewis, wife of a prominent sheepman of Aztec, N. M.

Benevides was taken from the Benevides was taken from the service of the Mrs. Buster Allmond and Mrs. Buster Allmond and Mrs. Buster Allmond and Mrs. Buster Allmond and Mrs. Truman Bradshaw was a Plain
Have gone to Sherman, Texes, to visit with relatives.

Linnie and Lillian Milton spent Saturday afternoon with Trula May and Muriel Fay Phegley.

Mr. and Mrs. Buster Allmond and Mrs. Buster Allmond and Mrs. Truman Bradshaw was a Plain
Mr. Truman Bradshaw was a Plain
Mr. Truman Bradshaw was a Plain-

Farmington hospisital where he lay family visited in the home of Mr. view visitor Tuesday. with a bullet wound in his abdomen, Pharr, Wednesday of last week. and was hanged from a locust tree in a grove on an abandoned ranch two miles from the hospital miles from the hospital.

Woman Is Attacked on a hunting trip. The man carried her on horseback into a canyon and place left her there unclothed. She wander-ed back to the ranchhouse and Sheriff week and with her parents. Mr. and nephew from Royce City, visited Blancett organized a posse to search Mrs. C. D. Thacker. for the abductor.

Yesterday afternoon Benavides was encountered by a posse at the Murphy ranch near the Colorado line and was shot when he resisted arrest.

Men Are Masked told the nurses in charge that they wanted the Mexican. The men did not molest the nurses but told them to stand aside and they would not be harmed.

Tany weather. Everyone is anxious to see the sunshine.

The school opened again Monday. We are hoping that the attendance will be some what better the rest of the school.

With the Mexican attired only in his bed clothing, the men took him from his bed and out of the hospital.

Mr. and Mrs. Moss Howell and little son, Charles Henry, visited Mrs. wednesday of last week. Everyone take notice of the control of the hospital. The nurses notified Dr. A. M. Smith, well last week.

who called Sheriff Blancett at Aztec. mington found the body of Benavides Smith. hanging from a tree in a grove on an Little Miss Ruth Snell has been abandoned ranch two miles from the sick for the last few days.

ndoned ranen two infect was still at-nital. The Mexican was still at-day guest of Miss Qual Smith. The nurses said they did not recognize any of the men.

on a basis of 300 acre farm is, 100 loads. acre in wheat, 150 acres in cotton, 50 acres of feed crops, the wheat and Pleasant Valley Home cotton could be changed to conform Demonstration Club and the prices, or long or short crops The Pleasant Valley Home Demon- church Sunday. following the crop to be planted.

that without a doubt next cotton crop promises to bring a good price to say well above the present prices, they state that the surplus will be almost used up before another crop can be

We believe all that plant cotton next crop will not regret it, the coming wheat price could be low unless a disaster comes to some of our best wheat helts.

These rules do not apply to all as a few can make money out of wheat while the masses lose on wheat. There has been more failures and closeouts in the West of men raising wheat only than any other one crop. Save some cotton land for 1929 as the price promises more than ever to

bring a good price. The dairy business combined with diversified farming means success in

Corn, oats, and spring wheat us-

ually fail or make short crops. GEO. T. MERIWETHER.

W. T. S. T. C. News

Nov. 17.—At a business meeting of the W. T. Floyd County Club on Tuesday, November 13, Mrs. Mitchell Jones announced formally that her doors were open to members of the club at all times.

Plans were made for one club meeting each month, to be held at 7:30 p. m. on the first Tuesday in each month. A page has been reserved for the club in the year book of W. T., Le Mirage, and members are being urged to have their pictures put in. Encouragement from our home towns may be needed to get the full membership pictured. It might be interesting to those who do not know that this club was first organized in 1913 with D. M. Hopper, now of Folydada, as president. In 1916 the membership included many who are now among the most important citizens in Lockney and Floydada. Travis Shaw, now secretary to the College of Can-.yon, was a member of the club that

Mr. and Mrs. Robin Baker, and children, accompanied by Mrs. Herman Huffman passed through Canyon stopped in Canyon on the return trip where Mrs. Baker talked for a while with her sister, Alice Smith.

New slickers, multi-colored, and new goloshes are the order of the day

The Torkniri Braton at present. Our first snow of the sea-son fell, alternated with rain drops, The subject discussed was "Health Wednesday.

The Home Demonstration Club last Demonstration Club Demonstration Club." Entered April 14th, 1902, as second on Friday night, November 16. Fri- and Sanitation."

The snow has brought an atmos- Food cake and cocoa. phere of the north to Canyon. A to- . Our next meeting will be Nov. 30, There will be singing at the church

about 10 miles per hour. 2c are still getting.

McCOY

Nov. 19.-Mr. and Mrs. Guy Jackson and little daughter of Center, is visiting Mr. Jackson's mother, Mrs. W. Jackson.

Born to Mr. and Mrs. Orval Payne, a son, last week

Mr. Rufus Kelly is visiting Son the cotton gathered.

Miss Lou Berry entertained the

Mr. Rov Holmes, who is attending Tech College at Lubbock, spent two Mrs. Lewis was beaten unconscious by a Mexican who entered her home Tuesday night while her husband was School is progressing nicely at this

School is progressing nicely at this Miss Elizabeth Thacker. who is ting along fine.

BLANCO

N. v. 19.—There has not been much work done in this community in about Shortly after noon today, three three weeks, on account of the damp masked men entered the hospital and rainy weather. Everyone is anxious

the school.

The called Sheriff Blancett at Aztec.

Mrs. Wm. Snell attended quarterly conference at the Methodist church at the Mrs. Wm. and Mrs. Coupe. Sheriff Blancett and his deputies conference at the Methodist church at after a search in the vicinity of Far- Cone Saturday. Also Mrs. S. F. day with Mr. and Mrs. W. F. Barnes.

Miss Louise Thacker was the Sun-

of cattle ever shipped over the new Fort Worth & Denver Extension from Quitague was loaded. The cattle oc-November 1, the largest shipment A well balanced crop as we see it cupied sixty-five cars, or two train

STAR-TELEGRAM

RECORD-TELEGRAM

Daily With Sunday

(Seven Days a Week) Bargain Days Price

the snow slide was busy pushing large Health and Sanitation, after which The Baptist ladies of this communthe snow side was busy pushing large Health and Santation, after which ity met Nov. 11th, at the Baptist church and organized a Ladies' Aid

boggan (sled) was seen on our pavement but was not drawn by the proverbial "Old Dobbin." A stripped down Ford hauled it at the rate of down Ford hauled it at the rate of be with us and give a lesson on hat making. We will also elect new offimaking. We will also elect new officers for the coming year. Let every fell while feeding late Sunday aftercers for the coming year. Let every fell while feeding late Sunday aftermember be present, and bring a bowl noon, and died in a few minutes after of something good to eat, and spend being taken to the house. We deeply the day.—Reporter.

SUNSET

Nov. 19.—A good rain fell over our community Friday and Sunday, which primary room, for October were: was welcomed by wheat farmers. We need some pretty weather now to get

Mrs. G. Milton visited with Mrs. Mr. and Mis. C. D. Thacker visited Vane Gilliland Saturday afternoon

Mr. Truman Bradshaw was a Plain-Mr. Shearer and children attended in Amarillo. conference at Aiken last Wednesday.

PLEASANT VALLEY

Nov. 20.—Clara Mae Craft is out of school at present. She had her day. At present writing she is get- day afternoon.

week-end with her parents, Mr. and and nephew from Royce City, visited of their daughter, Mrs. Albert Clubb Mr. and Mrs. Vernon Shaw came in

Saturday to visit their parents, Mr. pneumonia the past week. He is reand Mrs. J. T. Marr. Mrs. Shaw has been to Mineral Wells for her health.

This church had a large red. The church had a large red ed Mr. and Mrs. W. M. Ferguson last held at Petersburg Sunday afternoon Thursday.

Mr. Aaron Tucker of Slaton spent Wednesday night with Mr. and Mrs. McClure. Mr. Tucker will be remembered among the older Pleasant Val-Mrs. McClure and Mrs. J. J. Harris

spent the day with Flossie Reasonover

Everyone take notice and give the

Mrs. Edd Pratt has been on the sick Motley and other counties list for two weeks.

Mr. and Mrs. S. H. Hudson Parnell came in Saturday and spent a few days with Mr. and Mrs. D. P. Chil-

LAKEVIEW

Nov. 19.—Because of the bad weather, there were no services at the

stration Club met Wednesday, Novem- Mrs. Wayne Wright was hostess to

sympathize with his loved ones in this great sorrow.

There is full attendance at school Those on the Honor Roll in the

Second grade—Lerabeth Newton. First grade—H. B. Chastain.

HARMONY

Nov. 19.—The continued wet weath-Mrs. Brooks Browning and baby have gone to Sherman, Texes, to visit er is proving very beneficial to the

W. C. Clubb is spending the week

Mrs. Jo Maxwell is visiting relatives in this community. She plans to be here several months. E. L. Gary fell from a wagon Fri-

day morning sustaining minor injur-The Women's Missionary Society

tonsils removed at Floydada Saturimet with Mrs. Chas. B. Smith Thurs-Mr. and Mrs. L. E. Williams were

guests at dinner Sunday in the home of Petersburg. Tommy Gary has been very ill with

This church had a large represen-Mr. John Jones from Quanah visit- tation at the Quarterly conference

We have land to Sell and to Lease for Farming, Stock | road when hey meet Mr. F. U. Payne Farming and Grazing purposes, from about 80 acres 2 up, in Floyd, Briscoe, Hall,

W. M. MASSIE & BRO

Floydada, Texas

The Prairie Chapel Home Denmonstration Club will meet next Tuesday afternoon with Mrs. C. H. Huffman bread.—Reporter. afternoon with Mrs. C. H. Huffman,

Sr. Because of the bad weather last week, we did not have a club meeting. Miss Bass will be with us and give

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THE LOCKNEY LONGHORN

Official Publication of Lockney Public Schools.

Lockney, Texas, Thursday, November 22nd., 1928

Volume 1 No. 10

Beat Littlefield 7-0

One of the fastest and most thrill-

Lockney Longhorns

EDITORIAL STAFF Editor-in-Chief—Winston Wofford. High School Follies Associate Editor—Fay Royal: Associate Editor-Frances Savage. Literary Editor—Kline Nall. Athletic Editor-D. V. Biggers. Joke Editor-Carelton Cook.

Miss Simpson for Grammar School.

READING

Just the other day I was talking to for each play follows: talking when he interrupted, "Aw, I Pfeil. don't guess I ever read a book plum through." I always like to read, so I M. D. Arterburn. thought it was funny that he "just five.—Carroll Bennett. couldn't read-wasn't interested"and he thought it was funny that I didn't like algebra, but, of course, there is always something to take the joy out of life. However, that boy has Miss Thomas for an English teacher, and he has just "gotta" read a few books to pass, so I advised him to read "Roads of Dentiny," by O. Henry which I thought might make him like to read. He read it and wanted more, because the stories in the volume are short and interesting. They have the unexpected "kick," at end that I remember as the main characters of O. Henry's stories. And besides, "they are just bubbling over with the effervescent gasses of humor.'

SEZ!

just exactly how and when to say things different after all. "sezs." She never talks very much without interspersing about a dozen "sezs' " in between the sentences.

It's a hebit everyone can get into, just like saying, "an' so," "well," and "I don't know," by being careless and not concentrating upon what one is anything.

POETRY

.The following poems and parodies were written by Seniors as class Ragle.

Poetry

There's poetry in the river; There's poetry in the bay; There's poetry in the city; There's poetry all the way; There's poetry in the mountains; There's poetry in the sea; There's poetry in the skies; There's poetry in the bee; There's poetry in the hills; There's poetry in the lea But there is very little Of the poetry in me.

-Buchanan Prickett.

The Unpardonable Sin Did you ever take your pencil, And sit down and try to write A composition or a book report In the sleepy hours of night; When the sentences came by

fragments And you felt all weak within And you had no power to reason That "a theme in late is an unpardonable sin."

Then next day go to the class room, Seat yourself among your mates While the teacher reads the ruling, Points out the pitfalls and the fates, Tells you in a voice of warning, That if honors you would win, You must avoid the late themes, "The unpardonable sin."

Then when the work is graded, And the class is in the room, And the teacher at her desk Sits ready to pronounce your doom; And she raiseshigh her voice, As she slightly tilts her chin, "Class, the late theme is an unpardonable sin."

Then right across your desk, Where all the class can see, As she slightly folds your paper Is a bold outlandish D Then you hang your head in sorrow, Force from your lips a sickly grin; For after all, you were a victim 'Of the unpardonable sin."

-Gladys Miller.

Smiles A smile is always worth while It cheers the young and old; Although it is not hard to own, It's worth as much as gold.

Smiles drive away the clouds; They drive away the dew, And let the sun come pouring in And make our lives seem new.

When sadness is knocking at our door And wants to enter in, If we'll smile and smile and smile The knock'll not be heard again.

A smile is just like music; It freshens up the day; It tips the peaks of life with light

And drives the clouds away.

The souls grows old that sees it And feels its courage strong; A smile is just like sunshine For cheering folks along.

printed here. -Bertha Eagle

Firday, November 23

Tom Tucker, rustic beau of twenty-

Mrs. Hawkins, rustic widow of forty-five.—Mary Leda McAdams. Betty Hawkins, rustic belle of twenty.—Rexine Sams.

The Sophomores will present "Jimmy," by George M. Madison, a comedy in which a sprightly widow finds its difficult to keep her lover in ignorance of the fact that she has a thirteen year old son.

Vera St. John, a sprightly widow-Mildred Carter.

Robert Burton, a widower-Glenn

Virginia, his eight-year-old daughter-Wilma Cooper.

Jimmy, thirteen-year-old son of the widow-George Webster, Jr. Such a Goose," by Elizabeth Gale, a Nearly overybody says "sezs". I deligntful comeyd in which the young when Porterfield of Floydada hurled anchored our ship safely in the "Har-ium Nov. 21st, at 1:15 p. m.;

> Albert Bell-Wayne Greer. Sylvia, his sister-June Guthrie. Hazel Henderson, Sylvia's friend-

Estelle Byars. Philip Fick-Carl Mann.

Mrs. Bell-Rowena Ewing. The Senior Class will present "Thursday Evening," by Christopher English grade, and, what's more, it Morley, a comedy wherein domestic won't help one to get a job, or to sell bliss is restored through the efforts

Gordon Johns, a young business man-George Tate.

Laura, Mrs. Gordon Johns-Bertha Mrs. Sheffield, Laura's mother-

Elfie Meriwether. Mrs. Johns, Gordon's mother-

A ten dollar prize is to be given to the class who presents the best play. The public is cordially invited to come for themselves. Tickets are on sale at the Lockney Drug Co.

HOME ECONOMICS I

The first year class in home economics is now working on its second project. The first and second garments are both under garments. The simplest processes are used in making of Mr. and Mrs. M. E. Noble, was rethese first garments. Every pupil is not required to use the same pattern, so as to make a variety of designs within the class. We will use the methods by which we are making these garments later on in making other projects. We are, with the help of the second year economics class, improving the appearance and convenience of our room by putting up pictures and curtains, and are plan-

ning to repaint the tables soon. One of our class members, Virginia Collier, has been absent for many weeks because of illness. We miss her very much, and we are glad to hear she is improving. We hope to have her back in class soon.

PERSONALS

Fay Royal was absent Thursday. Cullen Riley, T. H. Stewart, and Guy Cope were absent from school land Wight Color at the High School land Wight Color at 2:30.

Because of the muddy weather Mon-Eddie Mae Gilliland were absent from school.

Beatrice Nicholas was absent Monday afternoon on account of illness. Frances Savage, Opal Ashby, and Ruby Farley were absent from school Monday morning.

Wednesday.

Mary Lena Prickett was absent last

Meet whatchee callem Hop Wap at the Follies Friday night.

Nature The birds sing in the garden As happy as can be, And many times they give A bit of happiness to me.

The flowers in the valley Are more beautiful day by day I always think of beauty When among the leaves I stray.

The Lockney Beacon The Lockney Beacon, what a wonderful publication!

all the creation; It tells the latest news from over the south plains,

There is not another like it in

All the fights, elections, and the very big rains.

It is a real treasure, and there's none quite so dear As this wonderful Lockney Beacon

-J. Edward Parsons. to use them.

HAS DINING ROOM Specialty Numbers GRAMMAR SCHOOL

A new project is being tried by the school for the purpose of keeping the as was formerly done.

Everyone is hoping this method of worn by the young ladies. "keeping house" will prove very suc-

LONGHORNS WATCH FLOYDADA-RALLS GAME

regular practice period for the Long-horns and took them to Floydada to member the date is November 23. watch the Floydada Whirlwinds and Ralls-Jackrabbits game. The Whirlwins and Jackrabbits battled to a 61 Nearly everybody says "sezs". I man scornful of a sister's interest in a pass to Captain Wilburn of the knows know a school teacher that knows things different after all

> Hazel Nuts vs. Huckleberry Pudding! See for yourself on Friday, November 23 at the high school audi-

EXES AND EXCHANGES

Eugene Harris, graduate of Lock- ness. ney High School last year, and who is now attending school, came home Alice Green and Ruth Stapleton, who are attending school at Canyon, likes our school. came home Saturday to spend the week-end. They came as far as Plain-day last week except Friday. view with the Buffaloes, who were bound for Abilene to play the A. C. C.

Maenon Meriwether and Marvin days last week to work. Shurbet spent the week-end at Lockney visiting friends.

Joe Neely of Abilene was in Lock- ness. entertainment, and judge the plays this week. He graduated from Lockney in 1926 and expects to enter Mcthe next term. His younger brother, weather. High School.

a baby girl had arrived at the home with these problems?" ceived recently by Mrs. R. C. Haith- myself. cock. Mr. Noble was formerly principal and coach at Lockney High School and is now Superintendent of city schools in Knox City, Texas.

Vernon ShelSton, graduate of nell Smith, and C. T. Wright. Lockney High in 1927 is now going to Sul Ross Teachers College.

so employed as bookkeeper in a lumber yard. Mr. Gordon Denman principal of their cousin. Lockney Grammar Sschool and assistant coach last year, is attending Sul Ross Teachers College. He is alployed as cashier of the Holland Ho-

lene High School. the first quarter of the game Leo in- head maize.

slime guard of the Buffs starting his enjoyed having very much. We re- paper under glass, the Mayflower hook or net and to make land fertile first game, rose to the heights." Stud- grett that Miss Steele is still unable from clay, and the Pilgrims of kew- by putting a fish in every hill of corn. of the Longhorns of past years will Miss Neil while she is away. be interested to know that Weldon Logan, of the Class of '26, was the sturdy Buffalo who brought down

CURRENT EVENTS IN HISTORY CLASS

The History II classes have recent- several days to pick cotton. ly purchased "The News Outline," a story book of current events in loose -Letha Orr leaf form that is published each week. History classes have adopted in conhistory teacher, Mrs. Haithcock, and paper called "Current Events" and have her visit us. a continued story of news that deals interesting articles it contains. They glad to have visitors. affairs. The first topic of the paper of November 12 to 16 and had a libof the week. The next topic deals from 9:00 to 9:45 a. m. The memwith importat people and places in bers of the classes showed great intertion corner in which the questions are election. asked and answered. Additional

Planned for Follies

You have heard about and read an- school yard cleaner and more attraction. This is to introduce to the public Thursday, November 23. Despite the Reporters—Mary Nell Meadors, nouncements of the coming Follies, tive. The school auditorium is now the "Symphonic Six," who will per- fact that Plainview is a Class A team ing football games of the season was Beatrice Nicholas, Elvie Cook, Margaret Collier, Rowena Ewing, Ralph garet Collier, Arceneaux, Carrol Bennett, Miss endar. Friday, November 23, is the grammar school students who bring where the fourth annual High School that the Longhorns have an equal Park, Friday, November 16, when the Newman for Primary Department, date of the 1928 Follies, and from all their lunches. The boys and girls are 23, at the high school auditorium chance to win. accounts a real treat is in store for kept in the auditorium the first twen- Follies will be presented. The Plainview has won only one game field by a 7-0 score. From beginning all those who patronize this high ty minutes of the noon hour in order "Symphonic Six" is an organization of this season, and that was an out of to end the game was almost a duplischool affair. The cast of characters for each play follows:

The Freshmen will present "Bill ty minutes of the noon hour in order to eat their lunches. Waste paper the following high school girls:

The Freshmen will present "Bill ty minutes of the noon hour in order ty a boy about a book. I was doing the Perkins' Proposin' Day," by Helena the children leave they put in their Dyer, Louetta Hadley, Glenna Collins, lost to Amarillo Reserve Yannigans off and on the first play Brotherton lunch papers and scraps instead of and Elfie Meriwether, pianist. They by a score of 19-26. Considering the went around right end for fifteen Bill Perkins, rustic widower of fifty, throwing them on the school ground that are sure to please. An added attraction will be the striking costumes have just a little hedge.

In fact, the whole Follies program is one you can not afford to miss. Monday afternoon Coach Reid cut Resreved seats are on sale at the standing of the Longhorns:

SENIOR CLASS MEETING

The seniors held their fourth regto 6 tie on a muddy field which made ular class meeting Wednesday, Nov. the game slower. Neither team could 14. After the reading of the minutes gain on a running and plunging game, of the previous meeting, the class so each confined itself to a passing voted on a motto. After a brief disand punting duel with neither team cussion "Rowing, not Drifting" was The Juniors will present "Not Quite having the advantage. It looked as selected. We all intend to row the if the Jackrabbits were going to win same boat and at the end of the en-

INTERMEDIATE DEPARTMENT

Seventh Grade

Allen Taylor was absent some last week on account of having to work. James Poole and Wood Stevenson were absent Monday because of ill-

Anita Lewis was absent last week. We have a new pupil, Mildred Golto visit from Thursday until Sunday. | laday, from Giles, Texas. We are very glad to have her and hope she

7B Ralph Guinn was absent several

nesday and Thursday because of ill- very sorry to have them out.

Sixth Grade

6A Several were absent the latter part

Gilbert is now enrolled in Abilene Friday Mrs. Wall, after looking over several arithmetic papers, ask- has entered the first grade. An announcement to the effect that ed Walter, "Did your father help you

Walter replied, "No, I got it wrong

6B

Fifth Grade

5A One of our classmates, Marvin tel in addition to his college work. Wofford, died Sunday afternoon after Schools, who took her A. B. Degree most loved friends. School was dis- it. from Simmons University in June, is missed in order that we might attend

The absent pupils this week were: Leo Cooper, a 1928 graduate of L. Lodean Carter, Murray Williams, and day Fay Royal, Frotilla Kittrell, and H. S., is a much talked of Buffalo Raymond Gentry. Lodean was absince the game between the N. M. M. sent on account of bad weather, Ray- making "A November Sand Table." came over died the first winter. I tgam and the Buffaloes of West mond because of picking cotton, and The work is the correlation of lan-Texas State Teachers College. In Murray because of helping his father guage, reading, handwork, and num- rather badly the first few months, but

> tercepted a pass and ran 74 yards for We are very glad to have Miss Ann original ideas were used. The log furs, skins, and corn, and helped them touchdown. The Canyon News Neil as our new teacher, but we are cabins are made of cardboard from fix their houses; they showed them makes this statement: "Leo Cooper, sorry to lose Mrs. Speegle whom we egg crates, the water of blue oatmeal how to plant corn, to fish without

the pilgrims. week because her mother was sick. | through last week.

Jimmie Gentry, Willard Lard, and Lloyd Poole have been out of school from Mrs. Stevenson.

The members of the United States ed from school last week. This booklet was recommended by the nection with their class work a small each member of the class agreed to will take their regular class periods with both national and international have received the issue for the week the news. The last topic is the ques- est in the discussion of the recent miss "Not Quite Such a Goose."

LOCKNEY TO PLAY PLAINVIEW THURSDAY

The Longhorns are to meet Plainview High school in a grid game

"keeping house" will prove very successful and with the co-operation of
Follies is a Boys' Chorus. You will

"keeping house" will prove very succome to blows; each one is claiming
Jack Lomax as his "meat." We bethe Longhorns were outstanding in the boys and girls we are sure it will. be delighted with the songs the boys lieve however, that they will decide to the offensive machine of Coach Reid. present and the harmony of their compromise by dividing him equally. Brotherton alone was accountable for Jack played with the Longhorns in seven of the Longhorns first downs.

Oct. 24, Lockney 19, Amarillo 26. Nov. 6, Lockney 0. Floydada 31. Nov. 16, Lockney 7, Littlefield 0. Total 123

PRIMARY DEPARTMENT

until the last two minutes of the game suing school year, we hope to have the following program in the auditor-

Thanksgiving Song-First Grade. A Thanksgiving Pageant—Room 1B In 1621—Second grade. Thanks, a song-Room 1B.

The Turkey's School-Third Grade. In Plymouth Town-Fourth A and in scoring position. Fourth B.

our program.

First Grade A The children are enjoying decoratwho broke up Riley's end runs.

A summary of the game follows: ing the room for Thanksgiving with Mary Wofford was absent every turkeys, pumpkins, and posters, making Thanksgiving booklets, and building the story of the Puritans and In-Indians on the sandtable.

Shelton
Phillips

Charles Baker and Bobbie Ewing Rives were absent from school some last Walls Ouida Townsend was absent Wed- week on account of illness. We were Stowe

Mrs. Ball and Burthel Hilburn were Fowler visitors last week. We were glad to McAdams

have them. First Grade B

ford have returned to school. Our room is working on a Thanks-

Second Grade A The second grade has worked out "The First Thanksgiving" project for These pupils have been absent this their sand table. This project con-subimtted in fifth grade history. week to pick cotton, Homer Lee, Gay- sists of Indians and Pilgrims and brings out their friendly relation with Several were absent Monday, Fred each other on their first Thanksgiv- in 1620, were the people who started Beall, because of his mother's illness, ing. We have been studying Indians Thanksgiving as one of our greatest He is also employed as bookkeeper Henry Brotherton because of the bad and their habits of living and are now holidays. They arrived in the winter weather, and Gaynelle Smith and Ken- studying the Pilgrims. The pupils when it was very cold and the ground neth Wofford because of the death of are enjoying this study and the correl- was covered with snow. They came ation of it with their construction over to America because they wanted work. Several booklets have been religious freedom. After leaving

Miss Mabel Reeves, former grad- several weeks illness. We are very jous moment for a young man of sev- old ship called the Mayflower and

THIRD GRADE A Thanksgiving Project

Opal Faye Bannan, Muriel McGon- ber. igull, and Alton Thompson were miss-Mrs. Hilburn visited us last Wed-

subscribe for it. The paper contains once each week to discuss the many Monday morning. We are always er had no notion of you nor your old

Learn who it is that stutters, stam- well" when Bill Perkins gets-oh well deals with the most outstanding event eral discussion on Friday the sixteenth mers and fidgets on his proposing day -find out for yourself. -at the Follies.

Lockney Longhorns won from Littleto a running and passing game, with Dummy and Distance are about to the Longhorns having a decided ad-Almost invariably when called around The following shows the up-to-date the end Brotherton gained from one to twenty yards. In addition to a Sept. 20, Lockney 8, Tulia 0.
Sept. 27, Lockney 38, Abernathy 0.
Cot. 4, Lockney 31, Matador 0.

good offensive game Brotherton intercepted a Littlefield pass that, if it had been completed, would have meant a touchdown. Spence was outstanding in his passing and line plunging. Nov. 9, Lockney 20, Hale Center 0. During the game he threw two long passes to Fowler and one to Brothertotal 57 ton which netted the Longhorns about seventy-five yards. In the second quarter, after Spence had completed a long pass to Fowler which placed The primary department will give the ball within scoring distance, he plunged the ball over left tackle for a touchdown. For the extra point

Spence completed a pass to Riley. Reves, diminutive Longhorn guard, was outstanding on the Longhorn defensive. Down after down he eluded Our Thanksgiving Menu- First the charging Littlefield backs for a loss. All of the Longhorn line put in a good game and Littlefield was never

McAdams of Lockney did exceed-We invite the intermediate depart- ingly well with his punting. White ment and all patrons to be present at and Burford were the outstanding Littlefield offensive players. Runback was outstanding in the Littlefield de-fensive machine. He was the player,

Starting Line Ups Littlefield Right End Thornton Right Tackle Frans Right Guard Roberts Center Lucas Left Guard White Grubbs Left Tackle Runback Left End Heard Quarter Back Right Halfback Brotherton Riley Left Halfback

Spence ,capt.) Fullback Murry College at the beginning of of the week on account of the bad James Mudrell and Lena Fay Wof- First Down, Lockney 13, Littlefield 6. Touchdowns Lockney 1. Extra Helen Ruth Beard from Hillsboro Punts Lockney (McAdams kicking) 6 points Lockney 1. Pases attempted, for average of 45 yards. Littlefield giving pageant to be given Nov. 28th. Lockney 9, completed 4; intercepted 1. (White kicking) 8 for average of 30

The following is one of the themes

The First Thanksgiving The Pilgrims, who came to America made in spelling and number work England, they first went to Holland carrying out the idea of Thanksgiving. and stayed there several years. They did not want their children to learn "Ouch! It must be a nail." A ser- the Dutch language so they got an uate and teacher of Lockney Public sad in losing one of our kindest and enteen-and you can't afford to miss came to a town in Massachusetts called Plymouth. There they were free

to worship as they wished. The first winter in Plymouth was very cold and many of the Pilgrims died of consumption, cold, and starva-The pupils have been very busy tion. About half of the group who

The Indians treated the Pilgrims ber work. Many of the children's sonn they changed; they gave them

ents of the L. H. S. and all the friends to return yet, but we are glad to have pies dresesd in Pilgrim style. The Pilgrims had been in America Pilgrim girls wear black crepe paper almost a year when they decided they dresses and capes, white crepe paper should set aside a day of thanksgiving aprons, kerchiefs and cuffs. The to God for their bountiful crops, their We have been having much fun boys wear black cree paper coats and friendship with the Indians, and for tacklers as Leo made his spectacular writing themes about Indian life and trousers and Pilgrim collars and all the other things He had done for cuffs made of white crepe paper. Our them. The Indians helped them and Juanita Still was absent all last sandtable was an important feature they had a big feast one day in Novem ber with the Indians in 1621. From Riddell Hutsell is taking expression then on the Pilgrims had Thanksgiving Day the last Thursday in Novem-

-By Mary Louise Woodworth.

Find out how "Thursday Evening" nesday afternoon. We were happy to can be on Friday evening, November

Mrs. Humphries visited with us Learn why Betty says, "I ain't nevsilk dress, so there!" at the Follies. Come and see if "al's well that ends

"That dress is just like the quilts You are missing a lot of fun if you my grandmother used to make"-You'll believe it if you came to "Bill See "Bill Perkin's Proposin" with Perkins' Proposin' Day" Friday even-

"Jimmy" although "Not Quite Such a ing at the high school auditorium. topics are used, if the editor chooses by the sickening of the High School Follies, November 23. lies on sale at Lockney Drug Co.

The Watkins man, R. H. Moreland,

Don't forget the program at the

was in our midst the past week.

Creamery Institute Finds Time Spent Weighing Out Each Cow's Milk and Feed Compensated Owner.

The 30 seconds twice a day that makes milking cows pay, explains the Blue Valley Creamery Institute, is the time spent weighing each individual cow's milk and the time spent weighin out the same cow's grain ration in order to know the exact number of pounds of grain she needs to produce that amount of milk.

The Institute cites two nearby farms in Steele County, Minn., where accurately kept records showed a labor

The 30 Seconds Twice A Day

That Makes Milking Cows Pay

come of 7 cents an hour on one farm

and 77 cents on another. A careful

study of these records show that the

practice of feeding each cow in the

was one of the most important fac-

homa report an average saving of

over 9 cents a pound on the cost of producing butterfat through the sim-ple method of feeding each cow ac-

cording to her daily milk production.

These educational experts who have

helped hundreds of farmers make

more money agree almost unanimous-

by that the easiest, quickest, least ex-

pensive and most practical way to in-

he for the men milking cows to follow

the practice of weighing each individmal cow's milk production, morning

and evening, and then feeding each

cow according to her production.



WAITING FOR THAT "MESSAGE" FROM MARRS' London, Eng.-Dr. Mansfield Ro-binson, who claims to have got in communication with the inhabitants of Mars, listens-in with Professor Low (wearing glasses) and newspaper reports for a reply to the message he sent through the British Post Office Radio station at Rugby. Dr. Robinson was certain he received a reply but could not decipher it.

Nov. 20.-Miss Margaret Lloyd spent Sunday with Ethel Dorman.

with Mrs. Elam.

Mr, and Mrs. Mullins visited school with Miss Odessa Clendennen. awhile Monday.

Addie Shugart spent the week-end with homefolk.

riday evening. Mrs. eredith spent Friday with Mrs.

McAvoy. Mr. and and Mrs. Hoehurst were Plainview visitors Frdiay.

The P. T. A. will have its regular from school Monday. meeting Friday night. Every parent tors in securing the much greater profits, which, in this particular instance was it times greater on a "returns per heart of labor" basis.

Day y experts employed by the institute to promote better teeding, better breeding and better main gement on farms from Pennsylvania to Oklahoms Februar an average saving of in the community is invited to come. We had a full demonstration of Sunday evening. the different types of weather Sunday, when it sleeted, snowed, and this week. rained, the greater part of the day.

We didn't have church at either of the churches Sunday. Mrs. Birdsong was unable to ren-

der the musical program Saturday of bad weatherthe past week. night an account of bad weather; but

she intends to render it later. Miss Edith Glass spent Saturday er and muddy roads night and Sunday with Martha Nelle Mr. and Mrs. King

LIBERTY

Nov. 20.-Miss Willia Mae Wright Saturday. crease profits from the average cow, spent Saturday night and Sunday with Misses Erma and Berma Bean.

> Mr. Earl Cooper and Miss Odessa Karin Bean.

Miss Odessa Clendenen spent Saturday night with Miss Karin Bean. Mr. and Mrs. Earl Baker spent Saturday night and Sunday with her mother, Mrs. Bess Anderson.

Misses Elsie Anderson, Baby Sloan and Doudle Strickland spent Monday afternoon with Mrs. Bess Anderson. Miss Willa Mae Wright visited the Mrs. McReynolds spent Monday Liberty school Monday with Misses Erma and Berma Bean.

H. D. Meredith and family visited with homefolk from Saturday until Pope spent Friday in Plainview.

Ray McCormick and Miss Mildred Get our Prices before buy-Miss Karin Bean spent Sunday nite

> Mr. Autra Jones was a Lockney Tires. visitor Saturday night. Misses Karin, Berma, Erma, and

Miss Hastings visited in Plainview Bailey Bean were Lockney visitors Saturday night and were accompan-led home by Miss Willa Mae Wright: Miss Christalene Bean visited Mrs. A. J. Jetton Saturday night:
Miss Altha Strickland was absent

> Misses Maxine and Asale McGuffy visited Jennie and Ruth McCormick

We have two new pupils enrolled

PRAIRIEVIEW

Nov. 19.—We have had quite a bit There was no Sabbath school Sunday on account of disagreeable weath-

Mr. and Mrs. King and family from Iowa are guests of his brother, Mr. and Mrs. Z. T. King.

Mr. and Mrs. Tommie Edelmon and children were shopping in Plainview Mr. and Mrs. Willie Sammann and

Mr. and Mrs. Stewart Hoover motored Messrs. Bailey Bean and Scott Mc- to Plainview Wednesday evening, see-Cormick called on Mr. Andrew Jetton. ing the show, "Kings of Kings" at the Plainview theatre.

Mrs. Dollie Hurt and children visit-Clendennen spent Sunday with Miss ed with Mrs. Perry Wood Thursday

The club ladies will render a pro- Wood home. gram at the school house Friday nite, Mrs. Walter Hurt has purchased a Nov. 23. Everyone welcome.

new Meadows washing machine. Mr. and Mrs. J. W. Gamble and Mr. and Mrs. F. S. Shearer and Mr. children visited Thursday in the Mc- and Mrs. H. O. Davis attended a show school house Friday night. Nov. 23,

The box supper which was to be ************************* held at the school house last Friday night was called off on account of disagreeable weather.

Mr. and Mrs. Perry Wood, and Mr. and Mrs. H. O. Davis motored to Lubbock Saturday to visit relatives and

attend a football game there. Mr. Fred Sammann, who returned some few days ago from the Plainview Sanitarium, is doing fine and

we hope for a speedy recovery. Mr. Puckette from Bradshaw visited a few days the past week in the

HOKUS-POKUS SPECIALS

Our Specials for Saturday will be prominently displayed and tagged. Be sure to see them. It will pay you.

G.S. MORRIS

ing and trade in your old

BRING US YOUR LCANIZING

OR PHONE 800 FOR

FREE ROAD SERVICE

PLAINVIEW, TEXAS

We wish to thank the people in and around Lockney for their patronage on our opening last Saturday. We offer you for Specials this week.

SPECIAI

5 lbs. Peanut Butter Cabbage, per pound 29 4:75 Inner Tube

> MRS. P. O. AKINS WAS THE WINNER OF THE FREE TURKEY LAST SATURDAY

Walker Bros.



YOUR CHOICE!

Daily and Sunday One Year by Mail or the

Wichita Falls Record News

Daily and Sunday One Year by Mail With the

The Lockney Beacon

ALL FOR

\$5.00

ONE YEAR BY MAIL

All the news of your home city and your friends—news that the larger Dailies do not give—combined with a complete digest of the world's news -sports, oil, markets. Page of comics daily—eight pages on Sunday. Will Rogers and a fine lot of features. Place your order now. This offer for a



BAKER

Nov. 19.—Our attendance at school is still small, because the weather

school for a short while last Monday. Mr. Claude Nichols spent Saturday We are glad to report that Mrs. night with his parents.

Ross Colston is able to sit up at this Mr. Nichols and Mr. Dicus spent trip. writing. Grandma Colston spent this Sunday afternoon with Mr. Vanderweek with Mr. Colston and children, griff. while Mrs. Colston was in the sani-

Mr. Lee Jones spent Saturday and Sunday with his brother, W. B. with her sister, Mrs. John Smalley.

Mr. and Mrs. Tate Jones, Miss Opal Nelson, Annie Graves, and Floyd the G. L. Fowler home.

night and Sunday with W. B. Jones. with Mr. and Mrs. Jeff Hart Sunday. | Southern Baptist Convention, at Min-Macel Jones spent Saturday night eral Wells last week. with Jewell Williams.

Dow Teafatiller visited school here were in Lockney Saturday. Thursday.

There will be a pie supper here Fri- moving to Plaska for another year. day night, Nov. 23. Everybody come.

NEWLAN

Nov. 19.—Sunday was one of these stay at home days. We had all kind of weather. It sleeted, snowed, and rained. The farmers are surely getting a plenty of rest, can't do anything but go to town and a few are taking advantage of the cold weather and killing hogs. r. McBroom of Oklahoma has been

prospecting in the Newlan community. He is thinking of locating here.

We are glad to report Miss Stella Furrow able to viti. She is spending the week with Mrs. Henry Bloodworth

PRAIRIE CHAPEL

Nov. 21. Every one was surprised to see the snow which fell Sunday. It makes us feel as if winter time was

Mrs. J. S. Harrison visited in the Carthelhome Tuesday afternoon. Mr. J. B. Teaff left last week for Temple, Texas, where he will spend the winter with his uncle.

Mr. and Mrs. W. A. Carthel were Lockney visitors Wednesday. Mr. and Mrs. Johnson from Fort Worth spent Tuesday night with her' sister, Mrs. Ruhard Houghton. Several in the community are sick

with bad colds. We haven't had a very large attendance in school this week, but more keep coming in all the while. Perhaps we'll soon have a full school

Quite a few from this community went to Lockney Wednesday to be at the parade.

Several new pupils have entered school this week.

ANTELOPE

Nov. 20.—The box supper here Friday night brought \$180 dollars. This was used to finish paying out our Delco lights. There was a cake for the ugliest man, and a pie for the second ugliest. Louie Coffee has been on the sick

list for the past week.

Mrs. Alvin Cooper has been sick the

Mr. Killis Holt went to Spur Mon-

day on a business trip.

Mrs. Martin of Ralls is visiting her brother, Mr. Ted Jones.

Mr. and Mrs. Frank Suddith of Roaring Springs, spent the weke-end with Mr. and Mrs. Moore.

Several visitors from Lakeview were here for the box supper Satur-

How Many Bargain Tires Are Real Bargains?



Isn't it better to pay a little more for a tire you know than to ride in fear and trem bling on a "bargain" tire?

"Bargain" tires are short lived, and in the end you've lost everything including your temper—and nothing to show for it.

Buy United States tires from us-ride comfortably and save money.

Messemer Garage

Lockney, Texas

Donna Mae Aston spent Tuesday in Lubbock, visiting friends.

Mrs. Roy Caplinger spent Monday na Mrs. P. H. Thomas

MUNCY

Nov. 19.—The attendance at school has been unfavorable for crop gath- has been very good the past week, as home of Mr. and Mrs. Earl Blackerly

Misses Susie and Alvie Smalley nett home

Arch Muncy Saturday night.

Mmes. Edd and Bob Muncy were in again Roy McCravey visited Saturday Floydada shopping last Monday.

Bro. R. E. Bost, R. E. L. Muncy, Mr. and Mrs. Forest Finley visited and T. S. Stephenson, attended the

Mr. W. G. Ferguson and family

Mr. J. A. Fewell and family are Ervin Hopkins visited at the J. F. Biggs home Sunday afternoon.

PROVIDENCE

Nov. 20.—It has rained so much

here lately the roads around here are most impassable.

Mr. and Mrs. Lee Bennett spent Saturday night and Sunday with Mr.

and Mrs. Doc Bennett. A few of the young folk of this community attended a party at the

home of Mrs. Doc Bennett. A few of the young folks of this the rain has kept the people out of of the Whitfield community Saturday

> Messrs. Wyatt and Harold Mc-Laughlin left last week on a hunting

Mr. and Mrs. Willard Phillips spent Monday afternoon in the O. L. Ben-

Mr. and Mrs. Homer Abney spent the day with home folk near Lone Star last Sunday.

Mr. Horace Camp was in Plainview Mrs. Hugh Carroll visited Mrs. on business Saturday afternoon. Messrs. Jack and Earnest Hough Mr. and Mrs. A. A. Brock have re-D. Gilbreath, spent Saturday night in visited Edd Muncy and wife Thursday. turned back to start teaching school

> Miss Irene Gilbreath spent Friday night with Bonnie Nell White. Mr. Edd McCellan is visiting in the

Roberts Move to Lockney Mr. and Mrs. L. M. Roberts Erick, Okla., have moved to Lockney to make their home, and will be connected with the J. W. Ginn Grocery Store in this city. Mr. and Mrs. Roberts will assist Miss Ruth Ginn in the operation of the store, and will be glad to make the acquaintance of the Lockney people.

NOTICE

I have taken over the Knox Produce house and it will go under the name of Farmers Produce from now on.

Your business will be appreciated—Give us a trial.

FARMER'S PRODUCE COMPANY

J. T. MEADS, Manager

BROOM FREE with each \$5.00 Purchase

1 lb. M. J. B. Coffee

Small, size oats, 2 for

Best Peaberry Coffee, 3 lb. for \$1.00

No. 21-2 Can Dill Pickles

White King Washing Soap, 3 for

Sweet Potatoes, per basket ... \$1.75

5 lb. Peanut Butter . .

Mr. and Mrs. L. H. Roberts of Erick., Oklahoma, have located here and will be connected with this store in the future and will assist Mrs. Ruth Ginn in operating same. We will be glad to have you call and get acquainted with these people.

> J. W. GINN GROCERY

OPENING SATURDAY

We are opening our furniture and hardware store in the Watson building on east side of Main Street and ask the people to call and get acquainted.

We will make special prices on furniture and hardware as an introduction to the people on that day.

Cooper Bros.

Lockney, Texas

A LOCKNEY INSTITUTION

Saturday Special LOOK - LOOK

M.J.B Coffee

is recommended by us because it has a delicious flavor, not found in any other coffee.

M.J.B is known as "The Quality Coffee of America."



M. J. B. Coffe, the best in town 3 lb.....

Sugar per 100 pounds

Cabbage, per pound, and they are fine

Crackers, 6 lb box

We will have a Salad dressing demonstration here at Helpy-Selfy Saturday. It will be demonstrated and explained to you.

Many of our specials will be bulletined on our window Saturday.

(Continued from Longhorn Page)

JOKES

Hot Time in the Old Town

A doctor, walking home late one night saw a fine auto parked outside a cemetery. He hid behind a tree, name a city in Alaska?" for he suspected that body-snatchers were at work; and, sure enough, in a few minutes he saw two body-snatchers stagger from the cemetery carrying a body. They placed it upright dred on two subjects today." in the auto as though it was alive, propping it securely in the back seat, and then they hurried back to fill the violated grave again.

The doctor in their absence, lifted the body out of the auto, hid it unself. Soon the scoundrels returned; one seated himself at the steering wheel and the other seated himself in the back seat beside the body, so as to support it, then, in the darkness they drove off.

After awhile the man in the rear seat said in a rather awed tone, "This

The chauffeur reached back his plexity and fear.

tones, exclaimed, "Warm, of course, asked, "do you want it to be a hen or I'm warm; and if you had been where a rooster?" I've been for the last two days, you'd be warm, too!'

With loud yells of horro the bodysnatchers leaped from the auto and ing on the blackboard? fled. The doctor took possession of the machine and drove it home. He has it they say still.

Carl McAdams: "Say, Coach, you are a sight! Why you are pasted with Say, November 23. chewing gum. Get mixed up in a candy store?"

Coach: "Worse than that. I at- g-o-n-e. tempted to umpire a baseball game between two girl teams."

Mrs. Newly-wed: "Have you any nice slumps this morning?" Butcher: "Slumps? What are

but my husband is always talking because of bad weather. about a slump in the market, so I thought I'd try one."

"When did Moses live?" asked Mr. throughout the day.

S. T. Cooper, D.C., Ph. C.

(PALMER METHOD) Office upstairs next to First National Bank.

No charge for spinal analysis. Phones: Office 101; Res. 172 **********

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Floydada, Texas FIRE WORKS See us for your fireworks, toy balloons, toys, and dolls. SOUTH PLAINS ART CO.

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FLGYDADA, TEXAS POTRAITS, VIEWS, PANORAMA VIEWS KODAK FINISHING, ENLARGING

ART PICTURES AND FRAMING Have Your Abstracts Made By

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

Protect Your Family and Business

With the right kind of insurance. We write all standard policies. 365 days a year service to the policy holders-Southwestern Life Insurance Co.

FARM LOANS

We are in position to make farm loans at 6 per cent interest on good improved farms in Floyd and adjoining counties, with liberal annual option, you pay no agents commis-

Room 2 1st Nat'l Bank Bldg. Phone No. 96

W. R. CHILDERS and W. C. ROBERSON

Agent

'Moses 4000 B. C.' '

"Then why didn't you know when Moses lived?" demanded Mr. Reid.

was his telephone number." Miss Collins: "James can

James: "No'm." Miss Collins: "Correct."

Arnold: "Mother, I made a hun

Mother: "What was it on, dear?" Arnold: "I made forty on English and sixty on history."

Miss Neil: "Esther Mae, would it der a hedge, and took its place him- be proper to say, 'you can't learn me something."

> Esther Mae: "Yes'm, it would." Miss Neil, amazed: "Oh, well per haps you will tell me why." Esther Mae: "Cause you can't."

Miss Simpson had been telling the body seems mighty warm for a members of her class about the landing of the pilgrims at Plymouth Massachusetts. She suggested that hand and touched it, "Don't it, the pupils each draw a picture of though!" he muttered between perstarted, then hestitated, and raised his Then the corpse, in deep, sepulchral hand, "Please, Miss Simpson," he

> "Ralph," asked Miss Mason, "did you throw those wads that are stick-"No ma'am," replied Ralph, "mine didn't stick.'

Do you know the sacredness of common sense? See "Thursday Even-

Say, have you bought that ticket to the Follies? They're going, going,

Annabel Love! Come and see if you don't want to call her by her last

CEDAR

Nov. 21.—Cotton picking has been Mrs. Newly-wed: "I don't know hindered a lot the past three weeks

> There was no Sunday School at either church Sunday on account of rain and snow, which fell practically

Little Albert Cypert happened to The class was silent, so he contin- the misfortune last week of getting his arm broken just above the wrist

"Open your books and read the page about Moses. What did it say?"

After a pause M. D. said, "It says a new house on his East quarter section of land also having a well drill tion of land, also having a well drill-

> Mr. Roy Shields and family spent Saturday night and Sunday with Mr. and Mrs. E. C. Durham. Mattie and Agnes Taylor spent

> Saturday night with their aunt, Mrs. John Kelly. Mr. and Mrs. Tom Fortenberry

> spent Saturday night with Mr. and Mrs. Bass Cypert. Mr. and Mrs. Clarence Guffee car-

ried their infant son to Lockney Sat-

urday evening for medical attention. Mr. Buster Cooper, who has been working for C. V. Lemons for the last home.

Battery Sets

new LOW prices

MODEL 48 is a powerful 6-tube set. It has fine tone, gets distance, is selective; the FULL-VISION Dial is simple. It keeps on working, day after day, without trouble, because dependability is built into it. It comes in a cabinet of solid mahogany. Yet it costs only \$49 without tubes or batteries.

If you must have extra power, extra selectivity, here's Model 49. It uses six tubes, but is slightly larger than Model 48, and has an antenna adjustment device that assures unusual range or selectivity. In mahogany it costs only \$68, without tubes or batteries.

Can you beat that for val 1.? We'll be glad to demonstrate.

Easy Terms— Come today

Baker Mercantile Co.

MAYVIEW

Nov. 19.—Everybody is enjoying past three weeks.

ing, or B. Y. P. U. at this place Sun- bock day on account of the bad weather.

ed to their homes at Cedar Hill and Mr. and Mrs. Hatley of Floydada. Dallas, returned to their home today. Smith.

They have been visiting their parents, Mr. and Mrs. J. R. Cardwell, for the

"Well," said M. D. "I thought that good health, with the exception of a Mary Edwards is home with her It snowed here most all day Sunday, also some sleet and rain fell, too.

There were a control of the control of There was no Sunday School, sing- again enter Tech College, at Lub-

Mr. and Mrs. J. R. Cardwell and Mr. Chapman and son, Morris; Her- Mary Lou, and Herman Cardwell and man Chapman and son, Buddie, return family, spent Saturday night with

Red Oak near Dallas, a few days ago. Norman Payne and Arlie Emert Herman Cardwell and family of spent Sunday with Mr. and Mrs. C. A.

TO THE PUBLIC

Service - Credit - Delivery —

We are still selling to the responsible people of Lockney and surrounding country on 30 days time giving the best of service, and delivering the goods to the citizenship of Lockney, with our special deliv-

If you pay your accounts promptly and want good service come to see us, we are your friends and will be glad to serve you.

WANTED-New Maize Heads

and bundle feed to be applied and notes and

accounts

Baker Mercantile Company

See Dorsey Baker

Four Reasons for doing Business with this Bank

3—ABILITY TO HELP YOU 1—RELIABILITY 2—ACCOMMODATION 4—CONVENIENCE

Four Mighty Good Reasons Why You Should Make this Bank Your Financial Headquarters

WHY NOT INVESTIGATE TODAY?

The Security State Bank

School opened again this morning Davis spent the week-end with home after having been closed four weeks folk Misses Annie McNeill and Sarah

Next Sunday is Bro. Shannon's day to preach at this place

Is Builds Energy and Health

SMAX, the All Wheat Cereal, is the ideal food for older folks. It contains all the Bran, nature's laxative, as well as the strength and energy giving parts of the wheat and is easily assimilated. Easy to prepare—cooks in 3 mintes-and is to delicious.



"You Can't Beat Our Loans

Phone 185

SOMETHING NEW IN GAS HEATERS

We have the exclusive agency in Lockney for the WARD GAS FURNACE. Not a heater but a real GAS FURNACE for your HOME, STORE or OFFICE. It will save you DOLLARS and KEEP YOU WARM.

PHONE No. 9 LOCKNEY, TEXAS

When Men Talk Business

> It is a real pleasure to us to have you come here to talk over business deals, asking our advice upon problems that you are not certain how to handle. Our facilities are yours whenever you wish.

THE FIRST NATIONAL BANK

A SAFE DEPOSITORY FOR YOUR MONEY

"There is no Substitute for Safety"

Program Week Commencing Monday, Nov. 26

Monday and Tuesday— CLARA BOW

"The Fleet's In"

PARAMOUNT NEWS

Wednesday and Thursday--GRETA GARBO

"The Divine Woman"

COMEDY—"HABEOUS CORPES" DURBAR'S MAGICIAN PRESENTS FLASHES OF INDIA VAUDEVILLE

LON CHANEY

"Laugh Clown Laugh"

COMEDY—"IMAGINE MY EM-BARRASSMENT" PARAMOUNT NEWS

Saturday—

JACK HOXIE

"The Fighting Three"

COMEDY — "START SOMETHING" PARAMOUNT NEWS

PLEASANT HILL

are back in school.

Miss Stella Furrow has been ser- a doctor there. iously ill, but she is better at the

Mr. and Mrs. Dow Smallin spent night. the week-end visiting relatives and latter part of the week. friends at Post City.

ROSELAND

Sunday there was no Sun- Walter Lobe, and Marvi

We have had so much damp weather the past week cotton picking is not progressing very fast.

Mrs. Geo. Beedy, and family, last Sunday, owing to the bad weather.

Some of the farmers have been Mrs. H. L. Barton and daughter, home.

to be gone about two weeks. Horace Marble is in Lamb county

ng a new Chevrolet sedan. The people of the community

hreshing the feed crops there.

planning to be in Lockney Wednesday eral days of last week in our communto see the new train come in. Bass will give a demonstration on a car Friday.

Casserole Dishes. Mrs. W. A. Whit
The plan of

ock will be hostess. visitors Saturday.

IRICK

Nov. 19 .- The people were very day.

is forecast up for we had four kinds Monday. f weather in one hour.

Everyone enjoyed a box supper at the school house Monday night. The proceeds of \$112 goes to the athletic

are visiting Mr. Hampton's brother in month.

LUTHERAN NEWS

H. D. Ashby.

Nov. 19-Mr. Frazer of Eastmound Mr. and Mrs. Shelton entertained was in our midst Wednesday on busi- several of their friends Thursday

Another big rain fell here early Fri- game. enough to do any damage.

Nov. 14.—School closed two weeks Our first snow came Sunday, it was Wilkes home Saturday evening.

A day of many varieties, snow, rain, Mrs. Tom Hall and children, sp for cotton picking, but it is progressing nicely now, nearly all the pupils are back in school.

a day of many varieties, snow, rain, sunshine, and cloudy all day long.

W. A. Boedeker was in town Saturday evening.

Mrs. Tom Hall and children, spent Sunday visiting her sister, Mrs. ight for Foard county to attend the bedside of his sister who is visiting bedside of his si abcess in his head, he was treated by

A light shower accompanied by

Mr. and Mrs. Wilkes were the quainted with the good people of this shiny guests of Mr. and Mrs. Fred Battey, community and taking orders for the

Mrs. Henry Sammann Wednesday, Mrs. Scott has begun her music Nov. 7, and held a very interesting spending the week with her parents. used for breeding purpose lass, and she reports a fine class. meeting. The business meeting was We are indeed proud of our music opened by prayer, following a readteacher; and we wish her much suc- ing from the Bible by Mrs. Ben Quebe. A committee was appointed for sweep Mr. and Mrs. Dow Smallin were the ing the church, also other committees Sunday evening guest of Mr. and were appointed to help decorate the church for Thanksgiving day. At the close of the meeting the hostess served plate dinner to the following guests: Mesdames Boortz, Boedeker, Nov. 19.—On account of the rain Ben Quebe, Will Smith, Ben Brandis,

LONE STAR

Mr. and Mrs. Martin of Lakeview Nov. 19.—There was no Sunday community visited their daughter, school at either of the three churches A baby boy was born to Mr. and

I Save You Money On Re-

pair Work and Wiring

stalling fixtures or wiring, from complete buildings

to single rooms, my experience can save you money.

LET ME FIGURE ON YOUR JOB

ligation. All work guaranteed to conform to the in-

ed for the coming season. See or

Geo. F. Kinyon

surance and building codes.

phone me.

In Beacon Office

I shall be glad to give you an estimate without ob-

Have your motors and fans clean-

No matter how large or how small the job of in-

owing wheat again the past week. at Canyon, spent the week-end at social at the home of Mr. and Mrs.

na Thursday morning. They expect the week-end with Maclea Johnson. ent, on account of sickness and other the late sowing of wheat.

Mr. and Mrs. A. J. Stegall are driv- at the home of Mr. R. L. Jones. Mr. Armbrister and Douglas Arm-twenty-four guests. are brister, of Goodleft, Texas, spent sev-

The Home Demonstration Club will
meet next Friday aftrenoon. Miss
arm fractured while trying to crank
Mesda

o'clock and cutting recess periods Veach last week. Mr. Lester and sons were Floydada short, in order to give the children an Had several more pupils in school afternoon, was tried out in our school for a few days. last week but was not a success. We went back to regular hours on Fri-

proud to see the son shine now, so they can gather their crops.

Freeman Stafford, who has been with his uncle, Mr. E. C. Brown, for tervals during the day. The weather man will have to move some time, left for Athens, Texas, on

PLEASANT HILL

Rockspring, Texas.

Mr. and Mrs. L. H. Howell spent ley Camden this week. The ladies

Monday afternoon with Mr. and Mrs. are going to make rugs at this meet
H. D. Asklay.

The club will meet with Mrs. Charley Camden this week. The ladies

Remember next Sunday is regular

preaching day and Bro. Bost's last

in Floydada.

Mr. and Mrs. Bob Smallin of Crosbyton were the guests of Mr. and Mrs. Dow Smallin, last Thursday.

lay morning, some hail but not Mrs. Evers and children, and Mr. little daughter, Bettye Gene, were

CENTER

wind, passed through here Tuesday weather will be a reminder that only the past week-end with hre parents, fools and new comers are safe when Mr. and Mrs. Meek, of Fairview. Cotton picking was resumed the they go to guessing at the weather. Cullen Bullock of Mayview visited Monday of last week was so nearly Sunday in the J. C. Jones home. A representative of the Plainview ideal that it seemed the whole week The bad weather which we have had Mrs. Tom Hall was a Floydada vis- Evening Herald was in our midst would be the same, but how different, has delayed considerably the wheat Wednesday of last week getting ac- dreary more days than were sun- sowing and the boll pulling in this

Mrs. Earl Branson came up today

Albert Stevenson, who is in school The Senior B. Y. P. U. enjoyed a W. B. Jordan last Saturday night. Miss Lola, left for points in Oklaho- Ernest Baxter of Lockney spent Some of the members were not pres-The recent rains have brought up causes. Those present seemed to en-Miss Vera Jones of the Prairie joy the evening immensely. At a Chapel community spent the week-end late hour refreshments of cake and hot chocolate were served to about

Mr. N R. Austin finished sowing wheat and returned to Littlefield for

Mesdames Tubbs, Jernigan, C. O. The plan of opening school at 8 Spence, and Montgomery visited Mrs.

opportunity to gather cotton in the today as they cannot work in the field

We had no services Sunday on account of bad weather. Had rain,

Several round about butchered hogs today. It is fine weather for the

There was to have been a surprise Nov. 19.—School is progressing dinner for Mrs. Noland Sr., last Sunnicely, only a few are absent and two new students have enrolled this weather hindered its being carried out

H. D. Ashby.

Miss Opal Ashby spent the weekend with her parents, Mr. and Mrs. Sunday visiting friends and relatives

Mr. and Mrs. Fred Battey spent
Sunday with us as pastor. We hope all the members will be present dur-

HILLCREST

Nov. 19.—Our school still is doing evening, forty-two was the leading well, but the attendance is very small.

Mr. and Mrs. A. T. Swepston and and Mrs. Smallin were guests in the business visitors in Lockney Wednes-

Charlie Lewis and his sister, Miss

Virginia Lewis, of Floydada, were business visitors in Matador Monday. Nov. 19.—Well, I guess last week's Mr. and Mrs. Jess Bartlett spent

Sunday.

Mr. and Mrs. Henderson and family have moved into our community from Spur. We are glad to welcome them

The Ladies' Aid met at the home of Spur. We are glad to welcome them

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The Ladies' Aid met at the home of Spur. We are glad to welcome them the spur at the home of Spur. We are glad to welcome them the spur at th

Rev. and Mrs. Merl Weathers are ico. These pure bred bulls will be

The new Ford has a very simple and effective lubrication system



THE lubrication system for the engine of the new Ford is as simple in principle as water running down-hill.

A gear pump in the bottom of the oil pan raises the oil to the valve chamber reservoir. From here it flows on to the main crankshaft bearings and the front camshaft bearing. Overflow oil drops into the oil pan tray and runs into troughs through which the connecting rods pass.

As the ends of these rods strike the oil they scoop up a supply for the connecting rod bearing. At the same time they set up a fine spray that lubricates the pistons and other moving parts.

From the tray the oil runs into the bottom of the pan, and is again drawn up through a fine mesh screen and pumped to the valve chamber.

This system is so effective that the five-quart contents of the oil pan pass through the pump twice in every mile when you are traveling at only 30 miles an hour. Yet there is only one movable part - the oil pump.

As a matter of fact, the lubrication system for the new Ford is so simple in design and so carefully made that it requires practically no service attention.

There is just one thing for you to do, but it is a very important thing . . . watch the oil! Change the oil every 500 miles and be sure the indicator rod never registers below low (L).

If the oil level is allowed to fall below low, the supply becomes insufficient to oil all parts as they should be

To insure best performance it is also advisable to have the chassis of your car lubricated every 500 miles. This has been made easy in the new Ford through the use of the high pressure grease gun system.

Proper oiling and greasing mean so much to the life of your car that they should not be neglected or carelessly done.

See your Ford dealer regularly. He is especially wellfitted to lubricate the new Ford and he will do a good, thorough job at a fair price.

FORD MOTOR COMPANY

A Great Offer

Everybody's

Sweetheart Human

Lovable She Brings

JOY To Children



A Dainty DOLL

SLEEPS

That

WINKS WALKS

Poll Parrot Doll

This Poll Parrot Doll is yours for only

On our Easy Plan

COME IN FOR FREECARD

E. L. Ayres Dry Goods

Lockney, Texas



—it good business to buy your Coal now, rather than

take chances on supplies next winter. Call on us for your feed requirements; sell us your grain. We appreciate your business,

Phone 23

Lockney, Texas

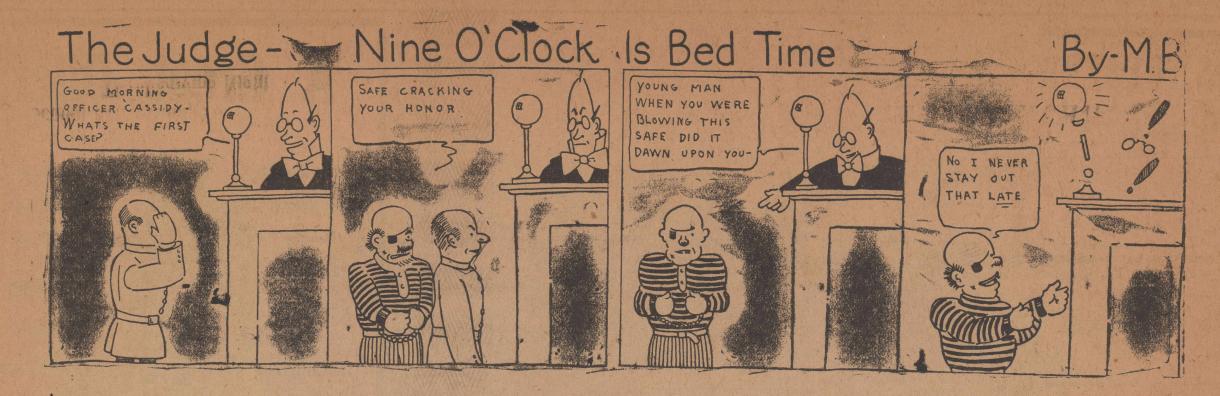
GOODYEAR Means GOODWEAR

When it come to tires we offer you the product of the world's greatest tire factory.

Tires may differ in looks, but on the road, where performance is judge, values appear in their true light. And Goodyear Tires stand up under the most exacting conditions—it has been proved by millions of motorcar owners that "Goodyear means Goodwear."

OZARK FILLING STATION

JACKSON BROS., Proprietors



WANT COLUMN

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

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

QUIT worrying about Christmas shopping the gift that only you can Picture Shop, Lockney, Texas.

when in need of thoroughbred or high grade Jersey cow, fresh, call Dr. Phone 9020-F12. Freeman, Dougherty, Texas. 42-52t

FOR SALE-One 5 room house with connection, city water, hot and cold water in kitchen and bath room, wind mill, garage will sell worth money, terms to reliable party.—See E . O.

CHRISTMAS PHOTOS should be For Rheumatism, neuralgia headache made now. Arrange for the sitting constipation, liver and stomach troutoday.-Meador's Picture Shop, Lock- ble, and kidney disorders. Satisfac-

FOR SALE-Gentle pony for chil- CARD OF THANKS-The members dren to ride.—See Paul Bybee at of the Chamber of Commerce and the school, or call Mrs. Geo. Traylor, citizenship at large wish to especially

Christmas Photos made. Make the same to the visitors on last Wednes

LOST-Some where between R. L. Lackey place and South Plains, a CARD OF THANKS-We wish to 30x5 truck casing on Ford rim.— thank the many friends and neighbors

rear of Ford Garage, Lockney

A1 condition.—See Dorsey Baker.

LOST-Bunch of Keys .- Return to

WANTED-Sales-lady for Lockney and surrounding territory. Write Box 2691 for full particulars, Goss

B. T. Williams of Cleburne. Texas was here last week visiting L. M Honea, and buying maize heads.

Brothers, Amarillo, Texas.

give, Your Photograph.—Meador's FOR SALE OR TRADE—200 yellow Buff chickens, two tandem discs, two

FOR SALE-Improved half section of land in nine miles of Texico, New Mexico. Price \$16 per acre, \$1,400 bath, screened back porch, sewer cash, balanced good terms.—M. A. Crum, Friona, Texas.

tion guaranteed. Ask your druggist.

thank Mr. Z. T. Riley, Mesdames F FOR SALE—Whippet Coach, almost new, on good terms.—See L. A. Adams, and the church organizations of the town, and the High School

Pep Squad, for their taking hold of LESS than cixty days to have your and supplying the lunch and serving consisting a finding make the engagement now. Meador's Picture Shop, Lockney, Texas day afternoon, when the special celebration trains over the Denver were ~ in the city.

Finder return to R. L. Lackey and receive reward.

9-3t-od loved son and grandson, and for the WANTED-Men to learn electric beautiful floral offering. May God welding for pipe line work, lots of bless and keep you all is our prayer.good jobs open.—See Gene Simpson, C. R. Wofford and family, Mr. and Mrs. C. A. Wofford, and Mr. Sparks.

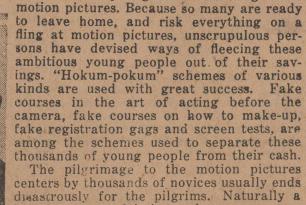
VARIOUS PLANS TO STEAL TIME AND MONEY FROM THE UNWARY

Bankers Association Official Tells How Young People Are Fleeced in "Hokum Pokum" Movie Scheme The Investor Loses Savings by Listening to Messrs. Slick and Smooth.

By W. R. MOREHOUSE

Public Relations Commission, American Bankers Association

THE fabulous salaries paid stars of the first magnitude, and the publicity of the "movies" naturally create longing in the breasts of thousands of our young Americans to get into



W.R. MOREHOUSE

to leave home, and risk everything on a fling at motion pictures, unscrupulous persons have devised ways of fleecing these ambitious young people out of their savings. "Hokum-pokum" schemes of various kinds are used with great success. Fake courses in the art of acting before the camera, fake courses on how to make-up, fake registration gags and screen tests, are among the schemes used to separate these thousands of young people from their cash. The pilgrimage to the motion pictures

centers by thousands of novices usually ends disastrously for the pilgrims. Naturally a few are successful, but only a very, very few, the ninety and nine meeting with disappointment. The truth is, the number of persons who seek to "break into" the movies exceed the number of available positions by one hundred to one, while in the realm of popular stars it is

So-called estate schemes which have

produced thousands of "heirs" and at

thousands to one. Don't be misled by the promises of promoters of hokum-

pokum schemes that there is room for all, because this last year ever | Not surmising that he is being trap 100,000 young people knocked at the ped and seeing only the big inherit door for admission and were turned ance which he is led to believe he will away because there was no room on soon receive, he draws the amount the inside for them. Consult your necessary from his savings accound banker or address the National Better and sends it on, not knowing he is ac Business Bureau, New York City, for tually throwing it away. But as is information or advice regarding any for like thousands and thousands enterprise that seeks to gain posses other rainbow chasers, he parts with sion of your mony. They will give it for the last time. disinterested counsel before it is too

Also let every investor approached by either Mr. Slick or Mr. Smooth with a proposition yielding big dividends remember that such assurances aiways spell financial danger ahead. To every investor who is inexperienced in making investments, in other words perhaps just a little green and perhaps a little too easy, any offer coming from this source should be like a red flag warning to come to a complete stop.

Such investments as Mr. Slick or Mr. Smooth offer are too good to be true and therefore they are not true. Slick. Smooth and Company are not miracle workers although from their sales talk you would infer that they could make you rich as if by magic. No. they are not miracle workersrust slick and smooth.

The Estate Gag

Twenty-four "estates" representing 51/2 billions of dollars have been used as bait to interest a lot of savers and finally bleed them of their savings. The scheme is built around a supposed search for the heirs to certain phantom estates At all costs these heirs must be found. Every person | heavy loss to them have been worked who can by any hook or crook, figure | under the following names it out that he is in anyway related to the deceased are urged by some shyster lawyer or genealogist to send in their names and their life history. Soon they receive glad tidings telling them that their family tree can be

they are a direct descendant and an heir at law. Like fake raffles everybody who responds to the search is found to be a winner-in other words an "heir." Here is where the rainbow chaser gets trimmed. Before his claim to the mythical thousands can be pressed so as to insure success a demand is made

traced back to the deceased, in fact

on him to advance attorney's fees and pay the expense of tracing through know all about consult your banker his genealogy. Wells and America he United States a number of years store for us, Mr. Wells' phrase is a

the future can needs be no more than a monstrous social disorganization in the face of divine opportunities." Mr. H. G. Wells made a survey of Whatever the future may have in good description of large portions of America, which he published as the the past as seen with Tammany Hall result of his research, he asked: "Is a focus.—M. R. Werner in Tam-



A Mark of Distinction—

—to be well dressed and yet modestly dressed it can be attained in Curlee Clothes.

Conforming to our policy of offering for sale quality merchandise we are showing Curlee Clothes in the latest styles and means.



Sturdy shoes are required for school and play and we have been unable to find any better than Peter Weather bird shoes for boys and girls.

New Merchandise Arriving Daily

DI MUNICIPO IUI DILLORO	
Choice entire stock \$1.00 belts	78c
Boys' Khaki long pants \$1.50 Hawk brand	\$1.24
Men's Hawk brand khaki or sand color pants \$1.85 grade	\$1.40
75c package Joancaire Face Powder	55c
Children's hose 25c grade, all colors sizes 6 to 9 1-2	1-2 19c
\$1.00 Joancaire Face Powder	75c

SAVE THE SILVERWARE COUPONS

BAKER MERCANTILE CO

"The Store With the Goods"

Thanksgiving **Special**

Big Free Entertainment— Everybody Invited

Ladies bring your boxes for a big BOX SUP-PER for the benefit of Lockney Odd Fellows Lodge No. 682.

PLENTY OF MUSIC— A GOOD PROGARM PLENTY OF FUN

High School auditorium, Thursday, Nov. 29 Thanksgiving Night

The Pilgrimage to the Movies

Baker	250,000,000
Chadwick	37,000,000
Edwards	90,000,000
Ingraham	500,000,000
Hyde	360,000,000
Jennings	400,000,000
Hedges	250,000,000
Kern	200,000,000
Leak	100,000,006
Shepherd	175,000,000
Frotter	200,000,000
Chase	1,800,000,000
Fownley	500,000,000
Webber	50,000,000
Weiss	20,000,000
Again, before parting	
money in any scheme	you do not

or a Better Business Bureau.

ago. In the book, The Future in the average citizen honest? Is he a many Hall. rascal in humbug and grain? If he is,