

Lockney Beacon

Volume 19

Lockney, Floyd County, Texas, Friday, November 21, 1919

Number 9

PREACHERS ASSIGNED IN NORTHWEST DIST.

Lubbock, Texas, Nov. 17.—Visiting pastors attending the Northwest Texas Conference preached in the various pulpits of Lubbock Sunday morning and Bishop McMurray occupied the pulpit of the First Methodist Church, preaching to a vast audience and ordaining the class of deacons at the close. The memorial service for preachers who had died during the year was held Sunday afternoon.

Dr. George R. Stewart preached at 6:30 o'clock to an audience that taxed the seating and standing room of the auditorium and the bishop read the appointments, which closed the conference. The appointments are as follows:

Plainview District—Presiding elder, R. A. Clements; Abernathy circuit, S. J. Upson, supply; Bovina circuit, B. Y. Dickenson; Canyon station, Simon Shaw; Dimmit circuit, Preston Florence; Floydada station J. S. Huckabee; Floydada circuit, Clyde Haddock; Hale Center station, George H. Brown; Happy circuit, Charles W. McNealy, supply, Hereford station, W. H. Terry, D. W. Hawkins, supernumerary; Kress circuit, Lewis H. Davis; Lockney station, H. B. Watts; Lockney circuit, J. J. McNealy, supply; Plainview station, E. N. Robinson; John Freeman Neal, supernumerary; Plainview circuit, H. G. Scroggins; Petersburg circuit, J. W. Brown; Silvertown station, T. C. Willett; student Southern Methodist University, George W. Montgomery.

MISS GEM DOWNS ENTERTAINS HER FRIENDS

Last Tuesday, Nov. 11, Gem Downs delightfully surprised a group of her friends by inviting us to her home for the evening. All classes were represented, thus the "Clan" spirit, so prevalent in our halls and study rooms was somewhat destroyed, and a feeling of good will, friendship and joviality prevailed. The hours passed quickly with merry raking and games, after which punch was served. Then to complete the evening's enjoyment, all the guests, with chaperons tramped out to awaken the town to the fact that November 11 was a day not to be ignored, and so aroused the slumberers by serenading with songs, music and gentle laughter.

A Guest.

THANKS

To the Editor of the Lockney Beacon: Please express through the columns of your paper my gratitude to fifteen of Lockney's good ladies for the shower of tin (aluminum) ware which I received in remembrance of my tenth wedding anniversary.

MRS. FRANK ROSS.
Boulder, Colo.

Misses Helen and Lucy McGehee and their friend, Miss Annie Bean, students of the Normal, spent Saturday and Sunday here with Misses McGehee's parents, Mr. and Mrs. Will McGehee.

Mrs. Pratt, of Denton, a sister of Mrs. G. B. Johnston, came in last week to attend the funeral of her little niece, the little daughter of Mr. and Mrs. Johnston, who was buried last Tuesday afternoon.



Editor-in-Chief—Roy Pennington.
Sport Editor—Emery Burns.
Assistant Sport Writer—Fay Guthrie
Society Writer—Gem Downs
Assistants—John Visor, Lucile Griffith, Thelma Thomas.

High School Corner

Staff Poet—Thelma Dial
Hack Writer—Corna Thomas
Feature Writer—Mable Reeves
Class Reporters—Jewel Shelton

EDITORIAL

In this as in the following issues of the High School Corner, we will strive to put before the public our school life in general. What you like about this issue don't hesitate to praise, and what you don't like—well, give us time, for practice only, comes perfection.

The staff realize this Corner is not as they would have it, but owing to the fact that they have had but two days to prepare it, they apologize for this issue.

ORGANIZATION OF THE HIGH SCHOOL CORNER

The High School Corner students met on Monday, November 17, for the purpose of electing a staff for the High School Corner in the local newspaper.

The following staff was chosen:
Editor-in-Chief—Roy Pennington.
Sports Writer—Emery Burns.
Assistant Sports Writer—Fay Guthrie.

Society Writer—Gem Downs.
Hack Writer—Corna Thomas.
Poet—Thelma Dial.
Feature Story Writer—Mable Reeves.
Class Reporter—Jewel Shelton, Jno. Visor, Lucile Griffith and Thelma Thomas.

Much enthusiasm was shown by the students. This is the most progressive step taken this term by the Lockney High School.

A basket ball meeting of all students interested in basket ball was called by Coach Greer on Monday, November 17.

Mrs. Greer is the girls basket ball coach and Misses Trowbridge and Clark are to be her assistants. Several basket ball teams are to be organized among the girls and boys. All resolved that the teams of the Lockney high schools are to be winning teams.

MULES BRING HIGH PRICES

Yesterday A. L. Lanford of this city, who is possibly the largest dealer in mules in this section of the state shipped twenty-seven mules to Fort Worth. Saturday he shipped seven mules to Smithwick & Evans of Lampasas.

Mr. Lanford says prices of mules are very high for good ones and the demand is great. They are bringing on the local market from \$250 to \$300 each if they are the right kind.

Mr. Lanford has the very best connections in the big markets, hence is enabled to pay the highest prices and does.—Plainview News.

CARD OF THANKS

We wish to extend our most sincere thanks to our friends and neighbors who rendered assistance and comfort in our late bereavement in the loss of our little daughter, Ruby Lee. Your kindness will ever be remembered, and pray God's richest blessings on each and every one of you.

Respectfully,
G. B. Johnson, wife and relatives.

HUSBANDS CAN'T PAY WIVES' POLL TAX WITHOUT ORDERS

Married women in Floyd county who want to pay their poll taxes in order to vote in next year's elections will either have to call on the tax collector in person or give their husbands written orders to pay this tax for them.

This is a recent ruling from the attorney general's office, to which collector J. A. Grigsby calls attention. Poll tax paying and tax paying in general, for that matter, is very slow this month, Mr. Grigsby says. This is naturally expected, however, since everybody is working day and night in the harvest.

KNOW THE ORGANIZATION BEHIND YOUR CAR

"The character of the organization his car is the of great importance to the automobile owner," says C. A. Wofford, local dealer in Chevrolet passenger and commercial cars.

"Everyone knows that an automobile should be regarded as an investment—that it should be bought with a view to the return the purchaser will receive on his money. But that is not enough.

"In order to make a really intelligent investment, the investor should know not only the representative through who he buys his securities. He should investigate thoroughly the enterprise in which he invests his money.

"He should find out, first, how that enterprise regards its obligations to the buying public, and, second, how it is equipped to carry out these obligations.

"All this is as true of automobiles as it is of securities. In order to obtain the greatest satisfaction from an automobile, the purchaser should investigate the record of progress made by the leading automobile companies.

"The increase in sales will show him the satisfaction the product is giving to other purchasers. The manufacturing facilities and the financial resources of the manufacturer indicate ability to continue this sort of satisfaction and to increase it.

"The money which the manufacturer is spending to increase the facilities of his business for insuring satisfaction is a sure sign of the kind of service that is included with each car sold.

"The greater the organization behind a car, the bigger its reputation, the less it can afford to take the

PROFITABLE MEETING OF TEACHERS

Teachers of Floyd county who met at Floydada Saturday in the first of a series of local institutes spent a profitable day in the discussion of problems of the profession. All told 35 teachers were present.

Opening the program shortly after 10 o'clock the teachers began by electing Supt. A. L. Foster, of Lockney, permanent chairman, following which the program was begun and carried through practically as announced.

At noon dinner was served by the members of the Floydada Mother's Club. Teachers declare they enjoyed this feature of the day's program very much.

The next meeting will be held shortly after the Christmas holidays at Lockney.—Hesperian.

POULTRY MARKET

The Lockney Produce Co. will pay this week:

Turkeys	25c
Hens	17c
Friers	16c
Duck and Geese	10c
Green Hides	16c
Dry Flint	24c

Try some of our Johnson Radiator Freeze Proof.—Lockney Garage.

slightest risk with the satisfaction of its customers, and the more its every effort will be devoted to fulfilling a high ideal of service to them."

"Glad Snodgrass Found Guilty"

Again at this season of the year the famous MEN'S FURNISHER of Floydada is found guilty of selling more made-to-measure suits than any house in West Texas. Glad says the reason for this is that he absolutely sells nothing but good clothes and sees that every customer has a fit before leaving his store. He also states that there is going to be something doing in CLOTHES prices by January 1st and if you have the slightest idea of needing a suit soon, you better purchase before this date (a wink to a blind mule is as good as a nod).

Glad says the only way to purchase real clothes now is to select your woolen and have them made for you. And just at this date he has a crackin' good assortment of all-wool samples from \$36 up. How long these will last he doesn't know, but he does know he can get deliveries in around two weeks, which is more than he could have said thirty days ago. You fellows who haven't bought your Christmas Suits, better do it now—even if you don't buy from—

GLAD'S
FLOYDADA

What Kind of a Loan Do You Want?

Your answer to that question will be that you want a loan that will be a benefit and not a burden to you; a loan that will carry low rate of interest and that you can pay off practically any time you want to.

We are in a position to close your loan now and give you your choice of loans, carrying up to \$25 per acre and maturing from two to ten years, where you pay only a moderate interest and you are responsible only for the payment of your own loan. There are many other features we will be pleased to tell you of and we cordially invite you to come in and talk the matter over with us.

First National Bank
Resources Over \$60,000.00
LOCKNEY, TEXAS

MYSTERIOUS Laugh Provoking

7 People 7
At the Olympic Next
Monday, Nov. 24th
YOU SMILE, YOU LAUGH
YOU ROAR

If you have the Blues, see Ole's Experience in Spiritland. We guarantee your money back if not satisfied. Remember one good play is worth a doz. poor ones.

Admission: Children 30c
Adults 75c, tax included

STOVES

Just Received

Shipment of Cook Stoves and Heaters.

We especially invite you to call and see these stoves. We can make it to your interest to do so.

Norton Baker Hardware & Furniture Co.
LOCKNEY, TEXAS

Subscribe for the Beacon.

The Lockney Beacon

Mr. and Mrs. Ben F. Smith
Editors and Publishers

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

TERMS OF SUBSCRIPTION

One year\$1.50
Six months75
Three months40

Display advertising rates on application. Classified advertising 10 cents per line. All advertising matter will be run until ordered out, unless otherwise arranged. All advertising charged by the week. All bills payable monthly.

The I. W. W.s in a Washington town fired on and killed a number of ex-service men during their loyalty day parade. A number of the I. W. W.s were killed afterwards and the undertaker refused to bury them. It was not stated what was finally done with the bodies of these anarchists, whether they were turned over to the vultures of the air is not stated. It would seem that no self respecting undertaker in the state of Washington cares to handle these I. W. W. when in the state of the dead. Their services are for decent folks.

The railroad employees are to get an increase of wages amounting to \$3,000,000 monthly. Thus will Mr. Jones have to dig up three million in coin monthly to pay this salary increase. The government raises the employees salary, and the railroads and the governments turns round and places the burden on the people. Where it is all to end no man can tell. It would seem that industrially we are headed down hill with all brakes and clutches released, and there is to be no stopping until we reach the bottom. Then, we some day, will have to start climbing one long hill of adjustment.

The peace treaty will likely be adopted with reservations before the next issue of the Beacon comes off the press. The Republicans, having a majority in the Senate, adopted the cloture rule by which all debate has been cut off. The democrats having given up all hope of having the treaty passed in its original form, and when it is adopted will contain many changes and reservations. Thus will end one of the bitterest partisan fights ever staged in the American Senate. Just what effect the treaty in its reserve form will have on its final adoption by the nations the writer is not posted enough to foresee. But from what we can gather from comments will not be destroyed entirely by the reservations lacked on it and will in all likelihood be finally and speedily adopted by the nations to the compact.

The government is preparing to crush radicalism completely in this country. Aroused as never before against anarchy in this country which had dared to raise its serpent head in free America, the Department of Jus-

tice is using its machinery to crush the vitals out of this obnoxious doctrine advocated and practiced by the I. W. W.. The dastardly outrage at Centralia, Washington during the parade of ex-service men on our new National Holiday is its first blow. Secret agents of the department are taking in charge I. W. W. leaders the country over and giving them a speedy trial, and putting them behind prison bars. "This is a critical hour in the life of our country," says Attorney General Palmer, in referring to the I. W. W. situation and the coal and steel strike crisis. The test is being made whether the government has the right and the power to protect all the people from a national disaster which would be inflicted upon them by a single group for its own advantage. There are men in the United States who have no sympathy for our form of government and no respect for our institutions," continued Mr. Palmer. "They would transplant the chaos of Russia on American soil. They have gained influence in the councils of organized labor, some of them as leaders in positions of authority in the unions and others as blatant advocates of ultra-radical doctrine seeking to force the hands of sane and patriotic leaders in their organizations."

The Esch railroad bill now pending in Congress has raised the ire of Texas representatives, as well as those from other states. The bill confer more power on the Interstate Commerce Commission than now enjoyed and practically does away with state control of roads. Congressman Claude Hudspeth made a strong speech in the House against the bill, in which he charged that the powers of State Railroad commission would be taken away and our anti-trust laws annulled. The tendency of the bill is toward Federalization in a marked degree, and if passed in its present form state control of roads would be at an end.

Ben Smith of the Lockney Beacon has a chronic red nose. It has been a mystery to us what caused it, as Ben has been posing as being "bone dry". But the mystery is solved—a Philadelphia doctor declares that wearing underwear that is too thick causes red noses. But having been born in the Rumpus Ridge country of Arkansas, who'd a thought Ben would have become so effete as to indulge in underwear of any thickness!—Plainview News.

Truly Jess Adams has run out of editorial inspiration when he makes our underwear subject of editorial mention. As to our nose and Rumpus Ridge Hollow he is misinformed on both. Our nose is not red. And as to being born in Rumpus Hollow, that is another one of his cock and bull stories he hatched up last spring in order to detract from his moonshine hunt over in wildcat hollow. We are long suffering and all that sort of thing, but the above reference to our nose and underwear is about the limit. We are just about decided to make a trip to Plainview and hunt up this alfalfa fiend and tap him on the bean with an ice maul. For Jess' edification we want to say that we are told

that Arkansas people wear the finest sort of underwear, some made of silks and costly skins of animals. We are not vouching for this report, being that we were never in Arkansas, yet we are told that these are absolute facts.

When the Record tries to get all news the knowing ones are mum and say "don't publish anything you'll scare 'em off". I is rumored that a star rig has been shipped for Mitchell county but no one seems to know where from or where to. Anyway, our people are too busy gathering the bumper crop to pay much attention to oil.—Colorado Record.

You can't get up much oil enthusiasm in this country these days of big crops and unbounded prosperity. People speculate most when times are hard and there is not much doing. Here in Floyd county we are experiencing a boom in the matter of crops when times are hardprosperity that that has overshadowed oil speculation. We have prosperity that everybody shares in, rich and poor alike. There is nothing to compare with production to enrich a country. Crop production prosperity comes to stay, and is not like speculative prosperity—here today and gone tomorrow. Come to Floyd county, the home of prosperous farmers, and contented and well-to-do town folks.

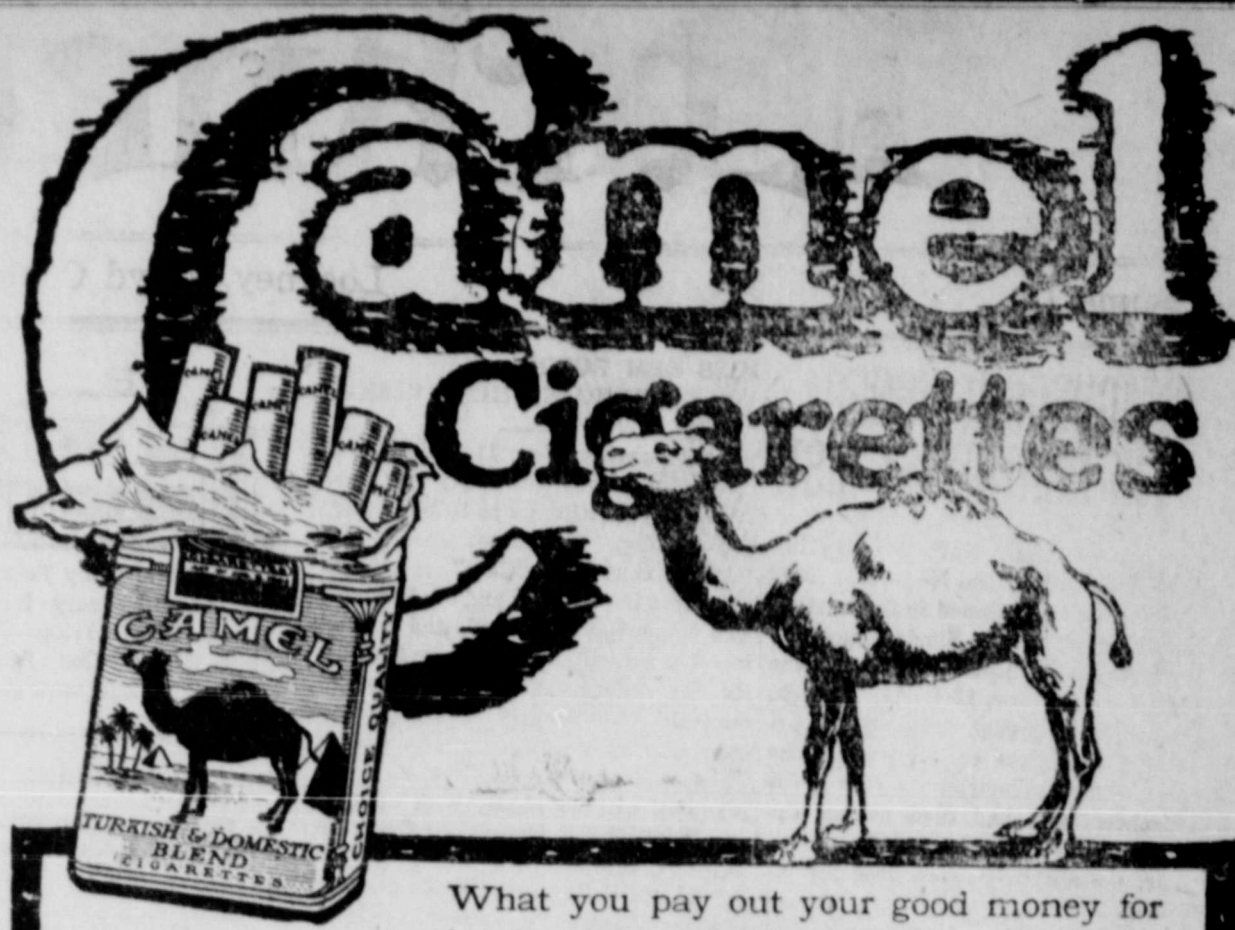
"It is strange that a newspaper man should be compelled to solicit advertising, or give arguments for its use," remarked one who knows what he is talking about. Funny isn't it that a man who thinks he is a business man will get up in the morning from an advertised mattress, shave himself with an advertised razor, using advertised shaving soap, take off his advertised pajamas and put on an advertised underwear, advertised hose, shirt, tie, an advertised suit, seat himself at the table an eat advertised breakfast food, drink advertised coffee or substitute, put on an advertised hat, light an advertised cigar, go to his place of business where he turns down the advertising solicitor or salesman on the ground that advertising does not pay—strange indeed.—Longview Times-Clarion.

It now looks like a certainty that newspapers are going to be forced to again raise subscription rates. The price of paper is soaring, and the supply is about exhausted. In the meantime the man who pay for this paper in advance will get it at the old rate.—Memphis Herald.

The newspapers of the country are facing a serious situation at this time and we are going to have to raise both subscription and advertising rates or go out of business. The Panhandle newspapers are handling a big volume of business, perhaps greater than at any time in the history of the business and at the same time we are making less money. Everything is abnormal that goes to newspaper making in the matter of price. As to the news print situation, the most alarming part of it all is the scarcity of paper, and the report is current that the supply is liable to become exhausted at any time. The American Publishers' Association recently held a meeting and their recommendation is to raise both subscription and advertising rates and to reduce the number of pages issued. As for the Beacon, we will likely announce an increase in advertising along in December but do not contemplate any change in the rate of subscription at the present.

MORE ABOUT TEXAS DIVISION

Commenting on State Press' comment on the division of Texas in which he accuses the writer and Jess Adams in a humorous way of possessing unsatisfied political ambitions, the Canadian Record says: State Press has sounded the keynote of the State Division discussion. The discussion with the Northwest Texas papers started a few years ago when it was seen that the powers which be refused to consider the interest and rights of the voters of this section in the administration of the state laws, both legislative and executive. The question of a division is not a new one. Prominent dailies have agitated it before. As the Northwest Texas papers studied the political and material economics of the question they became convinced that a division of the state would be for the best interests of the whole state and data prepared in connection therewith has never been successfully refuted. The more it has been discussed the greater has been the belief of the proponents in a division. Should discussions never amount to more than a discussion, which we do not concede for a moment except for the sake of this statement, then it will be of inestimable benefit to every student of political economy (and every man should study political economy) to learn the data that develops in connection with the argument.



What you pay out your good money for is cigarette satisfaction—and, my, how you do get it in every puff of Camels!

EXPERTLY blended choice Turkish and choice Domestic tobaccos in Camel cigarettes eliminate bite and free them from any unpleasant cigarettey aftertaste or unpleasant cigarettey odor.

Camels win instant and permanent success with smokers because the blend brings out to the limit the refreshing flavor and delightful mel-

low-mildness of the tobaccos yet retaining the desirable "body." Camels are simply a revelation! You may smoke them without tiring your taste!

For your own satisfaction you must compare Camels with any cigarette in the world at any price. Then, you'll best realize their superior quality and the rare enjoyment they provide.

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

But there is one thing about the discussion which we seriously dislike to see advanced always by anti-divisionists. Editors Smith, Adams, Cheney of the Southwest Plainman at Amarillo and the editor of the Record have on numerous times been accused of playing politics for the purpose of building a fat political job for ourselves when the division comes. We can safely assert for Smith, Adams and Cheney as well as for ourself that we have no ambitions whatever of holding public office, nor of building up neither newspaper publicity nor political prestige.

The entire agitation is merely an honest, earnest desire to be of service to the people of Northwest Texas in giving them greater liberties in self government. We accept all such imputations of personal gain as an acknowledgment by the opponents of division that they have run out of soap and that the only basis they have for answering our articles is to disparage our citizenship by charging ulterior motives.

The discussion is worth much to the public, so let's on with the battle."

ATHLETIC SEASON CLOSED AT LOCKNEY SCHOOL

The shortage of labor terminated the local high school's football season for 1919, on October 28. Broadly speaking, Lockney high, as a team was a championship contender. Justice demands that the team be given unstinted praise for the campaign is has just conducted.

Climbing from a percentage of approximately .125 in former season, to .500 shows that the team was to be regarded with caution and respect. It was so regarded. Other directors did not attempt to conceal that they looked upon the Lockney high team as an opponent of which to be wary.

In a joking way, it once was said that the Lockney team never won a game. There has been an improvement this season. With only a few men of experience as a nucleus and no reserves to draw from after the team's formation, a team was built which became as a machine when occasion demanded. Lockney shone in the line and unquestionably had an aggressive backfield.

Witness: the Floydada Fair game. Early in the season two of the principal players, center and right guard, withdrew from school. Later, a backfield man was declared ineligible and did not get to play a game. Crippled as the team was by lack of men and of an athletic field, and by losing men when least expected to do so, it was ever fighting onward.

There were no lesser lights on Lockney high team as it gave attention to team work. However, any playing will pass before the punting, kicking, accurate passing and generalship of Captain [name forgotten]. Mention of

Meador' clever end runs, Bean and Carter' gathering of passes, Harris and Muncey's trifric tackling is not amiss. Then there was the combination Cope-White who rarely failed to open a hole in their opponent's line. Guthrie's quick mastery of the signals was a source of pleasure in the early season games. Accurate passes from Pennington, with Newman to help hold in the center, enabled the backfield to successfully complete

many important plays. The season has been successful and completely enjoyable with the exception of one forfeited game, where crude and objectionable officiating was met with. It has been previously stated that Lockney has had one of the best teams that has played in this section for a long time. The statement is worthy of reiteration. It was a good team and never forgot the legend: "Go lose or conquer as you can—Be each, pray God, the gentleman."

ORGANS

We have four nice organs that must be traded by the 5th of November. So bring in some fillies and trade with us. Remember that your price is our price, as they must be traded.

J. W. Boyle & Son

Kind of Old Style . . .

But it lasted a long while because it was built of the best lumber obtainable in its time.

Why not build your erections with the same A—No. 1 Lumber?

It does not pay to put up crumbly frame works. Come and look through our display yards where there are piles of the finest woods in the country.

Build your home sure. Build it with our materials.

PAINTS

We handle the B. P. S. Paints, Post, Wire, and Wind Mills.

A. G. McAdams Lumber Co.

Ford

THE UNIVERSAL CAR
EVERY FORD OWNER SHOULD KNOW

Just what Ford service is, and why it is different from ordinary garage service. The Ford dealer is a part of the Big Ford Family. He carries a large stock of genuine Ford parts for repairs and replacements, and he uses only genuine parts because he knows the imitation parts aren't dependable. He has a thoroughly equipped, up-to-the-minute garage with tools that enable his Ford mechanics to efficiently and properly make any repair—from a minor adjustment to a complete overhaul.

Now, we are authorized Ford dealers—a part of the great Ford service organization which was formed chiefly to put within each community a dealer who would have more than a passing interest in Ford repairs and adjustments. Drive in or phone and we'll come for your car.

LOCKNEY AUTO COMPANY



This is because we do a big volume of grocers business and can afford to make the little prices.

And the quality of our groceries is the best. We know it; you will know it when you try them.

Give us all of your grocery orders next month and you will buy from us all of your groceries and everything else you need in our line as long as you live.

BAKER BROTHERS

BOX SUPPER AT PROVIDENCE SCHOOL HOUSE

The Beacon is requested to announce that there will be a box supper at the Meteor school house Friday night, Nov. 28 for the benefit of the school. Everybody is invited to be present, and to bring a box. There will also be a program rendered before the supper.

REV. H. BASCOMB WATTS IS RETURNED TO LOCKNEY

The many friends of Rev. H. Bascomb Watts, pastor of the Methodist church at this place, was returned to his present charge by an order of the Conference which convened at Lubbock last week.

Bro. Watts has been in charge of

the Methodist church here one year and has accomplished a great work for his people, and the Beacon, along with many other friends and admirers in Lockney are truly glad he is to be with us another year.

Mr. and Mrs. Tom Stewart had the tonsils and adenoids of their little daughter Anice removed Tuesday and she is reported to be doing nicely.

Economize On Your Clothes

FINE OVERCOAT VALUES

You certainly hope to get good values when you buy your overcoat, you'll have to pay a pretty good price for it, no matter where you buy or what kind you buy.

Belts seem to be a feature that most men like in clothes, belts on the suits, belts on the overcoats. A belt adds a shapely style to the garment that young men like. We'll show you the smartest suits and overcoats ever designed; this is over coat time and you men that are going to buy clothes of any kind had better come in and let us show you the styles and good values that we are showing in—

Hart Schaffner & Marx Clothes
Overcoats from \$15.00 to 40.00
Suits from \$25.00 to \$75.00
Good warm under wear \$1 to \$4.50
Packard Shoes \$10.00 to \$13.50

HATS

Stetsons \$7.00 to \$17.00
No Name \$3.00 to \$6.50
Vanity \$6.50 to \$8.00
Chamois \$7.00
Fur Caps.
Phoenix Hosiery 65c to \$1.50
Fancy Silk Scarfs 50c to \$2.00
Silk Shirts \$10.00 to \$15.00
Fine Wool Shirts \$3.95 to \$7.00
Fine Macinaws \$9.95 to \$17.50

GLOVES, BELTS, SWEATERS, SUIT CASES



THE MARTIN DRY GOODS COMPANY
THE STORE WITH THE GOODS FLOYDADA, TEXAS

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The Beacon is requested to announce that there will be a box supper at the Meteor school house Friday night, Nov. 28 for the benefit of the school. Everybody is invited to be present, and to bring a box. There will also be a program rendered before the supper.

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Mr. and Mrs. Tom Stewart had the tonsils and adenoids of their little daughter Anice removed Tuesday and she is reported to be doing nicely.

We always do our best to take care of the clothes interests of men, making it profitable to our customers to deal with us.

Young Men's Models in Suits



Copyright, 1917, A. B. Kirschbaum Company

Extrt Special
an all wool long overcoat
with large shawl collar
\$20.00

Single and double breasted, belted or waist seam, correctly tailored to insure that much desired close fit of collar and shoulder. It takes hand tailoring to give you such perfect fit and that is what we give you in each and every suit you buy here.

Priced \$20 to \$60

You will find here the genuine Mackinaw Coats, heavy, all wool and rain repellent.

Priced \$15 to \$20

Overcoats for young men and men of conservative taste.

\$20, \$30, \$40 and up

Our overcoats and suits were bought before the present prices were heard of, and before the present prices were heard of, and before the late advance in wools, labor and all that enters into the making of a suit or coat.

Yet we give our customers the benefit and selling them as we bought, not as they would cost now.

This fact merits your earnest consideration and should entitle us to your patronage.

To the man who is thinking of buying a nice all-wool, worsted or cassimere suit in a plain neat, sack-coat model, we can show splendid values in hand tailored clothes at—

\$40 and \$50

It is a common comment by our customers: "They ar not near as high-priced as I thought they wre."

LEST YOU FORGET—

This store is headquarters for Ladies' "Holeproof Hosiery."

Lest You Forg

This store is Headquarters for Ladies

"Holeproof Hosiery"

Everything for Man and Boys to be found here in this Plainview's Value Giving Clothing and Shoe Store.

REINKEN'S

A GOOD PLACE TO TRADE

MISS LOLA WALLING ANNOUNCES FOR CLERK

To the Voters of Floyd County: I am a candidate for the office of county and district clerk of Floyd county, subject to the action of the Democratic primary in July, 1920.

As for my qualifications for the office, I have been actively employed as deputy in the office during the past few years, have had experience in all departments of the clerk's work and feel sure that I can fill the office to the entire satisfaction of the voters and taxpayers.

I have lived in Floyd county the past nine years, have had in that time considerable clerical experience and I refer any who desire to know more about my qualification to those with whom I have had dealings in this period of time.

If elected to the office, I will use every effort in my ability to make an efficient officer. I need the office and believe I can fill it, and ask your votes on this basis.

Assuring each and everyone of my appreciation of your support and influence, I am,

Respectfully,
(MISS) LOLA WALLING.

POULTRY CULLING DEMONSTRATION

Attention is called for the last time to the poultry culling demonstration to be conducted in Lockney next Wednesday by Prof. F. W. Kazemeier of the Texas A. & M. College. As before stated, the culling will be done in the flock of Mr. G. F. Riedon's just east of town at 11 A. M. Wednesday morning, Nov. 26.

Here is the chance practically every poultry raiser has been looking for,—to learn from an experienced man a reliable method of detecting the unprofitable hen. The average farm flock can be unburdened of one-third of its number with no corresponding decrease in egg production, with a reduction in the cost of maintenance, and with great improvement in the development of high producing hens. Don't fail to be on hand.

METHODIST ANNOUNCEMENT

Rev. H. Bascom Watts, pastor of the Methodist church, has returned from conference and will fill his pulpit next Sunday at 11 and at night.

N. W. CONFERENCE NEXT YEAR WILL BE HELD AT CLARENDON

Clarendon, Texas, Nov. 18.—The Northwest Texas Conference in annual session at Lubbock of its own will give Clarendon the conference for the coming year. This was done in order to give the church a chance to know the improvement and needs of Clarendon College from a first hand inspection of same for the proper support in promotion of the future of this institution. In spite of adverse conditions of the last few years in the West this school has continued to expand and improve—yet at the present time are entirely unable to take care of the demand made upon it by new students. The added dormitory facilities added this past year are already overflowing and the future growth is limited only by their ability to care for those begging admittance. The improvements in the course of study to give it a Class A rating will further increase the demands upon the institution and it is the hope of the church and people of Clarendon to further extend the plant in this the property of the entire west so as to take complete care of all the demands that will be made on it for another year. And plan to that effect are being made by the proper authorities.

TEN THOUSAND ACRES SOLD ALMOST 1-2 MILLION DOLLARS

One of the largest realty deals in this section of the plains for a long time was that in which F. Davenport last week sold to E. Roper of Eastland 10,000 acres of land, most of it being in cultivation—4,000 acres north of Lockney and 6,000 acres in Lamb county, near Sudan. The price paid was nearly \$500,000, and was practically all a cash deal. In the deal goes all the improvements, livestock and machinery.

Mr. Davenport is the largest individual farmer on the plains, and each year cultivates several thousand acres of crops. This yer he had 3,000 acres of land in cultivation north of Lockney, besides large acreage near Sudan.

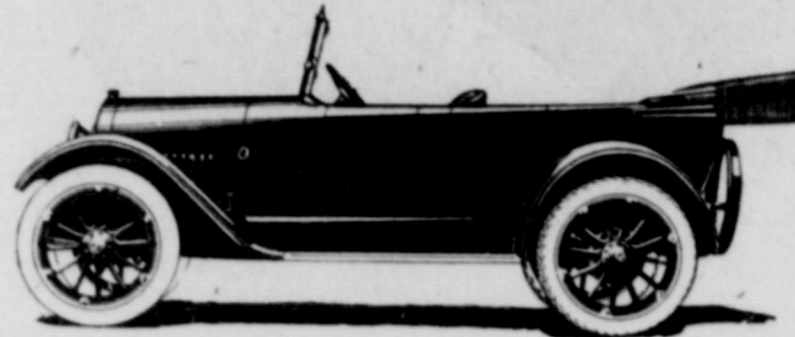
When asked what he intended to do, he said to us, "Buy more plains land." Mr. Roper is one of the largest oil land men in the Ranger field, having many big wells on his hands.—Plainview News.

FOR SALE—Thres registered Poland-China bred sows, \$60 each if taken at once. See H. P. Coleman.

Chevrolet and Oakland Cars

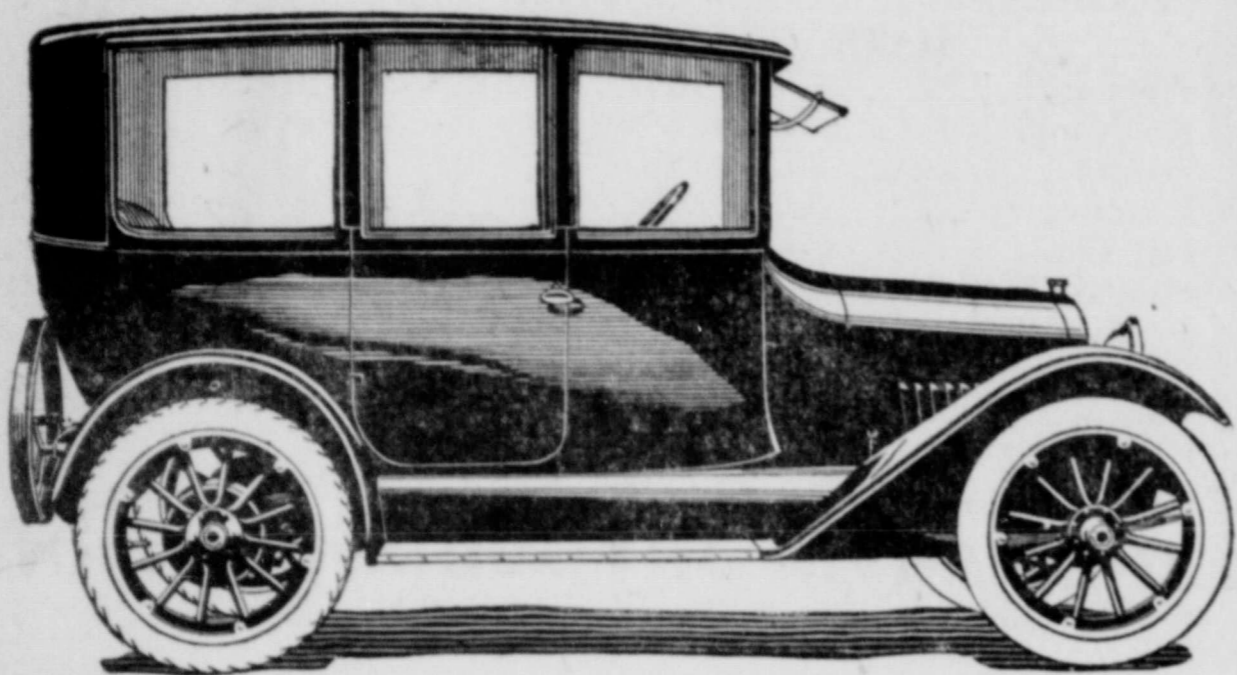
We are dealers in two of the best cars on the market—the Chevrolet and Oakland. The best advertising for either of these cars is satisfied customers. We have sold recently a number of Chevrolet users new cars. After having used the Chevrolet cars a number of months, they have bought new ones. This is the same story with Oakland users. They are satisfied with their cars and boosts for us.

We have new Chevrolets on the floor, both in 490 and Baby Grands. All we ask is an opportunity to convince you of the merits of our cars.



A FEMININE MOTORIST WRITES:

I like my Chevrolet "Four-Ninet dainty and pretty it is until I com-lady's car. I did not realize how y very much indeed. It surely is a pared it at close range with a ma chine of another make. I consider it economical on gas and oil and it is a splendid hill climber.



If you want besides economy in first cost and later in operation, a car with dignified beauty, comfort and every convenience for year-round use, the Chevrolet "Four Ninety" Sedan will particularly appeal to you.

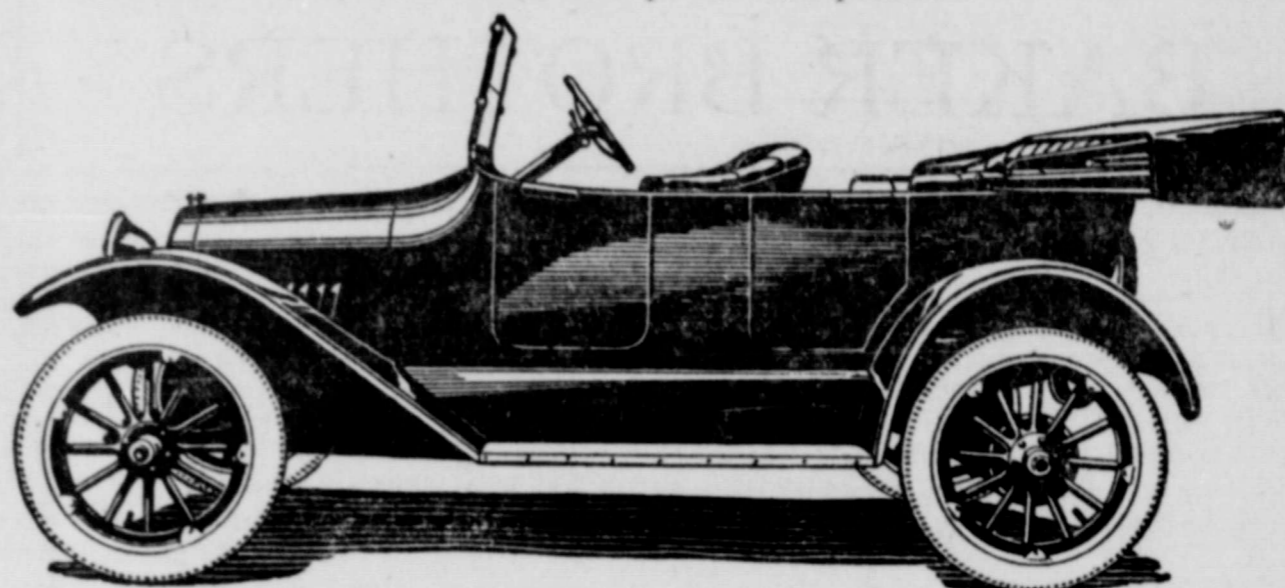
Here is a car combining in one all the advantages of a roomy, touring car, with the comforts of a completely appointed closed car. The side windows drop into receptacles, making it but a moments task to convert it from a closed to an open car, with permanent overhead protection.

This Sedan fills a definite need for a comfortable, efficient all-weather car, as you will appreciate upon inspection. Chevrolet FB Sedn \$1685 f. o. b. Flint, Michigan.

CHEVROLET "BABY GRAND" Touring, \$1135 f. o. b. Flint, Mich.

Some say it is the beauty of its streamline design that makes the new Chevrolet "Baby Grand" Touring Car so appealing. Others are equally enthusiastic over its mechanical perfection, the deep, wide seats and roomy body. But all agree that it is a car of unusual merit and well worthy of bearing the name "Chevrolet."

If you want an automobile that you can take genuine pride in owning—one that is economical to operate and dependable for all needs—you should inspect this new Chevrolet model. It is a car that leaves little to be desired at a price that pleases.

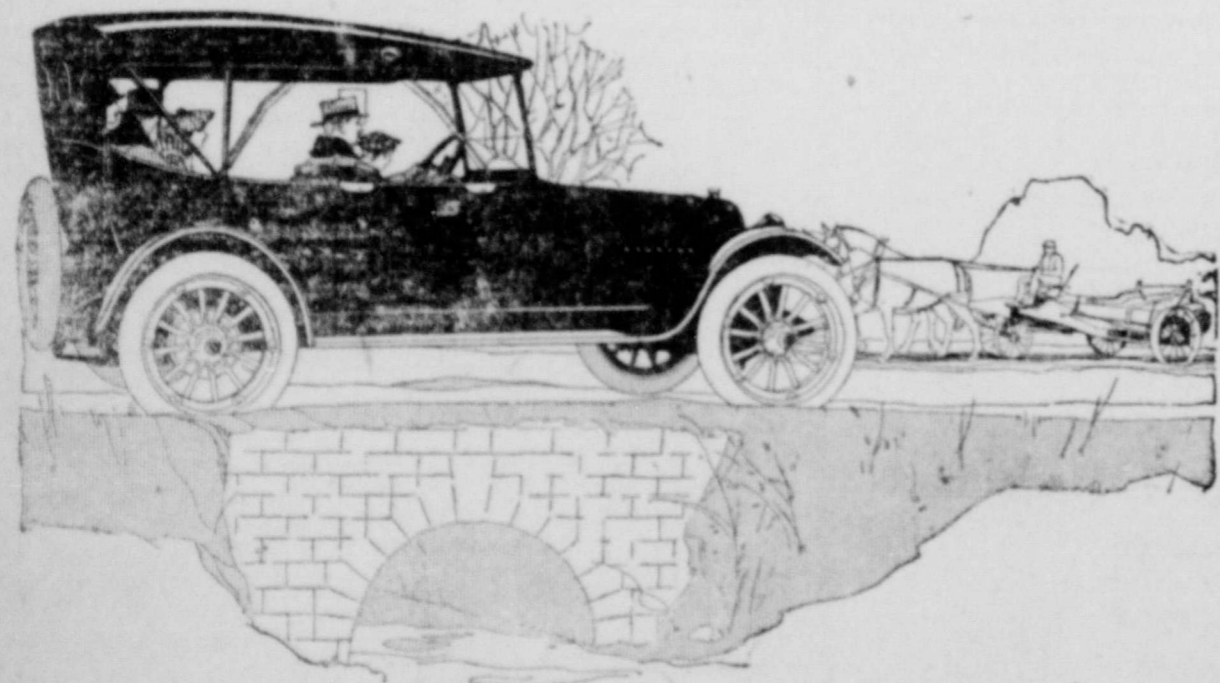


Chevrolet "Four-Ninety" Touring Car \$735 f. o. b. Flint, Michigan

When you buy a Chevrolet "Four-Ninety" Touring car you purchase a convenient and reliable means of economical transportation. For Chevrolet cars are built to render the greatest measure of utility. Whether you want an automobile for family use, for business purposes or for both, the Chevrolet will give you all that is most desired in mechanical efficiency and motor car beauty, with the assurance of constant safety, comfort and dependability at a very low cost for upkeep.

Come in and inspect this model and the famous valve-in-head motor with which it is equipped—the motor that has achieved such remarkable records for fuel economy.

The Second Hundred Thousand Oaklands



Steadily, continuously, and as good as modern machinery and expert workmen can build them they are coming out of the Oakland factories—the second hundred thousand Oakland Sensible Sixes to be dedicated to the efficient and economical service of discriminating buyers.

They are being machined and assembled with greater competence and skill than were the first one hundred thousand. For experience is a master teacher.

When first introduced four years ago, the Oakland Sensible Six was the pioneer of scientific lightweight construction. Today, with more than 100,000 Sensible Sixes in use, the Oakland is the leading exponent of the field that it so successfully pioneered.

The merits of the Oakland Sensible Six, the practicability of its lightweight construction have been conclusively demonstrated through constant and arduous use.

Economy is a paramount Oakland Sensible Six feature. Owners regularly report returns of from 18 to 25 miles from the gallon of gasoline, and from 8,000 to 12,000 miles on tires.

Combined with this economy is the efficiency of the famous overhead-valve Oakland engine, developing forty-four full horse-power—an efficiency which completes the comfort, reliability and value of the car.

Touring Car, \$1075; Coupe, \$1650; Touring Car, \$1075. Prices f. o. b. Pontiac, Michigan—Wire Wheels \$75 Extra.

C. A. Wofford,

LOCKNEY, TEXAS

Seller of Chevrolet and Oakland Cars
and Cheap Land

Located in McCollum Bldg. East Side Main St.

eralehij
forgotten



Advice to the New Housewife

Use Marechal Neil Flour from the first day of your housekeeping experience and avoid the disappointments of those who experiment with unknown brands. Marechal Neil is a proven quality. You can buy no better flour for your home baking.

Ask your grocer for it

MCKINNEY COUNTY MILL & ELEVATOR CO.

MCKINNEY, TEXAS

SOLD BY

Wise Grocery

PHONE NO. 12

New Stock

We have now arranged our new stock of jewelry, Cut Glass, China ware, Stationery and Drug Sundries.

Our stock of confections are complete. Just the place to get your candies, and sweets. Our fountain products are the best.

and tobacco users will find at our place a splendid line of the best cigars, cigarettes and tobaccos. Come in to see us.

Roy Griffith

The Dodge Car is Ready for Delivery

We are now in position to accept orders for early deliveries on Dodge cars.

Carter-White Motor Co.

PLAINVIEW, TEXAS

Look! Notice! Listen!

I have leased the Deck Wells Barber Fixtures, and moved same in the rear of Roy Griffith's Confectionery. I am now ready for business, and my motto is: "Treat You Right." If not satisfied, whiskers refunded.

B. F. Rigdon

LOCKNEY, TEXAS

A PLAINVIEW BOLSHEVIST

In Saturday's mail the News received an anonymous letter, written on a typewriter, as follows, exact wording: "Editor of the News:—Would you please tell through the News what you capitalists would have we miserable, stinking Bolshevist, hirelands, whom you seem to blame for all the trouble we are having do?—A subscriber of the News until expiration of subscription."

Just who the writer is we do not know, and care less, for any person who writes a letter should have the courage to sign his name. Ordinarily we pay no attention to anonymous letters.

Yes, we can tell this fellow, who thinks he is a Bolshevist, but doubtless don't know Bolshevism is: go to work, mind your business, save your money, get the insani'y bug out of your brain, quit thinking of imaginary troubles, shake off the thought that you are not getting what is due you; don't be a somber pessimist but be a genial optimist—and smile, smile, smile.

Neither should you be miserable. If you will count the blessings that you receive every day you will be sur-

prised at the many things you should be thankful for.

ments. A man that advocates un-American doctrines has no place in Congress or in society.

R. E. Thomasson of El Paso has announced for Governor of Texas. Mr. Thomasson was speaker of the House in the last session of the legislature, and made quite a reputation for himself. He is a West Texas man, and if he could be elected governor he would give this section a square deal.

BIDS ON CHURCH BUILDING

Covering the work and materials to be used in the erection and completion of a one-story and basement church building for M. E. Church, South, Lockney, Texas, in accordance with plans and specifications made for same by J. C. Berry & Co., architects, Suite 29-30, Fuqua Building, Amarillo, Texas. Sealed bids or proposals will be received by Mr. Wm. McGehee, chairman of building committee, at Lockney, Texas, for the furnishing of all materials, labor, etc., and constructing and finishing of the building herein mentioned, until the 20th of November, A. D. 1919, at 6 o'clock P. M., in strict accordance with the plans and specifications. The committee reserves the right to accept any, or reject all bids or proposals. 6-3w

NO DEPOSITOR EVER LOST A DOLLAR IN A STATE BANK IN TEXAS

The New Depositor

Always a welcome Visitor at our

Bank—and we make him feel that he is welcome. We consider courteous treatment has been one of the factors that has brought so many new depositors to us. Why not start a checking account with us today? Some day you may require a loan and WE FAVOR OUR DEPOSITORS.

The Lockney State Bank

NO DEPOSITOR EVER LOST A DOLLAR IN A STATE BANK IN TEXAS

Who's Your Lumberman?

The J. C. WOODRIDGE LUMBER COMPANY solicits your lumber business. Best of service, a complete stock carried. Let us figure your house bill, or your repair job. We are sure we can please you.

J. C. Wooldridge Lumber Company

City Meat Market

Handles Fresh meats of all kinds, also dry meats. We have fresh oysters. Come to us for your meats.

City Meat Market

PUBLIC SALE

The following described property will be sold at the place where I live 1-4 mile west of the Pleasant Valley school house, 5 miles south of Lockney, on the old Burgan place, on—

Thursday, December 4th

Consisting of 30 head of horses and mules, 9 head of cattle, from 10 to 25 head of hogs, farm implements, household goods & chickens.

HORSES and MULES

- 1 brown horse, 8 years old, wt. 1150, work anywhere.
- 1 coming 3-year-old horse, 15 hands high, unbroke.
- 1 roan pony, 8 years old, wt. 800, a good kid pony.
- 1 black mare, wt. 1200, 6 years old.
- 1 sorrel mare, 5 years old, wt. 1100.
- 1 blue mare, 5 years old, wt. 1100.
- 1 iron gray mare, 4 years old, wt. 1500.
- 1 black mare, 5 years old, wt. 1000.
- 1 bay mare, smooth mouth, about 15 hands high.
- 1 bay coming 4 year old horse.
- 1 black mare, smooth mouth.
- 2 gray mares, wt. each 1100 pounds, smooth mouth, bred to a good jack.
- 1 gray horse, 15 1-2 hands high, smooth mouth.
- 1 brown horse, 15 3-4 hands high, wt. 1150, 5 years old, work anywhere.
- 1 good coming 2-year-old bay filley.
- 1 good coming 2 year old bay horse.
- 2 coming 3 year old bay horses.
- 1 coming two-year old horse.
- One well bred jennett, 5 years old, bred to good jack.
- 2 good filley colts.
- 4 good mule colts.
- 1 good coming 2 year old mule.
- 1 span of mare mules 15 1-2 hands high, 9 years old, wt. 2000.

HOGS

- 1 sow and 3 pigs.
- 1 thoroughbred sow, Duroc-Jersey, pedigree furnished.
- 2 shoats.
- Several good 4-months old thoroughbred Duroc-Jersey pigs, pedigree furnished.

9—HEAD COWS—9

- 1 white-face cow, 7 years old, and yearling calf.
- 1 red cow, 5 years old and calf.
- 1 Red cow, 3 years old, and calf.
- 1 Holstein cow, 2 years old, calf, giving milk now.
- 1 good Jersey cow, giving milk now.

IMPLEMENTS

- 2 John Deere Lister Planters.
- 2 section harrows.
- 1 Emerson 2-Row Co-Devis, good as new as new.
- 1 McCormick Row Binder, in good shape.
- 2 Single Buggies, 1 practically new.
- 1 Wagon, a good one.
- Some household goods and other things too numerous to mention.

FREE LUNCH ON GROUND

TERMS—All sums under \$25 cash. 12 months time on sums over \$25 on bankable paper, with 10 per cent interest. 5 per cent off for cash on sums over \$25. No stuff to be removed until settled for.

R. F. MOORE, Manager

W. H. SEALE, Auct.

JOHN BROYLES, Clerk

Subscribe Now

The Fort Worth Record

THE QUALITY NEWSPAPER

Special Bargain Offer For a Limited Time Only

DAILY & SUN. ONE FULL YEAR FOR **\$6.50** DAILY ONLY ONE FULL YEAR FOR **4.75**

The best PHOTO-GRAVURE Supplement is the One You Get With THE RECORD Each and Every Sunday.

DAILY FEATURES	ADDITIONAL SUNDAY FEATURES
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Woman's Page	Church News
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A Serial Story	Stories of Oz
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Farm Page Every Monday.	

GOOD ONLY IN TEXAS AND OKLAHOMA
 The Fort Worth Record:
 I accept the above offer and am enclosing \$ _____
 Name _____ R. F. D. _____
 Box _____ Town _____
 State _____ Hand your subscription to the publisher of this paper or send direct to the Record office.

300 STILL NOW BEING OPERATED IN THIS STATE

San Antonio, Texas, Nov. 17.—There are between 200 and 300 whiskey stills operating in Texas, and approximately 10,000 bootleggers in the state it is believed by local revenue officials, despite the stringent legislation recently passed. And, despite a published statement that 60,000 men are combing America for the violations of the law, the revenue department has only one available man to raid saloons and work up liquor violation cases for the entire state of Texas, according to a statement issued today by Thomas Taylor, chief revenue agent for this district. And although Commissioner Roper of the Bureau of Internal Revenue, Washington reports practically no violations in the two weeks' time that the prohibition enforcement bill has been in effect, Mr. Taylor said today that this certainly does not hold good in Texas.

"If the state would do its duty in enforcing the prohibition law," Mr. Taylor said, "there would be little left for the national government to do. But the state law is not observed, and with one man on the job it's a pretty difficult thing to enforce the law in Texas," he said.

ENTERTAINERS

On Saturday evening, Nov. 15, '19, Miss Brown entertained some of her pupils and invited guests with a tramp's party at the home of Mrs. J. L. Suits.

At 5:30 all went on a short hike and after building a fire prepared a regular tramp's meal, which was tied in red handkerchiefs. Games were played and jokes told as the flames burned low. Returning to the house each one registered with a rhyme to their name. Then several contests and games were in order.

Each one expressed their pleasure of the evening. Those present were: Anna Gallegly, Mary Anna Simpson, Melvin Wise, Marlin Joannagan, Doyle Greer, Hazel Shelton, Emma Stalbird, Alice Honea, Mary Lon Crain, Ruby Merrick, Lucile Carer, Alva Dagley, and Alene Showalter.

The rest of the class will be entertained this week with a marshmallow toasting.

FOR SALE—Some extra good bundle feed, not damaged in the shock by rains. See me.—V. A. Wise.

The Whitfill Gin

Announces that the management has purchased and will install in the near future, special machinery for ginning bollies and snap cotton. This machinery is in transit and will be installed at an early date. We also have purchased one additional stand, which will give us a three-stand gin.

Our new machinery will enable us to clean cotton of hulls and bolls before it goes into the stand, thus making a better grade.

Our new lay-out will include three special pieces of machinery, especially adapted to ginning bollies and snap cotton.

Owing to the scarcity of labor in this country in the matter of gathering cotton has brought about this change in our plant. When we get our new equipment installed we will have greatly increased facilities in handling bollies and snap cotton in the bolls and hulls, and will guarantee you a better sample. Cotton growers are cordially invited to visit our plant and see our machinery in operation.

Yours truly,
 Machinery is here and will soon be installed. We want you to come and see it.

The Whitfill Gin

Lockney, Texas

Better Clothes for Less Money

All the newest patterns and weaves guaranteed all-wool and to fit you perfect, made for you, not a dummy model. A visit will convince you.

D. F. McDuffee

PUBLIC Sale

TUESDAY, DECEMBER 2nd

At my place 2 1-2 miles southwest of Lockney, Texas. Sale beginning at 10 o'clock sharp.

HORSES AND MULES

- Span bay work mares, bred to jack, weigh 1100.
- Span black work mares, bred to jack, weigh 1200.
- 1 black mare, gentle to work, bred to jack, weigh 1,000.
- 1 gray mare, gentle to work or ride, bred to jack.
- 1 good work mule, weigh 1300.
- 1 Percheron stallion, 5 years old, weigh 1900.
- 1 black satin jack, registered.
- 1 Jenette, bred to jack.
- 1 coming 3-year-old horse
- 1 coming 2 year-old horse.
- 2 coming 2-year-old fillies.
- 3 young mules. All extra good.

6—HEAD CATTLE—6

- 3 good Jersey milk cows.
- 1 Jersey yearling heifer.
- 2 Jersey heifer calves.

HOGS

- 17 shoats, weigh 60 or 70 pounds.
- 5 meat hogs.

FARM IMPLEMENTS

- 1 header. 1 broadcast binder
- 1 row binder. 2 discs.
- 1 sulky plow. 1 3-section harrow.
- A few sets of harness.
- 1 good iron wheel wagon.
- 2 buggies and harness.
- Some good furniture and other things too numerous to mention.
- 1 Oakland Six car.

TERMS OF SALE—All sums under \$10 cash; all sums over \$10 10 months' time with bankable notes bearing 10 per cent interest. 5 per cent off for cash.

LUNCH ON GROUND

A. J. SAMS, Owner

W. A. NASH, Auctioneer

SAM HENRY, Clerk

CURLEW

We have been having some real nice weather for the past few days.

The Missionary preached an ideal missionary sermon Sunday afternoon, which was enjoyed by a large crowd.

Mr. and Mrs. J. H. Upton was calling on Mr. and Mrs. L. A. Puckett Sunday afternoon.

Mr. and Mrs. Jordan Childress and little daughter Ruth and Mr. and Mrs. Percy Orman and children was the guest of Mr. and Mrs. Orman of Alcindro Sunday.

Messrs. O. F. Wilson J. R. Mahaffy and J. W. Myers left Monday for Florida on a prospecting tour.

Mr. and Mrs. Denny of Lone Star, Mr. Bradley Yearly of Alcindro and Mr. Bradshaw was calling on O. F. Wilson Sunday.

Mrs. L. A. Puckett is much improved at this writing.

Mr. and Mrs. Oscar Fulkerson and little daughter, Opal, were the guests of Mrs. Fulkerson's parents, Mr. and Mrs. J. R. Huackabay and family Sunday.

Mr. J. R. Mahaffy was the Sunday night guest of O. F. Wilson.

Mr. C. A. Wilson and son Wilbur attended lodge at Lockney Saturday night.

Mr. and Mrs. Denny, of Lone Star was the Sunday guest of Mr. and Mrs. J. R. Mahaffy.

Mrs. O. F. Wilson and children, Curtis, Gerald, Dana and Harold, went to Lockney Tuesday and met her daughter, Mrs. C. A. Spain of Ranger.

GOVERNMENT CLASSIFIER AT LUBBOCK SATISFACTORY

County Agent W. H. Darrow spent Friday last in Lubbock in conference with Department of Agriculture officials, and looking over the situation as regards a cotton classifier on that market. The classifier there was obtained on a joint application from farmers and buyers, and apparently, Mr. Darrow said, both farmers and buyers were glad to have had the services of the government classifier, his classifications having removed much of the guess work and friction between buyers and sellers.

The plan adopted, Mr. Darrow said, was for the people on the local market to guarantee a portion of the wage of the classifier, the Department taking care of the remainder. The classifier then charges a fee for classifying, funds thus received being used to reimburse the guarantors in part. He thinks that if the work of the classifiers prove as satisfactory at every other market in the state as at Lubbock this year, both buyers and sellers at every other market of consequence will be asking for the government men within another year or so.

LOST—One brown horse mule. Notify C. L. Anderson, Lockney, Tex. 71.

LOCKNEY DRUG CO.

THE STORE FOR YOUR—
 School Supplies of all kinds.
 Alarm Clocks, \$2.00.
 Stationery, the latest style.
 Fountain Pens, \$2.50 to \$5.00.
 Ledgers.
 Books.

Confections of all kinds.
 Fresh Chocolates.
 Delicious Fountain Drinks, served right.
 You will find our Toilet Case most complete and of the very best.

Lockney Drug Co.

MACK SELLERS, Proprietor
 "If its advertised, we have it."

STYLE SHOP

New Coats, Suits and Dresses—
 Thanksgiving Hats the 20th—highest in value and style—lowest in price.

Mrs. D. J. Thomas

There are None Better Than Morris' Groceries

And many people are finding this out, and we want our groceries to go into every home in Lockney.

We have nothing to offer you but the very best quality of groceries honest dealing and prompt service.

Also a nice line of hardware. we will appreciate your trade. It always pays to pay cash.

G. S. Morris & Co.

Lockney, Texas

Announcing Our Greatest "MOVE ON" SALE

Ordered to "Move On." That is the word that we have passed to a large portion of our big stock. Its company is not welcome in this store. The odds and ends and the overstock must "Move On."

The Big Sale Begins Saturday, Nov. 22nd

The Traffic Cop of good business says its time to clean our stocks. The right-of-way from our store to your home is given this merchandise. It will "Move On" into the homes of thousands of our customers—at prices that mean a big saving. The order is pre-emptory—there must be no delay. The goods must "Move On." So we are cutting the prices in a way that will make them welcome to you. Come and see. Be here early and often. "Go Ahead"—the way is open to big bargains. This advertisement is just an invitation—just an advance peep at the amazing values.

SATURDAY, THE 22nd, ONLY

50 bolts heavy Outing, 35c quality for 27c

MONDAY ONLY

All wool large size Blankets \$7 for ---\$4.25

TUESDAY ONLY

All 35c Ginghams for -----24c

WEDNESDAY ONLY

1 case Bath Towels, 34x18, per pair ---42c

THURSDAY ONLY

One big lot Hope Bleaching for-----28c

FRIDAY ONLY

All \$5 quilts for -----\$3.50

Ladies' and Children's Sweaters at big reduction.

Big reduction on all Petticoats. The stock includes Jersey, Taffeta, Satin, Percaline and Satine.

Children's and Ladies' Gingham Dresses at great savings.

Misses' and Children's Coats, \$12 to \$15 at -----\$10.50

\$6 to \$8.50 at -----\$5.25

SHOES



One Bargain Counter at ---40 per cent off
Other savings in Shoes.

MEN'S RAIN COATS

\$16.50 values -----\$10.50

12.50 values -----8.50

9.50 values -----6.50

MEN'S HOSE



50 dozen Lisle Hose, 40c, for -----28c

25 dozen Sellers, 15c, for -----09c

One big lot 85c to 75c values -----63c

Bargains in Ladies' Suits, Dresses and Coats 1-3 off on entire stock.

BABY GOODS

Carriage Robes—

\$5.00 Robes for -----\$3.50

3.50 Robes for -----2.50

3.50 Knit Sacks for -----2.60

at great savings.

One big lot Men's and Boys' Caps

2.50 Knit Sacks for -----1.40

Bargains in Bed Spreads, one lot colored—

\$5.00 Spreads for -----\$3.98

\$8.50 Plain White -----7.50

5.00 Plain White -----4.35

AMERICAN LADY CORSETS

All \$1.00 values -----\$.85

All \$1.25 values -----1.10

All \$1.50 values -----1.20

All \$2.00 values -----1.60

All \$2.50 values -----1.90

All \$3.50 values -----2.90

All \$4.00 values -----3.20



25 dozen Grey Mixes extra heavy, 25c values at -----18c

20 dozen extra heavy knit wrist canvas gloves, 25c values -----18c

25 dozen 20c values -----14c

One big lot men's and boys' Sweaters at great reductions.

Boys' Raw-Raw! Hats, \$1.50 value -----\$1.20

LADIES' MILLINERY AT 1-2 PRICE



NOTICE—We will give 5 per cent off on everything that's not especially marked. Don't miss this sale for we are offering merchandise at big reductions and it will mean a great saving to you.

BARRIER BROS. DRY GOODS CO.

"Dependable Me orce at
re at lib-
times and
quality. Paradise" :: Plainview, Texas



When Father Carves the Turkey.

Thanksgiving and Christmas are two festive occasions when father delights to appear to good advantage in showing his dexterity as an expert carver.

Imagine his embarrassment at his utter failure to accomplish an expert job all on account of a dull old carving knife. Now mother, you can use a good carving knife to advantage almost every day and it seems to us it is up to you to save father the embarrassment on probably the only two occasions in which he is vitally interested in a good carving knife. Our stock includes a nice assortment of carving sets.

We have just received a nice assortment of iron beds in the very newest designs.

We also have plenty of linoleum in many pretty patterns.

E. P. Thompson & Son

Good Things to Eat

Are specialties with us. Every food product we offer you is of real quality.

For your baking we offer Belle of Wichita, the highest grade all-purpose flour on the market.

Let us fill your next order.

City Grocery



LOCKNEY WAGON YARD
J. O. Cochran, Prop.
Clean Stalls, Plenty of Water, Feed For Sale
Adjoins Woolldridge Lumber Yard

Arthur B. Duncan

General Land Agent and Abstractor
FLOYDADA, TEX.

Buys, sells and leases real estate on commission.
Renders and pays taxes for non-resident land owners.
Investigates and perfects titles.
Furnishes abstracts of title from the records.

Owner of complete abstract of Floyd County Lands and town lots.
Has had 25 years experience with Floyd county lands and land titles.
List your lands and town lots with me if for sale or lease.

And give me your abstract of title work.
Office Southeast corner Public Square.

Address—
ARTHUR B. DUNCAN
Floydada, Tex.

W. M. Massie & Bro.

General Land Agents
(The Senior Land & Abstract Business of Floyd Co.)

SELL, EXCHANGE or LEASE (for Grazing or Farming Purposes)

LAND
in any size tracts through Northwest Texas, especially through Floyd and other counties of the beautiful Plains; Render and Pay Taxes, Furnish Abstracts, Perfect Titles Etc.

NON RESIDENT LANDS A SPECIALTY

Address
W. M. MASSIE & BRO.
Floydada, Texas

DR. J. C. GUEST
Dentist
Office Over First National Bank Building

DR. J. M. FLOYD
Veterinary
Office at Lockney Drug Store
will do a general Veterinary

IMPORTANT BUSINESS CHANGE

Mr. A. J. White, of the Ford-White-Fox company, has sold his interest in the business to Z. E. Bray, and G. W. Ford has sold to Jack Wade. Mr. Fox retains his interest in the business. Mr. White will remain with the firm until the first of the year. The Ford-White-Fox Hardware Co. has been doing a large wholesale and retail business, and none of the business will be lost under the new management.—Dalhart Texan.

GIN AT BIG SPRINGS DESTROYED BY FIRE

Big Springs, Texas, Nov. 11.—The Wooster and Bl' gin was completely destroyed by fire about 9:30 Monday night. This was an eight-stand gin and one of the best in West Texas. The loss is estimated at \$49,000, insurance \$12,000.

The loss is an especially heavy one to the county as the gining of cotton will be seriously interrupted as the two other gins are handicapped by a shortage of fuel.

S. M. HENRY, M. D.
OFFICE IN LOCKNEY DRUG CO.
General Practice and Special Attention Given to Diseases of Women.
LOCKNEY, TEXAS

Catarrh Cannot Be Cured
with LOCAL APPLICATIONS as they cannot reach the seat of the disease. Catarrh is a local disease, greatly influenced by constitutional conditions, and in order to cure it you must take an internal remedy. Hall's Catarrh Medicine is taken internally and acts thru the blood on the mucous surfaces of the system. Hall's Catarrh Medicine was prescribed by one of the best physicians in this country for years. It is composed of some of the best tonics known, combined with some of the best blood purifiers. The perfect combination of the ingredients in Hall's Catarrh Medicine is what produces such wonderful results in catarrhal conditions. Send for testimonials free.
F. J. CHENEY & CO., Props. Toledo, O.
All Drugstores.
Hall's Family Pills for constipation.

That Crippled Car

We want you to bring us that crippled car of yours and let us put it in first class shape. We have first-class mechanics and use best of material.

There is poor economy in running a car that is not giving you maximum service. If yours is poorly adjusted or needs worn parts made new, it will pay you to let us give the car attention. A sick man will not endeavor to labor. He first sees a doctor. So it should be with that sick car of yours. Ours is the hospital for the treatment of automobiles of every description.

LESS HUTCHISON, Prop.

Say, Boys!

I have some very fine bred pigs at reasonable prices to move them at once.

J. R. Mahaffey

Curlew, Texas

D. J. THOMAS, M. D.
DOES A GENERAL PRACTICE
Physician and Optician
and Fits Glasses

Photos Colored. Kodak Finish
Artistic Photographs. Painting.
TALLEY ART STUDIO
Successor to Norton Baker



A man's best pal is his smoke

"Let's take it easy for a while"

—Ches. Field

A CIGARETTE that invites you to enjoy a smoke as you never have before—that's Chesterfield.

Not merely fine tobaccos, mind you, though we use the finest of Turkish and Domestic leaf, but an exclusive blending method that brings out hidden flavors—flavors that others have failed to find.

That's why Chesterfields are different. That's why they satisfy. And this method is a closely guarded secret. That's why none but Chesterfields can satisfy.

And Chesterfields reach you in prime shape for smoking always—because every separate package is wrapped in moisture-proof glassine paper.

Liggett & Myers Tobacco Co.



They Satisfy

and the blend can't be copied



Wanted

Some one to buy four cars of the best Niggerhead, Matland, Colorado and Rockvale COAL. Also will have to arrive one car of coal every three days. Better buy before the snow flies. Special warning that a big strike is to take place in 30 days. Buy now and be prepared.

WANTED—To buy your Soudan Seed, Maize threshed and in the heads. Also oats and cotton.

You make a bad deal when you don't see us for feed.

Same firm at our ware house on the track.

Farmers Exchange

E. M. RANDOLPH, Manager

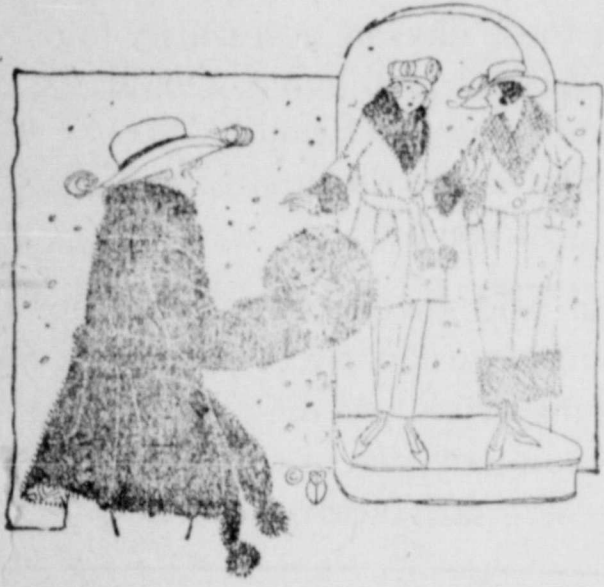
ST—One brown horse mule, No. 1, C. L. Anderson, Lockney, Tex. 1.

Plainview's Original and Largest Exclusive Cash Store Offers Exceptionable Values on Seasonable Merchandise

For nearly five years Jacobs has been synonymous for better values. The modern business methods we employ have met with universal approval and our business has increased many folds as the result of our honest, conscientious dealings. Selling exclusively for cash—at one price to all, eliminating all losses and expenses attached to credit stores, buying in quantities at the opportune time for two progressive stores, and discounting our bills enable us to offer our merchandise at the lowest possible price. Guaranteed satisfaction with every purchase is paramount at our store and during our years of operation we do not recall a single dissatisfied customer. Quick sales and small profits guide us at all times. Come in, compare our prices and quality and you will appreciate us. Merchandise is advancing rapidly. We advise early buying while our prices prevail. We also suggest that you start your Christmas shopping now. An extensive stock of practical, appreciative gifts from which to select.

Stimulating Our Sensational Sale of Our Entire Stock of Ladies' and Children's Ready-to-Wear

In addition to the wonderful reductions in effect on our entire stock of exclusive ready-to-wear, we are receiving every day new creations from New York, bought at radical reductions which gives you a two-fold bargain—a bargain in our low purchase price and a bargain in our bona fide reductions. You have the entire season before you. Don't fail to take advantage of this Sensational Sale.



Sale of Our Entire Stock Ladies' Distinctive Suits and Coats

Creations from Printzess, Schuman, Jeffras, Friedman, and other Nationally famous designers. Our originally low \$14.50 values now \$11.65. Our originally low \$19.50 values now \$15.75. Our originally low \$29.50 values now \$22.85. Our originally low \$39.50 values now \$29.85. Our originally low \$49.50 values now \$39.75. Our originally low \$59.50 values now \$48.75. Our originally low \$74.50 values now \$59.75. Our originally low \$98.50 values now \$79.50. Our originally low \$128.00 values now \$98.75.

Sale of Our Entire Stock of Serge Silk and Tricotine Dresses

Every one an attractive creation in itself. Our original prices were very low and now that we have radically reduced every dress it will be easy for you to select. All alterations without additional cost.

Our \$12.50 values reduced to \$ 9.75
Our \$19.50 values reduced to \$15.85
Our \$29.50 values reduced to \$22.95
Our \$39.50 values reduced to \$29.85
Our \$48.50 values reduced to \$38.75
Our \$62.50 values reduced to \$48.50
Our \$79.50 values reduced to \$64.50

Sale of Separate Skirts, Blouses And Silk Petticoats

Developed in the most popular shades of the season, and featuring all the innovations. Our \$6.50 and \$6.95 values now \$5.45. Our \$7.45 values now \$5.85. Our \$8.50 values now \$6.85. Our \$12.50 values now \$9.85. Our \$16.50 values now \$13.65. Our \$19.50 values now \$15.85. Our \$24.50 values now \$19.85.

Sale of Children's' Coats

Our Children's coats are real attractive and these reductions will enable you to save. Our \$4.75 values now \$3.95. Our \$7.50 values now \$5.95. Our \$12.50 values now \$9.85. Our \$18.50 values now \$14.95. Our \$26.50 values now \$21.85.

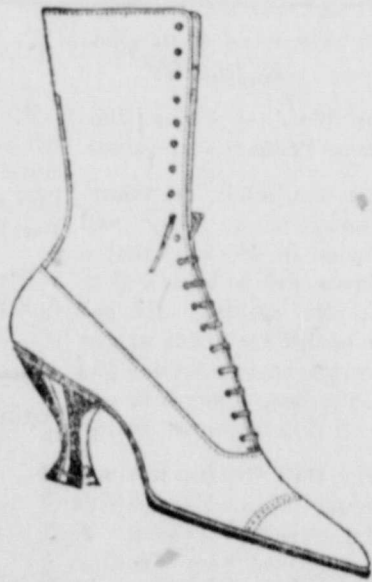
Sale of Children's' Gingham Dresses

Pretty patterns and distinctive styles. Every one reduced. Regular \$2.95 values now \$2.35. Regular \$4.85 values now \$3.85. Regular \$6.95 values now \$5.85.

Save Money on Staples

Our prices are lower than wholesale cost in many instances. We bought early and heavy. King Brand Overalls and Jumpers made full size, guaranteed quality, worth \$2.50. Only \$2.10. Good Outing, light and dark, patterns, worth 29c wholesale. Only 24c. Excellent Ginghams, pretty patterns, guaranteed fast colors, only 29c. Toile de Nord and Red Seal Ginghams 35c. Some checks as low as 19c. Best Oil Cloth, white and colors, only 49c. Extra good quality 36 inch Unbleached Domestic, regular 35c value only 27½c. Extra quality Georgette and Crepe de Chine, all prevailing colors, worth \$3.25, our regular price \$2.65. Excellent French Serge, 36-inch, fine quality, all colors. Only \$1.95 up. A complete line Cotton and Cotton and Wool suitings, bought early, real values 75c, 85c, 95c.

Our Value in Shoes are Unsurpassable



We contracted for our shoes before the rapid advances. Our prices, our quality, and our careful fitting will make you a steady customer for Jacobs Shoes.

Krippendorff Dittman Fine Shoes for Ladies in French and Military Heels \$7.65 to \$16.50

These shoes are ade to our special order, and the styles are distinctive. All sizes and widths.

Other standard shoes for Ladies and Misses at \$5.95 to \$9.50. Red Goose, E. C. Scuffer and Waukenphast shoes for Children only \$3.95 to \$5.50.

Bostonians, Emerson and Packard Shoes for Men and Young Men in straight, English and other popular styles, in black and brown, made of fine kid and genuine Kangaroo. Priced at \$9.50 to \$14.85.

Friedman Shelby and Royal Blue, guaranteed all leather shoes, for work and dress at \$4.85 to \$9.85.

MEN—We are now showing the best Cowboy Boot in the country. They are guaranteed by the makers to be the best at any price. Come in and see them at \$24.50 to \$28.50.



Michael Stern, Clothcraft, Mayer and Cohen Goldman Suits and Overcoats for Men and Young Men

We have just received another shipment of nobby suits, in belted, and conservative models for men and young men, including waist seam models in sizes to 42.

Clothing was never known to be as scarce as it is today—and we are fortunate in securing an excellent assortment to offer.

We are keeping our prices as low as possible on guaranteed quality, and firmly believe we can save you as much as \$10.00 to \$15.00 based on present market prices.

Suits in all sizes from 33 regular to 46 stout, and 44 long, priced at \$34.50 to \$64.50.

Overcoats, including Cravenettes, and Sheep Lined Coats at \$11.50 and up.

Best Ever and Mayer Suits for Boys

Made by manufacturers who make boys suits exclusively. Every suit has sixteen distinctive features, and every one guaranteed by us. Boys' Suits of this quality are very hard to get. Buy now while our stock is complete.

Prices on sizes 3 to 18—\$4.95 to \$17.50



Fine Assortment Silk Shirts

In Tub Silks and Heavy Crepe de Chines, beautiful patterns, all sizes.

\$6.95 to \$14.50

Stetson Hats

Stetson's are difficult to secure, and have advanced materially since we bought. A wide range of styles, in Novelties and Staples. Prices based on early purchases \$7.85 and up. Other Standard makes \$3.50 up.

Extensive Stock Dress and Work Pants

The largest assortment ever shown by us. All bought before the advance. Priced low at \$3.95 to \$16.50.

JACOBS BROTHERS

THE ONE PRICE CASH STORE

Plainview, Texas

A courteous sales force at your service and you are at liberty to come in at all times and compare our prices and quality.

Our One Price to all system enables you to shop with intelligence at a savings.

SHOE PRICES

A world of rumors and a world of tales, some true, most of them false, are being circulated about shoes and the shoe industry today.

Here are a few facts, not rumors, regarding shoes and shoe costs which you as a consumer, ought to know.

THE MOST GRAPHIC EXAMPLE OF RISING PRICES

A chart of shoe costs, started by the "Boot and Shoe Recorder" in 1905 and continued to date—always based on same quality of materials, same class of workmanship and including the same items of expense.

COST OF MANUFACTURING A PAIR OF MEN'S SHOES

	1905	1908	March-December				Aug.
			1912	1916	1919	1918	1919
Upper stock	.60	.60	.735	.92	.121	.178	.4057
Sole	.28	.29	.295	.374	.593	.74	.95
Inner Sole	.12	.12	.11	.14	.185	.22	.27
Heel	.09	.09	.1075	.123	.162	.17	.18
Top lift	.04	.05	.0425	.06	.08	.12	.132
Welt	.05	.065	.06	.07	.082	.10	.118
Royalty	.055	.055	.055	.055	.055	.055	.055
Counter	.037	.067	.0625	.075	.078	.132	.129
Lining	.044	.053	.0529	.06	.079	.104	.112
Trimming	.062	.076	.077	.09	.102	.152	.10
Labor	.602	.602	.6144	.65	.71	.82	1.02
Findings	.173	.183	.2158	.26	.30	.32	.361
Manufacturing Ex.	.201	.2168	.2226	.232	.27	.32	.529
	2.384	2.4677	2.6502	3.109	3.915	5.073	8.026

Similar rising costs prevailed in women's shoes in comparatively the same ratio. The significant figure is in the royalty—the one constant price in all these years, demonstrating the capacity for service of a master organization, and that equality is universal in the use of the machinery, for factories, large and small, pay the same rate on the same kinds of machines used.

This table absolutely accurate, shows the true conditions. Read it. Then read it over again.

This table shows that during the past fourteen years shoes and shoe making costs have steadily increased, the last few years by leaps and bounds.

This table does not show also greatly increased wholesaling transportation and retailing expenses in getting these shoes to you as a consumer.

WHAT CAN BE DONE ABOUT IT?

FIRST—For many years past due to advanced purchasers BAKERS' have been able to sell a considerable portion of their shoes under existing market prices.

SECOND—During the past two years and today more than ever we are in the strongest possible position in this respect. Practically every shoe in the Baker's Store is being sold at least 10 to 20 per cent under today's market; under replacement values. This is only possible because of heavy extra purchases we made last spring anticipating present conditions, and a very large proportion of the advances, all that is possible and still enable us to buy more shoes and stay in business, is being saved for and by you as our customers. This policy will be continued by us as long as possible.

THIRD—We now have as a special contribution to present high living costs a line of standard, substantial built for service not for style shoes, at an even greater saving than our other lines.

You should come to us and see our shoes before buying—our price and quality will save you money.

These Cool November Days

Remind us of the real cold weather that is not far off, and that possibly you may need some more suitable apparel for both indoors and out. In completing your preparations for fall and winter do not fail to visit our store, we believe you will find quality and value here that are unequalled elsewhere.

Warm Blankets

in wool, and pure cotton "wool-nap"—solids and plaids. These blankets are well made, uniform in thickness and quality. Selections should be made promptly as possible, as quantities are limited. Very lowest prices.

Luxurious Bathrobes in Many Designs

This store is well provided with bathrobes of excellent quality materials, in attractive designs. Very special values because of early buying.

We also have beautiful patterns in the bathrobe material for making.

Monarch Underwear

give you the most for your money anyway you figure it—Best quality, perfect fit, all weights. The prices are low—the range of styles and fabrics complete.

MILLINERY SPECIAL

For Saturday we are going to greatly reduce prices on our Ladies' Hats. If you have not bought yours, you should come in sure. These prices will save you money.

Stunning Styles in Suits and Coats

Every garment of high quality. In these days of necessarily high prices, every woman should be doubly sure of "Quality." Look well to the quality of a coat or suit you buy.

Our prices are reasonable as they can be considering the higher cost of materials and yet give you that good quality from which you will receive satisfactory results.

Black Cat Hosiery

BAKER BROTHERS

Cadet Hosiery

"The Store of Service and Satisfaction"

PERSONAL AND LOCAL

Will McGhee spent a couple of days in Amarillo this week, attending court.

Mr. Ford, a friend of Cleve McGhee, is here visiting his friend. They were comrades in the army.

Mr. and Mrs. Crager, Archie Crager and Miss May Whitfill were Plainview visitors last Sunday.

Mrs. Liff Sanders visited her daughter at Canyon several days this week. The daughter is attending the Normal College.

A. R. Meriwether visited at Dalhart on business the latter part of last week.

Mr. Evans, of Grandview, Texas, who owns a farm in the Bobbitt community, occupied by Mr. B. J. Witcher, is here on business.

B. J. Witcher of Bobbitt community was a pleasant and appreciative caller at the Beacon office Wednesday.

Charlie Wilson and wife, Misses Mollie and Lola Walling of Floydada and Miss Effie Wilson of Lockney were Plainview visitors last Sunday.

Frank Burleson, of Hereford is here visiting friends in the city.

Mrs. Cochran returned Wednesday from Lakeview, Hall county, where she was called to see her little granddaughter, who was seriously ill. She was much better when she returned.

Mrs. Johnson and daughter, Miss Ida, of the Meteor community was here Wednesday doing some shopping.

Willie McClellan, a student of the Normal at Canyon was a week end visitor here with his sister, Mrs. Lawrence Gruver.

Mr. George Ford of Roswell, N. M., visited Saturday and Sunday here with friends who are always glad to see him.

Kenneth Burns of Canyon Normal spent Sunday here with his parents, Mr. and Mrs. J. O. Burns.

Z. T. Riley spent this week in Plainview where he has been for treatment for rheumatism.

Mrs. Burrus and family of Olton spent Sunday here with their relatives, Mrs. E. M. Walling and family.

Charles Wilson of Floydada was here Tuesday visiting with his mother, Mrs. John Wilson.

Mrs. Courtney and Miss Smith of the Bellview community were here Tuesday doing some shopping.

Mrs. C. O. Spain of Ranger came in Tuesday on a visit to her mother, Mrs. O. F. Wilson.

Mr. Herbert Hilburn, editor of the Plainview Herald was in the city Tuesday on business.

Ben F. Smith, wife and mother-in-law, Mrs. E. L. Pennington, were Plainview visitors Monday afternoon.

Artie Baker, manager of Baker Bros. Grocery Department, made a trip to Matador Tuesday.

Dr. and Mrs. J. L. Guest of Plainview were here Monday visiting with friends.

Mr. and Mr. W. A. Hilton visited relatives in the Rock Creek community in Briscoe county Sunday.

Mrs. Lillie Britton and Miss Lollie Walling of Floydada were Lockney visitors Monday afternoon. Miss Walling placed her announcement in the Beacon for District and County Clerk while in the city.

The Beacon family visited with relatives in the Rock Creek community Sunday.

Will Murray, who works at the Whitfill gin had the misfortune of getting the second and the third finger on his right hand cut off in some cog wheels about the gin. The accident occurred Wednesday. He received medical attention and is getting along nicely.

Mrs. O. F. Wilson of the Curlew community was here Tuesday.

Mr. Walter Wood of Cedar community was here Tuesday on business.

A. L. Quillan and family left Thursday for Arizona, where they will make their home in the hope that a change in climate will be beneficial to the health of Mr. Quillan. He has been in poor health for about a year and while we regret to see him and family leave, the Beacon hopes he will soon regain his once vigorous health.

Mr. and Mrs. Daff Griffith left last week for Temple, where Mr. Griffith underwent an operation Monday. A message was received here Tuesday by the family stating that he stood the operation fine and was doing as well as could be expected.

The First Baptist Church of Lockney has called Rev. J. P. Hardesty of Ganado as pastor of the Baptist church and will be here Sunday to preach his first sermon.

Mack Stewart, wife and little daughter of Canyon spent Saturday and Sunday here visiting with their brother, Tom Stewart, and family. They were accompanied by Misses Shipley and Sanders, who visit here with Miss Sanders parents, Mrs. Sanders accompanied them back to Canyon Sunday afternoon and spent until Wednesday visiting with her daughter.

W. L. Keeling and family left Tuesday for Bronson, Colorado, where they will make their future home. Mr. and Mrs. Keeling have made Lockney their home for the past several years and have many warm friends here who regret their leaving town.

Elmer Mickey of the Sand Hill community was here Tuesday doing some trading with our merchants.

Mrs. Allard of Silvertown came in Tuesday on a visit to her parents, Mr. and Mrs. Jackson of the Irick community.

ANNOUNCEMENTS

We are authorized to announce the following for county, precinct, state and district offices, subject to the action of the democratic primaries:

For District and County Clerk:

Miss Lola Walling.

For Tax Assessor:

D. I. Bolling.

HOME MISSION SOCIETY TO MEET NEXT WEDNESDAY

The Home Mission Society of the M. E. Church will meet Wednesday next week at three o'clock, at the home of Mrs. Lawrence Gruver's. All members are requested to be present at the first chapter of the first lesson in the new mission will be taken up at this time.

DON'T PUT OFF

Hearing about our sanitary way of pressing clothes. This method prolongs the life of your wardrobe and gives you better looking clothes to wear.

Cleaning, Repairing—Investigate us

You will now find us located at our new stand on the East Side of Main Street, in building formerly occupied by the Palace Barber Shop.

JOHN W. SAMS

Stewart's

Is a good place to buy your drugs, your drug sundries, your perfumes and toilet articles. A good place to get you smokes, in fact a good place to trade at all times.

Prescriptions accurately compounded.

Make our place your headquarters.

Stewart Drug Co.

LIFE INSURANCE WILL BE UNNECESSARY

When no one dies poor;
When fortunes are never lost;
When old age never brings dependence;
When widows never need to toil for bread.
When death obeys instead of commands;
When orphans never lack the necessities;
When success becomes the universal rule;
When decedents are always solvent;
When administrator never need ready money;

BUT NOT UNTIL THEN
"Men Die at the Wrong Time."

SEE ME NOW

With the Kansas City Life

T. R. HATCHER

Look! Listen!!

If its Grain you have to sell or Coal & Feed you want to buy call 60 for prompt and efficient service. A square deal to all.

LOCKNEY COAL & GRAIN COMPANY

PHONE NO. 60.

LOCKNEY, TEXAS

SERVICE STATION FOR THE

Willard Batteries

Batteries repaired and re-charged

We do a general auto repair business. Bring us your crippled cars. We guarantee you service with promptness and accuracy.

Come and see us when in need of work

Harve Pennington

LOCKNEY,

TEXAS

HOBBY MAKES NO COMMENT THOMASSON ANNOUNCEMENT

Austin, Texas, Nov. 8.—Governor Hobby made no comment today when apprised of the entrance into the gubernatorial race of Speaker R. E. Thomasson of El Paso, whose formal announcement was made today in El Paso.

When asked if he would be a candidate in next year's primary, Governor Hobby answered that he had not reached a decision in the matter. There is much speculation in State House circles as to whether Governor Hobby will again be a candidate for the high office he now occupies.

There had been some comment here that Thomasson and Hobby would not be opposing candidates for governor, and that if one ran the other would not.

Speaker Thomasson received many pledges from members of the legislature and citizens of this section when his friends let it be known that he would be a candidate for governor, the information having been made public on the eve of the adjournment of the last special session.

All Done Up

And ready to take home:

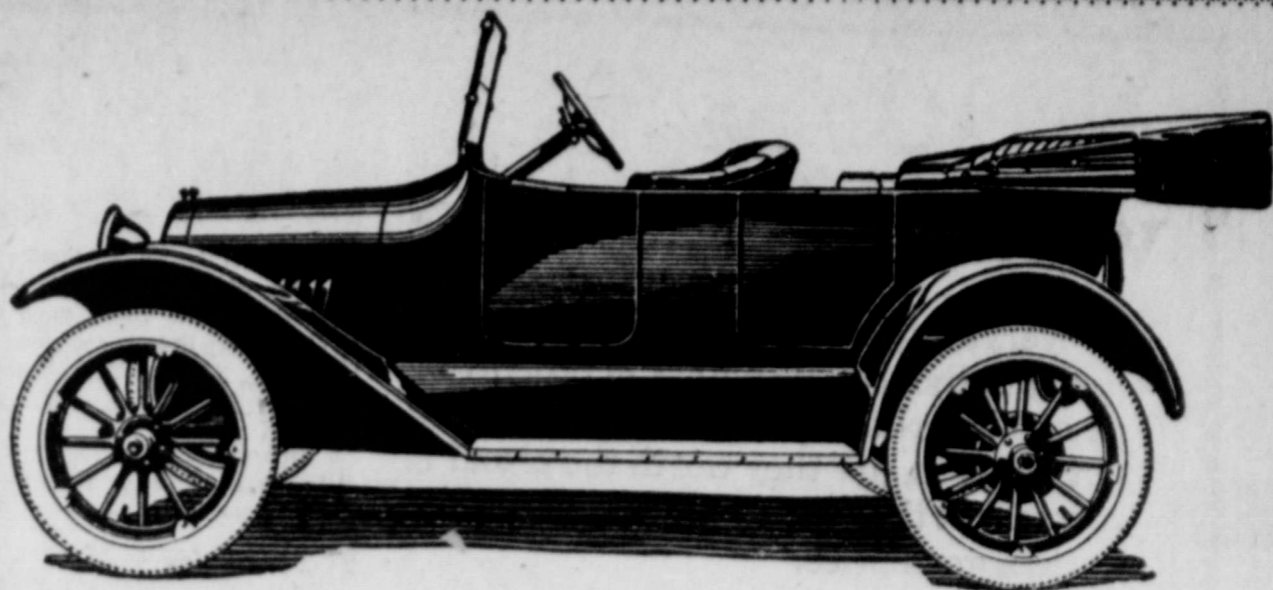
A nice, juicy, pallet tempting steak.
A donee sweet whole tender loins.
A group of well fed lean pork chops.
A firm little-boned medium-fatted Stew—

Sound pretty nice but they will taste a whole lot better, especially if they are bought at

Having received and installed our ice box we are again in a position to serve you with the choicest meats.

MEAT ORDERS DELIVERED BY THE CITY GROCERY.

Respectfully,
A. L. THOMPSON



The present-day value of an automobile lies in its degree of utility. The more it serves the more it saves. And in measuring the value of a Chevrolet by these standards, its real worth is revealed.

Like a true friend, the Chevrolet will appear well. It will not fail you in time of need. It will not be a burden to keep, and the closer your acquaintance grows the greater will be the charm in its possession.

The Chevrolet represents an unusual value. This you will appreciate at first glance. But to know the full extent of its real worth, you must know more of the efficiency of its service—its capabilities for practical time and labor saving utility.

The popularity of the Chevrolet cars have attained is a reflection of the sound judgment of the thousands of discriminating purchasers who were convinced that the vast resources and sound manufacturing policies of the Chevrolet Motor Company were adequate to insure the production of thoroughly worth while products.

And the remarkable records that Chevrolet cars have made in the hands of these owners is conclusive proof that Chevrolet quality has an unquestionable right to the recognition and endorsement of all who believe in sane spending and sound values.

The Price of the 490 is \$850

A NEW CAR OF CHEVROLETS EXPECTED TO ARRIVE ANY DAY. LET US DEMONSTRATE THIS PRACTICAL AND ECONOMICAL CAR.

C. A. Wofford, - Lockney

PIANO—VOICE—EXPRESSION
Special class for children.
Dana Thomas Harmon
50-4 Studio at Keeling's residence

KENNETH BAIN
LAWYER
Room 4, First National Bank
FLOYDADA, TEXAS

Is Your Title Clear?

Lands and town lots in Floyd county are becoming valuable. \$25 to \$125 per acre and town lots in proportion. We cannot be too careful about our titles. If you were to sell right now, or if you are getting a loan on your property, are you sure of your title? Would it pass as Gilt Edge or would you be bothered with the delay of having an abstract made, thereby taking chances on having your sale or application for loan delayed and perhaps turned down on account of defective title.

There are a great many defective titles in this county, made so in a great many instances, in the early days when we did not think much about land titles. Defective acknowledgements, defective notary work, deeds wherein the wife did not join, deeds that are worthless and convey no title whatever. It will take time and diligence to cure and correct these things and make some of our titles merchantable, and the longer it is put off, the more difficult it will be to make them good.

We have instances of this kind every day in our office, and some of them take weeks and months to perfect, in fact, some of them are never perfected.

I have a complete, modern, and up-to-date abstract plant covering all lands and lots in this county. Have also had a good many years experience with land titles in this county, and feel that I am in position to take care of your abstract work, accurately and promptly and at a reasonable price. Any work entrusted to me will have my personal supervision and will be appreciated.

For the next 60 days I can make a special price on abstracts covering lots in Lockney and Floydada.

R. C. Scott, Abstractor,
FLOYDADA, TEXAS

Floyd Co. Elevator Co.

Wants to buy your grain. Can take care of your wheat as fast as you bring it in. Also can handle your maize in the heads. While the coal situation is still acute, the same is relieved and we now have cars coming and on hand to take care of the wheat as fast as it comes to our elevator. So bring on your wheat while there is shipping facilities.

The Coal Situation

The government has taken charge of the coal situation and are handling coal through the fuel administration. We expect to have coal as soon as the government begins distribution. Coal for domestic use will be furnished out of the available supply and that being mined by the independent mines. We will keep you posted on the coal situation, and would be glad to have you call us up at any time.

LATER—The strike has been called off by the miners union and the coal situation will soon become normal.

Floyd County Elevator Company

LOCKNEY and AIKEN

For Weak Women

In use for over 40 years! Thousands of voluntary letters from women, telling of the good Cardui has done them. This is the best proof of the value of Cardui. It proves that Cardui is a good medicine for women.

There are no harmful or habit-forming drugs in Cardui. It is composed only of mild, medicinal ingredients, with no bad after-effects.

TAKE

CARDUI

The Woman's Tonic

You can rely on Cardui. Surely it will do for you what it has done for so many thousands of other women! It should help. "I was taken sick, seemed to be . . ." writes Mrs. Mary E. Veste, of Madison Heights, Va. "I got down so weak, could hardly walk . . . just staggered around. . . I read of Cardui, and after taking one bottle, or before taking quite all, I felt much better. I took 3 or 4 bottles at that time, and was able to do my work. I take it in the spring when run-down. I had no appetite, and I commenced eating. It is the best tonic I ever saw." Try Cardui.

All Druggists

L. 70

Eat Up-Speed Up

Grocery buying is made easy at this store—it is made economical, it is made pleasurable—because we hew to the line in everything we buy and we hew again when we sell. Hewing benefits us both. The acme of economy is to buy something good at a reasonable price. This eliminates the waste, which is always an item of expense. You buy no waste at this store.

Theo Griffith

Are they worth the price

Like everything else, good clothes are high priced; but they are no higher in proportion than good workmen. The only question about either is, are they worth the price? A man or a suit that gives full value in service is worth a good price.

Hart Schaffner and Marx make that kind of clothes; all wool fabrics, high grade workmanship, liveliest style; they guarantee, and we guarantee, satisfaction to you in these clothes.

Whenever you're ready for a suit or overcoat, we're ready to see that you get the right one.

E. L. Ayres & Company
The Home of Hart Schaffner & Marx
Clothes

Cost of Building Material

Is up 100 per cent. That is, for every \$100 it cost in 1916 to build, you would have to spend \$200 in 1919 for precisely the same building.

Our suggestion is:
Know the value of your building.
Carry enough insurance.
And take adequate steps to prevent fire.
The best way to take care of increased values, is to consult this agency.
Our duty is to see that our clients are properly protected in event of a loss.
We have given you facts. Will you act on them today?
Or will you wait until after the fire—and wish?
The decision is up to you.

S. A. Henry & Co.
The oldest and strongest insurance agency
in the Panhandle
LOCKNEY, TEXAS

CLASSIFIED ADVERTISING

FOR SALE—Three good work mares for sale. See C. L. Cowart. 9-1f.

FOR SALE—Pure bred Patteridge Winedot cockrels at \$1.50 each. See them at Gruver's store.—Wiley Mudgett. 9-3tp

FOR SALE—My 20-acre place, one mile east of Lockney. Six-room house, all the place hog fenced, good sheds, granaries. Terms. Phone 94, or address P. O. Box, 198. 9-2t

FOR SALE—Good farm, 640 acres well improved, 240 acres in cultivation, near good school, on public road. Price \$30 an acre, \$5,000 cash balance easy. Other bargains.—R. W. Jones, Silvertown, Texas.

ESTRAY—One black mare mule, 14 hands high, unbranded, solid black unbroke. Will give \$5 reward for her recovery.—J. E. Washburne, Lockney, Texas. 9-2tp

We can supply you with dry sell batteries.—Lockney Garage.

Wagons

We have received a car of Newton wagons, both low and high wheels. See us before you buy your wagon.

We have Ford and Automobile Trailers in stock.

Fill up at our gas station from the Victor Visible pump.

Get your tires and tubes from us, and every thing in hardware line.

J. H. Gruver
TERMS ON HEAVY HARDWARE
LOCKNEY, TEXAS

FOR SALE—Absolutely new Chickering Parlor Grand piano, mahogany case. Cost \$875.00. For quick sales goes at \$500. Would consider \$5-passenger A1 Ford. Address Chickering, Plainview News, Plainview, Texas. 2-tp

LOST—A brown overcoat on road north of Lockney, on Sunday, 16th. Finder please leave same at office of Lockney Beacon and greatly oblige.—W. L. Johnson, Tulsa, Texas. 9-2tp

We can supply you with dry sell batteries.—Lockney Garage.

LOST—A bay mare mule, about 16 years old, unbranded, collar marks low down on point of shoulders, few grey hairs in forehead, freshly sheared mane and tail. Will pay \$10 reward for her recovery.—S. W. Page, Estacado, Texas. 9-2tp

Try some of our Johnson Radiator Freeze Proof.—Lockney Garage.

EGGS, EGGS!

Continental Produce Mixture is an egg producer and also cures Roup and Sore Head. Continental is a mineral tonic that takes the place of green food that your hens can't get in the fall and winter. Every box sold under a printed guarantee. A 60 cent box will furnish fifty hens for four months. For sale by Lockney Produce Company, exclusively. 9-8t

ANNOUNCEMENTS

We are authorized to announce the following for county, precinct, state and district offices, subject to the action of the democratic primaries:

For District and County Clerk:

Miss Lola Walling.

For Tax Assessor:

D. I. Bolling.

Southland Tires

(Made in Fort Worth)

SOUTHLAND TIRES embody certain individual features not to be found in any other tire.

Their construction is the result of exhaustive experiments and expert knowledge backed by actual road tests.

They are the RESILIENT to a degree closely resembling Cord Tires, and it must be borne in mind that Resiliency is absolutely the true indicator of wear and economy in fuel consumption.

GUARANTEE

We insure all Pneumatic Tires bearing our name and serial number to be free from imperfections in material and workmanship, and if upon examination we find them to be defective, we will adjust them upon the following basis:

Ribbed Tread 5,000 miles
Non-Skid 5,000 miles

In Ford Sizes

Plain Tread 6,000 miles
Ribbed Tread 7,500 miles
Non-Skid Tread 7,500 miles

HI-WAY GARAGE

WANTED—Turkeys, 25 cents per pound at the Lockney Produce Co.

Mary Pickford in "Dady Long Legs" Saturday at Olympic. Admission 20 and 35 cents.

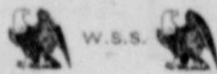
W. M. MARTIN
Jewelry
WATCH REPAIRING

FOR LEASE—1080 acres of land 14 miles northeast of Lockney, good improvements, 100 acres or more in cultivation, balance in pasture. Can put in as much more in cultivation as needed.—W. K. Early, owner. 8-2w

LOST—A sorrel mule, 14 1-2 hands high, slim, rubbed place on left hind leg, stiff ankle on right foot, walks on toes. Five dollars reward for her recovery. Notify Theo Griffith, Lockney, Texas. 8-2w

Try some of our Johnson Radiator Freeze Proof.—Lockney Garage.

LET YOUR UNCLE DO IT



Let Uncle Sam do the spending now; you spend later. Buy War Savings Stamps and save.

The ability of Texans to save is the measure of their patriotism and their desire to win the war and bring their boys back home. Pay your W.S.S. Pledge. Stick to the job and stick on more Savings Stamps.

Every dollar lent to the Government saves the lives of Texas boys in France. Dig deep into your savings and invest to the hilt in these victory bonds.

One War Savings Stamp will feed a Texas soldier or sailor for a week. It will buy enough gasoline to run one of our boy's aeroplanes for an hour. Dollar mark your W.S.S. Pledge.

Instead of spending your money for things you don't have to purchase, let Uncle Sam send it over the top with Pershing and the Lone Star State fighters. Hit the fall over here and the boys and your War Savings Stamps will hit the line over there.

Pay the President

Arrived

Men's Schloss Bros. Blue Serge Suits.
Dress Shirts

Boys' all-wool serge and plaid Suits.

Boys' Caps and Warm Gloves.

Heavy Fleece Underwear.

Ladies' Seal Plush and Cloth Coats—Coat Suits.

Children's Coats, all priced, and worth the money.

Don't forget us on your shoes. We can make your dollars go farther if you buy from us.

Page Dry Goods Co.

LOW CASH PRICES
Lockney, Texas

For Sale

Improved farm, 480 acres, with 4-room house, auto shed, granary, sheds, good well and windmill, 150 acres in cultivation, 80 acres sown to wheat, rented for 1920, one-third of crop delivered to Happy and 50c an acre for grass. Rentals go with land. Possession January 1st, 1921. Price \$30 per acre term on part.

Improved farm, 640 acres, 3 miles from Ralph Switch, about 160 acres in cultivation, 3 miles from school, on main public road. Price \$30 per acre, part terms.

320 acres raw, all good mooth land, on main public road and Star Route, 3 miles from Wayside P. O. Price for a quick sale, \$20 an acre. Part terms.

For further information write or see—

Wm. F. Miller

HAPPY TEXAS

Public Sale

At the R. E. L. Muncey place, 1-2 mile east of Muncey Schoolhouse, midway between Floydada and Lockney.

Tuesday, November 5th

Beginning promptly at 10 A. M.,

we will sell the following described property:

LIVESTOCK

- 1 team red mules, 7 and 9 years old, 15 1-2 hands high.
- 1 team horse mules, 4 years old, 15 hands high.
- 1 team black mare mules, 4 years old, 15 hands high.
- 1 team mare mules, coming threes, about 15 hands high.
- 1 team gray mares, smooth mouth, 15 1-2 hands high, in foal by jack.
- 1 sorrel mule, 7 years old, 15 1-2 hands high.
- 2 muel colts.
- 1 roan horse, 3 years old, 14 1-2 hands high.
- 1 bay horse, work anywhere, weigh about 1,150 lbs.
- 1 roan mare, 9 years old, about 15 hands high.
- 1 bay mare, 9 years old, 15 1-2 hands high, in-foal by jack.
- 1 bay horse, 10 years old, 15 1-2 hands high.
- 1 sorrel horse, coming two.
- 1 bay horse, coming three.
- 1 bay suckling horse colt.
- 1 roan mare, 16 hands high, 9 years old, with good colt by side.
- 1 black mare, 6 years old, 16 hands high, good colt by side.
- 1 roan horse, 3 years old, 16 hands high.
- 1 black mare, 3 years old, 14 1-2 hands high.
- 1 iron gray mare, 2 years old, 14 1-2 hands high.
- 1 good Jersey milk cow, fresh in about 2 months, 5 years old.
- 1 good Jersey milk cow, fresh in about 2 months,

FARMING IMPLEMENTS

- 8 years old.
- 1 red Durham cow, 5 years old, giving milk.
- 1 yearling heifer, 1 yearling steer.
- 1 P. & O. Planter and Lister.
- 1 Sweet William planter and lister.
- 1 Easy Money planter and lister.
- 2 walking listers.
- 1 12-disc Moline harrow.
- 1 14-disc New Osborne harrow.
- 1 14-disc P. & O. harrow.
- 2 John Deere cultivators.
- 1 new P. & O. Wiggletail cultivator.
- 1 Good-Enough breaking plow.
- 3 sled go-devils.
- 1 2-row Case go-devil.
- 1 70-tooth drag harrow.
- 1 14-inch breaking plow, Oliver.
- 1 Katy-did sod plow. 1 high wheel wagon.
- 1 Spaulding hack, good as new.
- 1 single buggy, good as new, with harness.
- 1 Old single buggy.
- 1 1918 model Ford touring car, in good shape.
- 1 set hack harness, good as new.
- 1 set new chain harness. 1 lot chain harness and col-lars.
- 1 lot sweeps, plow shares, and other articles too numerous to mention. A number of good fat hens.

TERMS OF SALE—All sums under \$20 cash. On sums over \$20, 6 months time will be given on good bankable note, or 5 per cent discount for cash. All stuff to be settled for before leaving grounds.

FREE LUNCH ON GROUNDS

A. B! Muncey, R. D. Bryant, Mrs. S. C. Green
OWNERS
W. H. SEALE, Auctioneer
FRANCE BAKER, Clerk