

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.

Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

With this issue of the Beacon we enter the 20th volume, and 10 years under the present management. For the past 10 years we have owned and published the Beacon, we have seen our business grow from a small beginning to its present magnificent proportions, and from a small plant to perhaps one of the best equipped plants in the Panhandle, all of which we are duly thankful to readers and advertisers alike. Our success in Lockney is the result of loyal friendship on the part of our people. We are grateful to those who have been our friend in business, personally, and otherwise for the past ten years, and during the time we have lived in Lockney. To the Press of the Panhandle and Plains country we are thankful for the many courtesies shown us in a fraternal way. As to the future we only have this to say, viz., that it will be our constant endeavor to keep the paper up to its present standard, and improve same whenever opportunity affords.

With so many of our progressive towns of the Panhandle and Plains

country holding fairs this fall, the Amarilloan is impressed with the fact that this city has neglected a most excellent opportunity.—Southwestern Plainsman.

Amarillo lost a valuable asset when she let her Fair drop a few years ago. This Panhandle State Fair could have been the means of building Amarillo with more rapid strides than is the present history of her growth. The State Fair at Dallas has been a large factor in building Dallas. Without the splendid advertising Dallas obtained from this Fair she would not have been the city she is today. Dallas can attribute her growth more than her natural advantages to the State Fair at that place. She is today the second largest city in Texas in point of population, and her importance perhaps ranks first. Dallas history could have been repeated at Amarillo. Amarillo business men were short sighted when they allowed the Fair to die. The business men of that city should now get busy and put the Fair over in a way that would establish it permanently.

AN INSTITUTION FOR WHICH THERE IS NEED

Of all the educational institutions created by the Thirty-Fifth Legislature during a debacle in "pork barrel" politics, all have survived except alone the one for which there was and is the most certain and genuine need. For while two of the normal colleges which came out of that "pork barrel" have not yet taken on physical form and substance, the executive authorities are still under direction to build them. The most meritorious of those numerous projects, if not, indeed, the only one which can be thought meritorious, by any strict test, has aborted. The causing circumstances need not be recited. To add to the misfortunes of this deserving project, the effort to give it a new birth in the Democratic State convention at Fort Worth was successfully resisted. Thus, as the case stands several institutions for which the need was at least doubtful have come into being, while the single one for which there

is a manifest and urgent need, is wrecked.

The above is an extract from a lengthy editorial by the Dallas News in advocacy of the establishment of a West Texas A. & M. college. The News speaks of a successful resistance of the establishment of this institution by Legislatures, and also an expression in the late Democratic platform. The News is aware that West Texas has been made the goat of Texas politics for a number of years, and has been denied educational institutions that are really needed. The Beacon is indeed glad to see this, the greatest Texas newspaper champion editorially the establishment of a West Texas A. & M. college. Dallas and Tarrant counties proved their fairness and loyalty to principle when they supported West Texas in the State Democratic convention for a plank calling for the establishment of a West Texas College to teach agricultural and mechanical arts. While there is still sufficient influence coming from East, North and Central Texas to defeat the ends of justice, we see a general awakening in these matters, and feel sure that West Texas will some day get what is coming to her in matter of educational institutions and proper political redistricting.

"An eye for an eye, a tooth for a tooth." The Old Masonic law was invoked at Amarillo last week when G. J. Gilbert shot to death J. Louis Pierce in the court house. Pierce was being taken into the court room for an examining trial for a statutory offense committed against Gilbert's 12-year-old daughter. Immediately after the killing Gilbert made this statement: "I feel that I have done a righteous act. Pierce has gone and robbed my 12-year-old girl of her purity." The law will hold Gilbert blameless. Human law through public sentiment gives the man a right to protect his home, but the divine law, which says, "Thou shalt not kill," will not hold Gilbert blameless in the day of judgement. The Beacon does not mean to criticize the father in the case, nor do we uphold the depraved wretch that invaded this man's home. There has been two crimes committed. Two Divine and human laws violated. It would have been the best for the law to have taken its course. The same Divine injunction, "Thou shalt not Commit Fornication," says "Thou shalt not Kill." This Divine law has come thundering down the annals of time, warning men against these two awful crimes. It was given by Moses, and reaffirmed by our Saviour. It is hard, we know, for men to be governed by this Divine law against shedding of blood when the provocation exists as in the case above mentioned. It is strange that man could fall so low as to seek a child as his prey. Passion runs riot with some men and age is not regarded when a victim is selected. There never was a time when mothers should be more guarded with their girls.

In another column is an article from Washington, telling of the reduction of prices of farm products, which showed a decrease of 10.6 per cent in prices paid farmers for their principal farm products and livestock. The News has many times declared that the farmer was to be made the goat in any lowering of prices—and our prophecy is coming true.—Plainview News.

It seems to be the way our economic structure is built that causes the farmer to get the smutty end of the poker in this price-fixing business. Farming is the only occupation where the farmer goes to town and asks the merchant, "What will you give me for this product?" The merchant fixes his prices, and the farmer can either pay same or let it alone. Not so with the farmer. He has no say in fixing the prices of his products. This is the working of the law of supply and demand. The markets are governed by the amount of farm products produced in any one year. If there is a big cotton crop raised and the supply is greater than the mill demand the price of cotton is set for the farmer at a lower figure. The farmer is more complete at the mercy of this price-fixing business in the raising of cotton than any other product he produces. The reason of this is the fact that he cannot utilize cotton in the raw state. Not so with corn, maize and the like. If the market falls too low he can feed this stuff to cattle and hogs and sell on a higher and different market. But the question the News raises is the injustice of the business. Well, we might ask this question: "How are you to remedy the matter?" We agree with you that it seems wrong, but it cannot be remedied. American business, including that of the farmer, is based on certain economic laws that are just as permanently fixed as the laws of nature. Our markets are governed according to these laws. The law of supply and demand governs all markets. For instance, a few weeks ago water melons came on the market. At first we paid four cents per pound for them. Today they are worth two cents per pound. Why is it that melons have become cheaper? For the reason that they have become more plentiful and the supply has become greater than the demand. The farmer can't utilize his surplus melon supply. They have to be sold to realize any thing out of them. If only a few men had grown melons in this community they would have continued to sell at four cents per pound, or maybe higher. Following lower farm products the finished article or what the farmer buys ought to come down. We can not expect to see the manufacturer lower his price so long as he is paying high wa-

mark prices for his raw material. Lowering of prices must necessarily start on the side of the raw material. Of course there is an element of profiteering in manufacturing, and we are not arguing this end of the question. But when articles of necessity are produced and sold on an equitable basis then the line of reasoning we have here produced will hold good.

On account of it being unlawful, the auto tax money in this county has not been used, but through the efforts of County Judge L. B. Richards, arrangements have been made whereby it is thought it will be possible to so use these funds. Division Engineer of Amarillo was here the first of the week looking into the matter and will recommend to the State Highway Commission that this money be used for improving the roads in the county, and Judge Richards thinks there is no doubt but what the commission will agree to it on his recommendations. There is about \$4,500 of this money now available, which will go a long way toward putting our main roads up in good shape.—Silverton Star.

The automobile tax of Texas is handled exclusively through the State Highway Commission. A certain per cent goes towards the conduct of the commission, and the remainder is allotted to the various counties of the State. But here is where the rub comes in. In order for counties to get this money there must be a designated State Highway. This automobile tax money does not come back to the county from which it is drawn unless there is road-building under the guidance of the Commission. The Beacon stands for a repeal of this Commission. Its function is useless, and could be dispensed with. This automobile tax should be paid into the county treasury and expended by the commissioners courts the same as any other county funds. If the counties could utilize its automobile tax on its public roads in the way the commissioners court should direct, we would have better country roads. The man paying an automobile tax should receive some benefits from this tax. We would like to see the Press of the State champion repeal of the State Highway Commission law, and advocate the turning of automobile tax money into county treasuries, to be expended on county roads.

Last Sunday night we took one of our brethren to his home in our car. This brother lives a mile or so in the country. On returning, on a side road, we came across a car standing in the road, with its lights out. This car contained four young people, two boys and two girls. We offer no further comment further than to say that mothers of Lockney should inquire in to the whereabouts of their girls on this as well as other occasions. The habit of young people going out on Sunday nights in automobiles, under the shadow of our churches, is wrong. In fact it is wrong at any time. We are living in a fast age, when the automobile is being used to curse and damn our young folks. The only sane suggestion along these lines is for mothers and fathers to keep a closer tab on their children, and their goings and comings. Sunday nights mothers should go with their children to church and see that they go home, and not automobile riding. The Beacon offers this comment in the hopes that it will awaken an interest of parents in these matters. There is danger ahead. There are ruined homes, heart-broken mothers and fathers as a result of this Sunday night automobile riding by our young folks. In the name of womanhood of America, will mothers not awake to the dangers ahead, the result of turning young girls loose, to head direct for the breakers.

Anarchists blew up Wall Street Thursday of last week, killing 30 and wounding 200 people. The explosives were loaded on a wagon and a team drew same through the street, and opposite Morgan & Company a time bomb set the charge of dynamite off, wrecking all the buildings for something like a block. Evidences have been found fixing the crime on anarchists, but no arrests have been made as yet. When they are caught a 15-foot rope and a hangman's kno and nose at one end should be promptly used. There is no use in temporizing with these out-laws and cut-throats. They should be brought to speedy justice and promptly executed. Stronger methods must be used, which should be the execution of those who attempt to destroy property, and life imprisonment for any man who is heard advocating anarchy and Bolshevism. It should be an offense against this government, punishable by a prison sentence of indefinite period for any man or woman found guilty of talking and advocating anarchy, Bolshevism, and all other isms which tend to the destruction of organized government. Strike now and strike hard.

All the speeches made at the convention in favor of the West Texas A. & M. college showed a strong conviction for it, while the speeches in opposition were noticeably weak, indicating the selfish viewpoint. Any argument based on selfishness must be weak, while arguments based on conviction of a positive necessity are strong in themselves. West Texas is an immense empire. West Texas needs an A. & M. college, and the time will come when the people of East Texas will be ashamed that they ever opposed this great enterprise.—Fort Worth Record.



Just Ask the OilPull User

THE most satisfactory evidence of a tractor's performance is the work it does for its owner over a period of time.

So before you buy your tractor just talk with tractor owners in this locality and get their real opinions.

Ask them about the cost of operation—learn whether they can use kerosene under all conditions and at all loads—find out the cost to plow an acre of ground.

Ask them about their experiences with their cooling systems—of any troubles from overheating—freezing—time taken for filling or draining, of any inconvenience and delays caused by rusting, clogging, etc.

Ask them about the power and dependability of their tractors—if the power is sufficient—if there is reserve power for the "pinches"—if they can depend upon their tractor for day-in and day-out, year-after-year service without delays and interruption.

Ask them how long they have used their tractors, cost of upkeep, and how many more years service they can naturally expect.

Ask them about the lubricating and ignition systems—their effectiveness and dependability.

Ask them anything you wish to know about a tractor. Then sum up what OilPull owners tell you and make your own comparisons—draw your own conclusions.

We shall be glad to furnish you with the names of OilPull owners.

There are four sizes of OilPull tractors—12-20, 16-30, 20-40 and 30-60 H. P.

JOHN LIVESAY

Lockney, Floydada and Silverton

KENNETH BAIN

LAWYER

Room 4, First National Bank
FLOYDADA, TEXAS

S. M. HENRY, M. D.

General Practice and Special Attention Given to Diseases of Women.

OFFICE IN LOCKNEY DRUG CO.

NEURALGIA
The powerful, healing warmth of Hunt's Lightning Oil gives instant and positive relief from throbbing, nerve-racking pains of Rheumatism, Neuritis, Headache, etc. At your drug store, 50c and 75c a bottle.

HUNT'S LIGHTNING OIL
STEWART DRUG COMPANY

PIGS FOR SALE

I have several pure bred Big Bone Poland China Pigs, which I am offering to hog raisers of this and other communities. These pigs were sired by Orange Bob No. 393839. They are the kind that looks good and fills the pork barrel.

See these pigs at my place two miles South of Lockney.

J. E. LEE

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.

Theo Griffith

The City Grocery

Impresses on their trade to get their orders in early and therefore get the advantage of their early morning deliveries.

Fresh vegetables, fresh fruits and the best of staple groceries.

Highest market price paid for Produce. Give us your business and become one of our pleased customers.

RILEY, BREWSTER & REED

Buy Your Coal Now

We are informed by the coal mines that they will not be able to supply summer coal storage except in limited amounts. Heretofore we have been able to buy all the summer coal we wanted, but it is evident that the storage this summer will be limited. Therefore, in view of these facts, it will be to you advantage to place your orders promptly that we may be able to supply you this summer.

May will be the cheapest month for your coal. After May prices will begin to advance from 25 to 50 cents per ton per month. There has yet been no definite price as to what the winter coal will be.

PLENTY FEED

Plenty of Feeds of all kind for Dairy Cattle, including Bran, Shorts, Cotton Seed Meal and Alfalfa Hay.

PHONE US YOUR ORDERS FOR COAL.

Floyd County Elevator Company

Lockney, Texas

mid where men have committed murder, and after many years come forward and confess their crime? The little thing called conscience, or the Divine part of man, will not let a man rest. There is another saying equally as true. "Murder will Out." The greatest investment in life is righteous living. Live so that you will not dread the tomorrow, or in a way your conscience will be at ease. The case mentioned is one where a woman puts away a husband, or when a wife is put away for unfaithfulness, and reaps in far distance future a reward of jealousy which causes her to take her own life. "Be sure your sins will find you out." How little we think about this Divine injunction against sinning. If men and women could only realize that they cannot hide their sins from Jehovah, that His all-seeing eye is on us and about us, we would not care to indulge in so much sin. Right living prepares one to live happy in this present world, and when he or she comes to Jourdan's chilly stream it will act as a beacon light to guide the sojourner from time to eternity.

The incident before the Democratic state convention when the West Texas A. and M. proposition was disposed of disclosed two or three interesting things. One East Texan said that it was his information that West Texas was in much need for conservation, for "hoot owls, prairie dogs and rattlesnakes hibernated in the same hole." Another speaker declared that "a granite hill is no place for the location of an agricultural college." Another East Texan charged bad faith on the part of the West Texans, in that they would call for a division of the state if they did not receive proper recognition.—Canadian Record.

The above quotations from East Texas politicians show them to be the most ignorant bunch of political nuts ever recorded in the political annals of Texas. We doubt seriously if any of them had ever travelled as far west as Fort Worth before they were sent to the State Democratic convention. One delegate was an editor. Lee J. Roundtree is his name. Lee wears a long shaggy mane. It is said he is the author of the prairie dog and rattlesnake story to West Texas' expense. Lee knew better than to make that statement and try to get off with it as the truth. Lee has been West several times, and ought to remember something of the splendid development of this country. Lee went to the convention more to advertise his paper, The Bryan Eagle, than he did to oppose the West Texas A. & M. College. Doing business at Bryan, the home of the present A. & M. College, he would naturally have thought that he would make a strike with his home folks with this line of bull about West

WHEN THINKING of wedding or birthday presents, think of KESTER
If I do not have it in stock I can get it for you.

Prices Consistant with Quality

F. M. KESTER

Jeweler and Optometrist

BUY YOUR GROCERIES

From R. W. Johnson Grocery Company of Floydada. Our line is complete, our stock is fresh.

We can mak it to your interest ot investigate our stock andr also our prices.

R. W. JOHNSON GROCERY CO.
FLOYDADA, TEXAS

Texas. But if we were to give expression of our opinion of this East Texas bunch of hill-billies that came to Fort Worth to attend the convention, we would say that they were full of prejudice and malaria. They have always hated this section. They are jealous of our broad fertile acres compared with their small, stumpy farms and runty citizenship. They have never before had the nerve to come out and publicly criticize West Texas, and we are now glad they have come out in the open and pitched this fight on purely a prejudice standpoint. West Texas will either get what's coming to her or we will cede and set us up a State of our own.

W. M. MASSIE & BRO.

General Land Agents
The Senior Land & Abstract Business of Floyd County.
SELL, EXCHANGE or LEASE (for Grazing or Farming Purposes)

LAND
In any size tracts throughout 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

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

The law of retribution is one of the most inexorable laws ever promulgated by the Almighty. Never was a truer saying uttered than this: "Be sure your sins will find you out." A number of years ago, for one reason or another or no reason at all, Olive Thomas divorced her first husband and married Jack Pickford. She was untrue to the vows of her first marriage and bestowed herself upon a new idol. In gay Paree Jack Pickford is alleged to have become attentive to a French actress, leaving his wife to repine at her neglect. This was too much for Olive Thomas and forgetting her actions of previous years she either deliberately took poison or else was so beside herself she took it by mistake. Certainly she was poisoned and died a tortuous death. "Be sure your sins will find you out," and "with what measure you mete, it shall be meted again to you."—Clarendon News.

This saying of Divine origin, written many hundreds of years ago, is as true today as yesterday. "Be sure your sins will find you out," has come thundering down the ages, warning men and women against sin, but men and women go right along, committing sin. How many cases can you call to

THEY ARE HERE

The Baby Overlands Arrived
a day or so ago

And are Ready for Delivery

Get yours while they last. Only One Roadster in the shipment.

I Also Have a Stock of Parts on the Road by Express.

C. R. HATCHER

PHONE 143

LOCKNEY,

TEXAS



THE UNIVERSAL CAR

INSIST ON GENUINE FORD PARTS

Imitation "Ford" parts are being sold by many mail-order houses, downtown stores and garages to unsuspecting Ford owners as "Ford" parts. But they are not Genuine Ford parts. They are made by concerns who have no connection whatsoever with the Ford Motor Company. Tests have shown them to break when the genuine Ford parts didn't even bend.

The Authorized Ford Dealers are your protection. As such, we handle nothing but the Genuine Ford parts. They are made from the famous Ford Vanadium Steel, and each part—according to its use—is heat-treated in the way that will give it the longest wearing qualities.

Our Ford garage and Ford mechanics are at your service at all times. Drive in when replacements or repairs for your Ford car may be necessary. Save your car and also your money.

LOCKNEY AUTO COMPANY

THE UNDERTAKER

The midnight hour, the darkest hour
That human grief may know,
Sends forth its hurried summons
Asks me to come—I go!

I know not when the bell may toll,
I know not when the blow may fall,
I only know that I must go
In answer to the call.

Perhaps a friend—perhaps unknown—
'Tis fate that turns the wheel,
The tangled skein of human life
Winds slowly on the reel.

And I! I'm the undertaker,
"Coddiblooded," you'll hear them say,
'Trained to the shock and chill of death,
With a heart that's cold and grey."

Trained—that's what they call it
How little they know the rest—
I'm human and know the sorrow
That throbs in the aching breast.

LOCKNEY UNDERTAKERS
PARLOR
JOE McCOLLUM, Prop.

Our Many New Goods

are daily arriving—We are showing a most complete line of all new wearables—Because of our late buying on this market, our goods are bought at the very lowest prices of the year, and we are passing these low prices on to our trade—You will find all goods whatsoever at the very lowest prices, on many items our prices represent quite a saving over what you will have to pay elsewhere—You are cordially invited to come in and investigate our goods and prices. You will be shown with courtesy whether you buy or not.

DRESS GINGHAMS FOR SCHOOL WEAR

A large stock of pretty pattern Dress Gingham. Our prices are positively the lowest. Special tables at

30c, 35c and 40c OUTINGS, BEST GRADE HEAVY

Outings, pretty patterns, only 40c Our prices on Shirtings, Sheetings, Domestic and Percales are the very lowest

BOYS SCHOOL WEARABLES

We have made ample preparation for outfitting your boy for school We have the goods your boy will like, at the prices you will want to pay.

Boys Blouses
Boys Suits
Boys Caps
Boys Pants

Black Cat and Cadette Hosiery

Ladies Ready to Wear

In our ladies-ready-to-wear we are making some real attractive prices on Suits and Dresses—You should come early to see them. Blouses, a plenty of pretty ones at attractive prices.

PLUSH COATS Every garment carries "Saltz Peco Plush" label.

The styles the newest and prices the lowest from \$40 up.

SHOES--For Less Money

Having deferred buying our fall shoes until September first, at which time the shoe manufactures made the lowest prices of the year, our shoes cost us less money and we are selling them for less—You should not buy a pair of shoes until you come in and see our shoes and get our prices.

Yours For Better Goods at Less Money

BAKER BROS.

Eggs, Eggs, Eggs

We will pay the following prices for Poultry, effective Friday 24:

FRYERS, per pound18c

HENS, per pound18c

STAGS, per pound10c

OLD ROOSTERS, per pound .7c

EGGS! EGGS!

NOTE OUR PRICES ON EGGS

EGGS, per dozen40c

Lockney Produce Co.

Wilkinson & Armstrong, Props.

PHONE 13, LOCKNEY, TEXAS

Personal Mentions

Rev. Jno. P. Hardesty will fill his regular appointment at the Ramsey school house Sunday afternoon at 4:00 o'clock. He will have the evangelist and his singer with him. Everybody invited to attend.

Mr. and Mrs. W. N. Brown returned last Sunday evening from their vacation spent in California. Mrs. Brown left Sunday night for Big Springs to bring back her little son, who has been visiting its grandmother, and Mr. Brown left for Austin to be present at a charter hearing.

Grady Brewster was in Austin this week at the charter hearing for the new bank for Lockney.

Messrs. E. Guthrie and Rowe Bryant made a trip to Hereford this week of business. Rowe is interested in land in that section.

Mrs. Clayton, of Tampa, Florida, came in Wednesday on a visit to her parents, Mr. and Mrs. M. S. Robinson.

Mrs. G. S. Morris returned Sunday from Colorado, where she has been for the past several weeks with a sister who is very sick. We are sorry to report her health not improved.

PHIL CORNISH

Public Auctioneer

Many years' experience in Farm Sales. All sales entrusted to me will be given PROMPT ATTENTION

Will Prepare all Sale Bills and Look After Advertising

If you are planning a Farm Sale, it will pay you to see me.

PHIL CORNISH
Lockney, Texas

Mr. Queen and family, of Channing, moved here this week, and will make Lockney their home. The Beacon welcomes this family to our city.

Mr. and Mrs. Fred Groch, living south of town, were here Wednesday, doing some shopping with our merchants.

Mrs. J. H. Gruver came in Monday from the North Plains where she has been the past several months.

Lawrence Gruver left Monday for the North Plains, where he will spend some time on the ranch.

Mrs. Moreland came in Wednesday from Amarillo to visit her son, Roscoe.

Mr. Emmett Starks, Mrs. Starks and daughter, Miss Noma, of Whitfill, were here Tuesday, attending the funeral of Mrs. W. O. Starks.

A. B. Brown, president of the First National Bank, was in Austin this week at the charter hearing for a new bank for Lockney.

Mrs. Lester Honey left Sunday night for Abilene where she placed her daughter, Miss Olga, in school. Abilene Christian College opened Tuesday of this week.



Head of the Greatest Business in the World

WHO is she? She's the woman who runs your home, cooking and serving the meals, doing the washing and ironing, and marketing and dress-making, tutoring the children, entertaining guests, nursing you when you're sick and—most important of all—keeping the house clean.

None of her other tasks requires so much time and strength as this one, with no other aid than brooms and brushes. But it becomes the lightest and easiest of all when she has the help of an OHIO TUEC Electric Vacuum Cleaner.

Delivered anywhere for free trial.



It Cleans Without Dulling and Fouling

Sold by

Cowart & Miller

Phone No. 5 and have our Demonstrator Call

NEEDED BY FARMERS

Most of the farmers in Floyd County are keeping their business well in hand thru systematic Checking Account records.

Many prosperous farmers around Lockney are well known by their bank checks and characteristic signatures.

Every farmer can benefit by this business like method of paying bills, obtaining receipts and building commercial prestige.

We welcome new accounts with an assurance of friendly attention.

The First National Bank

RESOURCES OVER \$750,000.00

A. B. Brown, President Carl McAdams, V-Pres
John C. Broyles, Cashier
J. B. Houston, Ass't. Cashier David Bates, Ass't. Cashier

Bed room Furniture,
Living room Suits,
Dining room Suits,
Hoosier Kitchen Cabinets.

We have an unusual stock of furniture as we have just received one straight car load of furniture, one-half car load of Hoosier kitchen cabinets, the largest stock of furniture to select from that we have ever had. We invite you to come in and see what we have and get our prices before buying.

On account of not having room to set up all our furniture we will make a special price on any item of furniture until we diminish our stock so that we can make room for our stock.

Norton Baker
Hardware & Furniture

Ozark Filling Station

We have installed our second pump and are prepared to fill up your cars at the rate of two at a time.

Can furnish you with your lubricating oils, any grades.

Automobile Tires, Tubes and Accessories

Just drive around and fill up. Our motto is "Prompt attention and courteous treatment."

Ozark Filling Station

BUCK SAMS, Prop.

Echols - Canaday Lumber - Company

House Complete

Building Material of All Kinds—
POSTS, CEMENT, BRICK and
everything to complete a building.

We also stock the Gates Super
Tread Auto Tires, the Gates Tested
Tube and the Gates Half Sole Tires.
We can give you better mileage and
save you money.

STOCK NOW ON HAND

Lockney, - - - Texas

Phone Number Nine

Born—To Mr. and Mrs. Fred Bruce,
September 21, a boy.

Miss Clara Clanton, of Snyder was
here this week, attending the funeral
of her sister, Mrs. Starks.

Born—To Mr. and Mrs. D. C. Hamil-
ton, September 19, a boy.

Mrs. Virgil Brazell and little son,
Virgil, Jr., returned to their home at
Plainview Saturday, after a visit here
with her parents, Mr. and Mrs. Theo.
Griffith.

Flake Gardner, of Plainview, was in
the city Wednesday on business.

Mrs. W. W. Beall returned Wednes-
day from Plainview, where she under-
went an operation several days ago.

Miss Irene Whitely, now with the
Citizens National Bank of Lubbock,
spent this week here with her parents,
north of town.

Mr. and Mrs. Jim Teaver visited in
Jayton Sunday.

Mrs. Z. T. Riley, who underwent an
operation at Plainview, is reported
improving nicely, which will be glad
news to her many friends.

L. M. Gunn, of the Brakes country,
was here this week, doing some trad-
ing.

A. J. McCollum was here from Kress
Wednesday, visiting relatives and look-
ing after business matters.

LOWER RIO GRANDE VALLEY

For descriptive lit-
erature of the lower
Rio Grande Valley,
call on us. Let us ex-
plain the many ad-
vantages of this sec-
tion and the induc-
ement offered home-
seekers.

If as many as ten
men are interested
in this section we can
get round trip rates
of \$50, which will in-
clude sleeping and
dining car.

Come in and let us
talk this matter over
with you.

J. B. DOWNS
Land & Cattle Co.

No depositor ever lost a penny by
depositing in a state Bank
in Texas

Who puts your money in the Bank?
The money gets to the Bank, finally,
whether it is you, or those who take
it away from you.

Why not put your own money in the
bank, and start on the road to suc-
cess?

Start today by opening an account
with the

Lockney State Bank

Member Federal Reserve Bank

Beacon pays 3c lb. for large clean rags

Your Car

Should receive careful attention. A little work now
and then will save you a very large repair bill in the
future. Bring us your car and let us look it over.

WILLARD BATTERY STATION

We handle the Willard storage batteries, and re-
pair and recharge your old batteries.
We carry a full line of automobile tires and tubes,
the best made. Also supplies and accessories.
SEE US

Pennington Motor Co.
Harve Pennington, Mgr.

TO THE PUBLIC
I have started Laundry Basket
again. Will Ship every two weeks

Have Laundry at Shop
Every Monday

BEN F. RIGDON

WHO CAN SAVE THE MOST FOR YOU?

That's what you're going to think
about when you buy your fall clothes
If you aren't careful you'll make a
mistake.

The saving isn't on the price tick-
et—it's in the clothes.

The tailoring, style and all wool
that you get here in Hart Schaffner
& Marx clothes saves the most for
you.

The clothes last longer.
The clothes cost per day
is lowest.

E. L. AYRES

The home of Hart Schaffner & Marx clothes

No. 738.

BANKS

Official statement of the financial
condition of the Lockney State Bank,
at Lockney, State of Texas, at the
close of business on the 8th day of
September, 1920, published in the Lock-
ney Beacon, a newspaper printed and
published at Lockney, State of Texas,
on the 24th day of September, 1920.

RESOURCES

Loans and Discounts, per- sonal or collateral	\$282,763.10
Overdrafts	16,564.27
Bonds and Stocks, Liberty Bonds	19,250.00
Real Estate (banking house)	7,000.00
Other Real Estate	1.00
Furniture and Fixtures	3,000.00
Due from other Banks and Bankers and cash on hand	58,328.75
Cash Col.	3,055.84
Interest on Depositors' Guar- anty Fund	2,600.00
Acceptances and Bills of Exchange, Cotton	50,551.27
Other Resources, Stock in Federal Reserve Bank	2,000.00
Total	\$485,723.84

LIABILITIES

Capital Stock paid in	\$50,000.00
Surplus Fund	2,500.00
Undivided Profits, net	10,334.39
Due to Banks and Bankers Subject to check, net	3,204.35
Individual Deposits, sub- ject to check, net	335,405.00
Time Certificates of Deposit	48,224.42
Cashier's Checks	12,453.25
Bills Payable and Re- discounts	8,102.15
Bonds Deposited	13,250.00
Total	\$485,723.84

State of Texas, County of Floyd, We, T. A. Neaves,
as vice-president, and J. H. Brown, as
assistant cashier of said bank, each
of us, do solemnly swear that the
above statement is true to the best of
our knowledge and belief.

T. A. Neaves,
President,
J. H. Brown,
Assistant Cashier.

Correct—Attest:
E. Guthrie,
W. W. Angel,
W. N. Brown,
Directors.

Subscribed and sworn to before me
this 16th day of September, A. D., 1920,
(seal) C. R. Hatcher,
Notary Public, Floyd County, Texas.

Miss Maurine Riley visited her grand
mother at Plainview several days this
week.

Mr. C. C. Garrison, of Briscoe coun-
ty, was here last week on business.

POLAND CHINA DISPERSION SALE

This is an opportunity for the farmer or breeder who wants some royally
bred Poland Chinas at reasonable prices. I am closing out my herd of Po-
land Chinas and offer for sale to the highest bidder some choice sows and
gilts, bred to my herd boar WILSON'S A WONDER, also included in this sale
SATURDAY, AUGUST 28. I WILL OFFER AT THAT TIME 15 BRED
SOWS AND GILTS

Note the breeding of my herd boar. He has individuality, and you will like him and his get.

Wilson's A. Wonder, No. 83297 Farrowed March 4th, 1919. Out of a litter of 10

Miller's A. Wonder, 213663 Equal Chief, 485485

Wonder Girl, 651898 Miller's Longfellow, 2nd, 213691
Big Wonder's Girl, 490312

AMONG THE SOWS WILL BE INCLUDED

Model Giantess, bred by J. R. Mahaffey; coming two-year-old; farrowed two
litters, eight and seven.
Lady Expansion, bred by J. R. Mahaffey; two-year-old; litter mate to Black
Beauty; farrowed three litters, eight, seven, fourteen.
Fashion Queen, bred by J. R. Mahaffey; yearling; farrowed litter of eight.
Texas Queen, bred by J. H. Mahaffey, litter mate to Fashion's Queen; farrow-
ed litter of eight.
Litter from Texas Queen, by the Elmer Miller boar, sired by Long Orange,
and a full brother to The Ranger, offered in this sale. The Miller boar
was recently purchased by Ludwig Irbeck, of Happy, Texas.
Litter by Lady Expansion, sired by Wilson's A. Wonder.
Litter by Black Beauty, sired by Denny's Long Orange.
Model Giantess will be suckling a July 9th litter on sale day and Black Beau-
ty a litter to be farrowed July 16th.
This is a real opportunity for the farmer who wants good stock to start a small
farm herd with and the offering is also of such quality as should attract
the breeder.

O. F. WILSON, Olton, Texas ADAMS & McCREREY,
22 MILES WEST OF PLAINVIEW AUCTIONEERS

Write for Catalogue

SALE WILL BE HELD AT OVERALL'S BARN, PLAINVIEW.

Notice to the Automobile Public

We have discontinued our work shop altogether. We will give special attention to vulcanizing and the tire business, and storage.

Fortunately we have secured the help of Mr. A. C. Hendrix, of Paducah, who has had 5 years' experience in the vulcanizing business. All vulcanizing guaranteed.

TIRES

We are now handling the famous Kelly-Springfield and Goodyear Tires.

If you need anything in Tires, Automobile Accessories, Gasoline and Oils call and see us.

AUTOMOBILES

We are also agents for the Hup, Chandler and Cleveland Automobiles. Also the Cletrac Tractor.

Car washing a specialty. Battery Station in connection.

We handle the old reliable Exide Batteries.

HIWAY GARAGE

W. J. and Fred Griffith

the stream bed, seldom runs even and rarely has the right proportions of sand and pebbles for making the best concrete. The mixture most suitable has one part sand and two parts gravel, measured by volume, in which all sizes passing through a quarter-inch screen are considered sand. As there is generally too much sand for the gravel, it is advisable to separate the sand from the gravel and later remix them in proper portion. For concrete feeding floors no pebbles larger than 1 inch should be used.

A fairly rich mixture makes the best concrete floors. A good mixture consists of one part Portland cement, two and one-half parts sand, and five parts screened gravel or crushed rock. One bag of cement may be considered as holding one cubic foot of loose cement. This is a convenience in measuring the proper proportions as the cubic foot may be used as a unit in measuring the aggregate.

In mixing the concrete, the cement, sand, and gravel should be thoroughly mixed in a dry state until the mass is of uniform color. Just enough water then should be added so that a small amount of water will appear at the top when the concrete is well tamped in place.

Proper curing of the floor is as important as thorough mixing of the concrete. In hot weather each newly laid section should be shaded from the sun for three days. In any season, as soon as the concrete has set up so that water will not wash out the cement the new concrete should be sprinkled and kept wet for 48 hours. Thereafter it should be flooded with water morning and noon for a week. At the end of that time the floor may be used for feeding, but heavily loaded wagons should not be allowed upon it for at least one month nor should loose animals be permitted on its surface.

The construction of feeding floors is similar to that used in building concrete sidewalks, only on a larger scale.

The cost of a concrete floor is dependent upon so many conditions that the price of materials and labor vary. On many farms sand and gravel can be easily obtained from a creek or gravel bank, while in other instances it must be hauled some distance.

Full details and instructions for building concrete feeding floors are found in Farmers' Bulletin No. 481—Concrete on the Livestock Farm. This bulletin also contains other suggestions of interest to the livestock farmer. It may be obtained by addressing the Division of Publications, U. S. Department of Agriculture.

Pure lard at 25 cents per pound at City Market at Baker Bros. store. 501f

HOFSTRA

KILLS FLIES



FLY SEASON

Kill the Flies with HOFSTRA, a sure fly exterminator. We also have CRESOTE DIP for fly prevention on stock.

Stewart Drug Co.

LOCKNEY,

TEXAS

TO YOUR INTEREST

In these days of high prices we believe you are mostly interested in the business man who sells the better quality of goods at the lowest possible price. That's what we are ever striving to do. We are positive that it will be to your interest to call in the very next time you are in town and let us quote you some prices on high quality staple and fancy groceries.

Remember we are selling lots of high grade Men's and Boy's work and dress shoes and there is a reason for this. We are positive that it will pay you to investigate.

IT PAYS YOU TO TRADE WITH

THE WISE GROCERY

PHONE NO. 12

Lockney, Texas

WE WANT TO KNOW YOU AND WANT YOU TO KNOW US

That the best way for you to become acquainted with us is to let us clean, repair and press your clothes. One trial will convince you that our mutual business acquaintanceship will be "worth while." A nice line of Collars, Shirts, Underwear, Ties, etc.

JNO. W. SAMS

GENTS FURNISHINGS AND TAILOR

LOOK PROSPEROUS

Looking prosperous is winning a good portion of the battle of life. A good appearance inspires confidence and confidence is essential in commercial life. Let us clean your suit and make you look prosperous.

D. F. McDUFFIE

LOCKNEY TRANSFER CO.

Is now owned and managed by C. R. Gallegly, who will be glad to do your hauling. Meets all trains with bus. Phone us your hauling necessities.

C. R. GALLEGLY

Residence Phone 35

Barn Phone 37

CONCRETE FEEDING FLOORS SAVE BIG MONEY

The high prices of foodstuffs have turned the farmer's attention to means whereby the cost of feeding corn to hogs may be decreased. It has been found that there is a saving in corn when it is fed on a properly constructed feeding floor. Old plank or wood floors are not desirable, as they furnish harborage for rats and mice. Concrete feeding floors do not have this objection. They also are an aid in the conservation of fertilizer and in the sanitation of the feed lot. The fall days, before harmful frosts set in, offer an excellent time for the construction of such a floor.

The site of the feeding floor should be well drained and situated conveniently with respect to the feed supply, water, barns and lots. Where the ground never freezes, drainage foundations are unnecessary. If the location selected is poorly drained, provision should be made for good underground drainage. The floor must be graded or sloped so that water will not collect and freeze on it in winter and so that manure washings may be caught and carried by means of gutters, to a water-tight concrete manure pit.

The method of constructing the several kinds of concrete feeding floors for cattle, hogs, and sheep are quite made 5 inches thick. In constructing feeding floors for hogs the concrete apron around the edge should extend deep enough into the ground so that hog wallows will not undermine the floor and cause it to break off.

Sand for concrete should be clean and should have grains grading in size from fine to coarse. With dirty sand no amount of cement will make strong concrete. Bank-run gravel, just dug from the pit or taken from

LAND

3200 acres of farm land 100 per cent tillable 18 miles South West of Littlefield is offered in 640 acre tracts at terms of one to seven years, low rate of interest. \$6 per acre is the cash payment.

This is smooth catclaw land, shallow water, fine grass, and will make you an ideal home if you can handle a section. No less quantity offered. Price per acre \$22.50. Limited time only.

D. P. CARTER

At Last We Are in Position to Make

IMMEDIATE DELIVERY OF

Dodge Cars

as soon as large shipments now in transit reach us. Our Mr. White is now in Detroit. Twenty jobs are now rolling and he is arranging other large shipments.

Touring Car \$1450. No value like it on the American market. If you have been waiting for a Dodge, mail us your order with deposit of \$25.00.

We will have Roadsters, Touring Cars, Coupes, Sedans and Business Cars. Phone or write.

Carter-White Motor Company

Plainview, Texas.

THEY DIDN'T NEED TO ADVERTISE

Under the above caption an advertising agency recalls the disappearance of Pearlline from the market, and the reason for its eclipse, and then points the moral of the story, as follows:
 "Do you remember Pyle's Pearlline? Once it was the most popular washing powder in America. It did not have to advertise. Advertising was no longer necessary. Pearlline was a good product and everybody knew about it.
 "In 1914 the Proctor & Gamble Company bought Pyle's Pearlline at their own price to save it from bankruptcy.
 "In seven years the public forgot Pearlline. You have got to do more than make a good product. You must tell your dealer and consumer and keep on telling them the advantages of your article.
 "If people did not die, if people did

not move, if new generations did not grow up, if customs and habits did not change, if competitors did not compete, if people were not open to suggestion, and receptive to new ideas, then there would be no need of advertising.
 "But until then advertising is the surest safeguard for the established product, the most certain hope for the new idea."—Advertising Age.

POTTER INCREASE IS 34.5 PER CENT

Washington, Sept. 17.—Potter county, according to the Federal census report, has 16,710 inhabitants, which is an increase of 4,386, or 34.5 per cent.
 Potter county's rural population has decreased nearly 50 per cent in the decade from 1910 to 1920, according to the census report returns received in Amarillo today. Potter county had a population of 2,367, exclusive of Amarillo ten years ago, while it now has a population of only 1,216.

Amarillo had an increase of 55 per cent in population, but the great decrease in the rural census cut the net increase in Potter county down to 34.5 per cent. Amarillo had 15,404 population, according to the 1920 census, while that for 1910 was only 9,937.
 The decrease in the rural population as shown by the census figures is primarily due to the fact that a number of Amarillo suburbs that were outside the city in 1910, have been included since, and their population was counted in the city proper this year, it is pointed out.

I. E. (VAN) MARTIN SUC-CUMBS TO INJURIES; BURIAL AT MATADOR

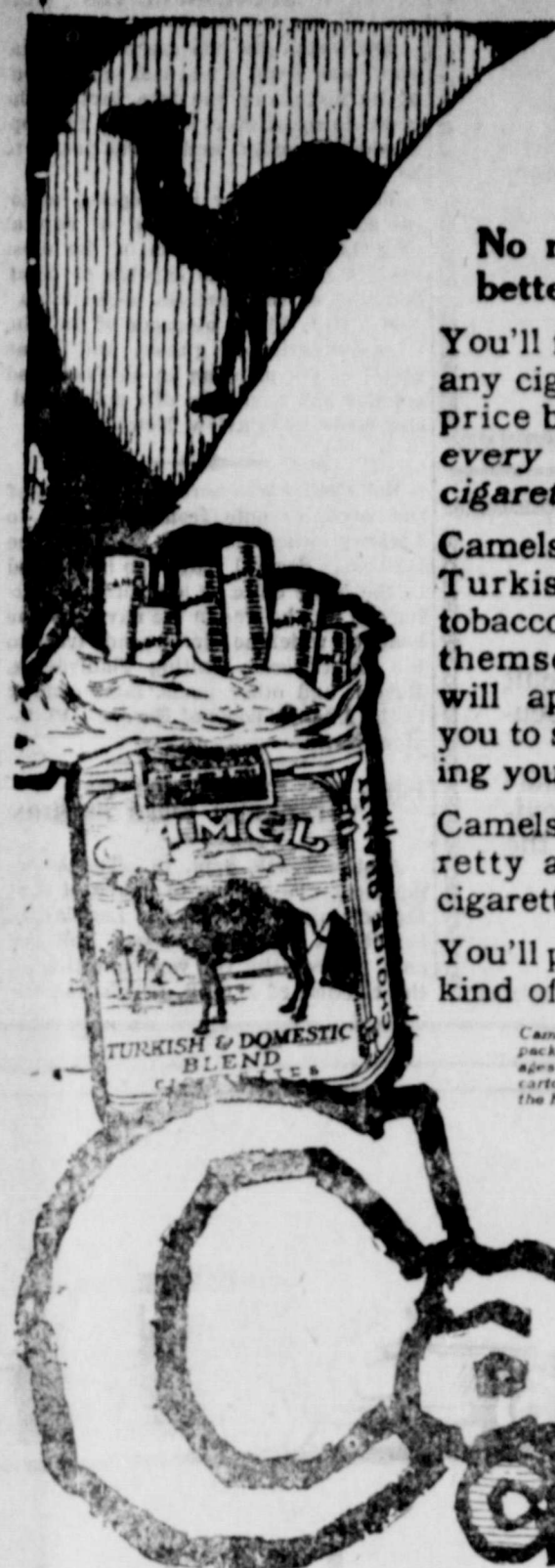
I. E. (Van) Martin, of Roaring Springs, for more than thirty years a resident of Motley County, succumbed last Saturday morning at Dallas in a sanitarium to injuries sustained more than six weeks ago, when he was

Redpath-Horner Chautauqua Forum 1920



The Elixir of Youth

A Lively Comedy at Chautauqua
LOCKNEY, TEXAS
 BEGINS
October 12--Lasts 4 Days
 At Public School Auditorium
 Tickets on Sale at Lockney Drug Co. and Griffiths Confectionery



Let's settle this right now!

No man ever smoked a better cigarette than Camel!

You'll find Camels unequalled by any cigarette in the world at any price because Camels combine every feature that can make a cigarette supreme!

Camels expert blend of choice Turkish and choice Domestic tobaccos puts Camels in a class by themselves. Their smoothness will appeal to you, and permit you to smoke liberally without tiring your taste!

Camels leave no unpleasant cigarette aftertaste nor unpleasant cigarette odor!

You'll prefer Camels blend to either kind of tobacco smoked straight!

Camels are sold everywhere in essentially sealed packages of 20 cigarettes for 20 cents, or ten packages (200 cigarettes) in a glassine-paper-covered carton. We strongly recommend this carton for the home or office supply or when you travel.

R. J. Reynolds Tobacco Co.
 Winston-Salem, N. C.

Camel CIGARETTES

struck over the head with a heavy timber. Bones of the skull were crushed and efforts of physicians and surgeons were of no avail in correcting the injuries.

The body of the deceased was shipped to Matador for burial, and Rev. Jamison conducted the funeral, following which the Masonic Lodge of Matador took charge of the interment services. W. I. Cannaday, Lee Montague, C. Sarginer, F. M. Butler and numerous other Floydada friends of the deceased, attended the funeral, which was held Monday afternoon.

Mr. Martin is survived by a large family. He was one of the first settlers in Motley County, coming to that county some thirty years ago. At the time of his death he was rated the richest man in that county, leaving a large estate of land and cattle, as well as bank stocks and other interests.

According to the story told, Mr. Martin's injuries were sustained when he was struck by an 18-year-old son with a scantling, four or five licks being struck. He never fully rallied from the effects of the injuries but a wonderful vitality kept him alive for several weeks.

He was 69 years of age at the time of his death.—Hesperian.

Governor Cox declares that the Republicans are raising a slush fund of \$25,000,000 to defeat him. Speaking of this matter, the Governor says: "A fund of from \$25,000,000 to \$30,000,000 is being raised to defeat him. Governor Cox, Democratic candidate, declared today during his tour of Idaho and Eastern Oregon. Although the Governor's charges heretofore were that the total opposition would be not less than \$15,000,000, he raised that figure today. The Governor's statement was made in response to a question from his audience how he expected to return conditions to normal, when eighty per cent of the wealth is held by two per cent of the people. "If eighty per cent of the people will forget their politics," the Governor replied, "and help me lick the two per cent that is raising a fund of from \$25,000,000 to \$30,000,000 to beat me, we will make government an agency for the 100 per cent and not the two per cent."

SILVERTON SAYS IT IS LARG-EST INLAND TOWN IN STATE

Silverton now claims to be the largest inland town in Texas, since a railroad was recently built into Rising Star, eliminating that place. Despite the fact that the nearest railroad is thirty miles from Silverton, it has made steady growth and now boasts of over 1,000 inhabitants. It is the county seat of Briscoe County, and is the center of a very rich farming country.

Silverton, too, may lose the distinction of being an inland town soon, if the plans of certain Plainview parties to build a railroad from that place mature.

Silverton is now connected with Plainview by a unit of the Central West Division of the National Bankhead Highway.—Fort Worth Star-Telegram.

Beacon pays 3c lb. for large clean rags



The Successful Cake

Cole's Sanitary Down Draft Range with its

COLE'S HOT BLAST FUEL SAVING SYSTEM

of Combustion insures even baking on all sides. Everything comes out of the oven perfectly baked. No disappointments for the housewife. The husband is interested because of its one-third to one-half fuel saving results. Cole's Hot Blast Combustion burns all of the combustible fuel gases (wasting nothing.) With fuel and food at its present high price these are things that every husband and wife will find of interest in

Cole's Down Draft Range

This range is furnished in blue or gray enamel or plain black finish. Come in and let us tell you of its many valuable features and show you its beautiful and sanitary construction.

Cowart & Miller

PLAINVIEW UNDERTAKING CO.

UNDERTAKERS and EMBALMERS
Chappel in Connection. Day and Night Services
Phones: 6, 80, 42, 243, and 650.

A. A. HATCHELL, Director

Plainview, Texas

MEAT OF THE WORLD

is being supplied from our country. It is difficult to secure good cuts of MEAT without much speculating and the carefulness of right buying.

The fresh cattle upon the hooks in our market are from A-1 breeds and the pork is self evidence of what cornfed swine will develop in the nourishing element of their meat.

B. A. QUEEN

NEW GIN MAKES SUCCESSFUL TEST RUN

The cotton gin just erected in Plainview, was given a test run and try-out of its machinery the fore part of the week, to see if everything was in proper working order, and it was found to be so.

The gin company is composed of local stockholders and has a capital of \$30,000. The gin is of the most modern type, and is capable of being enlarged as the business necessitates.

Mr. T. J. Vines, manager of the gin, is an experienced ginner, and is as proud of the plant as an old-fashioned country boy used to be of a pair of red-top boots.—Plainview News.

Bob Collier was here the fore part of the week, enroute from Louisiana to Lockney, where he will work for the Beacon. Several years ago he worked in the News office as a printer. During the war he was in the navy and the boats on which he served made trips to the Asiatic seas, visiting Vladivostok, Russia, and other ports, later coming to the Atlantic ports of Europe.—Plainview News.

POLL TAX RULING NOT TO INTERFERE WITH SESSION

Austin, Texas, Sept. 18.—The Attorney General's opinion to the effect that the coming session of the Legislature is without power to assess a poll tax as a prerequisite for women voting in the election of Nov. 2, which was de-

livered to the Governor Saturday, will not interfere, said the Governor, with the convening of the Legislature which is called for Sept. 21.

The Governor stated in his proclamation that the body is called to provide regulations for the coming election and that in his judgement the Attorney General's ruling does not preclude the requirement of some kind of registration of voters, both male and female.

PRISONER KILLED IN COURT HOUSE; AGED MAN IS HELD

James Louis Pierce, 28, being held on a statutory charge against the 12-year-old daughter of G. J. Gilbert, was shot and instantly killed at 4:30 o'clock yesterday afternoon, in the lobby of the court house, while in the custody of a deputy sheriff, who was taking him to the district court room, where habeas corpus proceedings were to be heard. Four shots were fired into the body of Pierce from behind by Gilbert, according to statements of eye-witnesses.

Four Bullets Enter Body
One bullet came out above the left hip, another above the right nipple, and two under the left shoulder blade, an examination by physicians showed.

The shooting grew out of a complaint charging a statutory offense having been filed by Gilbert against Pierce early Sunday morning when Sheriff Burton Roach. Pierce was then arrested and placed in jail.

Deputy Sheriff T. F. Cobb entered the court house lobby through the

HARNESS, BOOT AND SHOE

Dig up the shoes that you could use, if they were just put in shape.

Our lightning stitch is one from which no leather can escape.

Come in and see the shoes that we can straighten strong and true.

Tans made black, we leave no crack and old ones look like new.

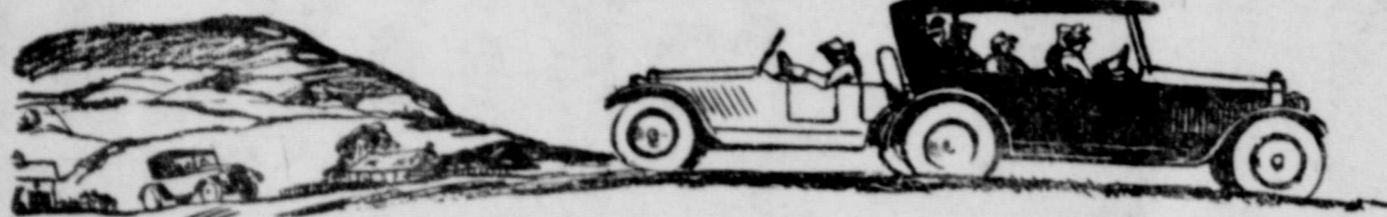
Our price is right, we treat you white, our patrons never roar.

Real soles, old pard; just keep this card, it points toward our door.

T. A. PHELPS

Lockney, Texas

And when you fail to save your souls in church, come in and see what I can do.



Look at the roads for twenty miles around on a Sunday

THERE isn't any "country" any more. The automobile has brought the most remote settlement almost as close to the center of things as the next county was in the old days.

II

To hear some tire dealers talk you might think that nobody knew anything about tires except the fellow from Broadway.

That's not the basis we go on.

We give every man credit for knowing what he is spending his money on, whether he drives up here in his small car from ten miles out in the country or is passing through from the capital in his limousine.

III

That's one thing we like about U. S. Tires.

They make no distinction between the *small car owner* and the owner of the *biggest car in the country*.

It's all the same to them. So long as a man owns an automobile — large or small — he's entitled to the *very best tire* they can give him.

Quality has always been the *outstanding feature* of U. S. Tires. There's *no limit* on the U. S. guarantee. All U. S. Tires are guaranteed *for the life of the tire*.

IV

We have given a lot of thought to this tire proposition. There is some advantage in being the representatives of the oldest and largest rubber concern in the world.

Drop in the next time you're down this way and let us tell you some interesting facts about tires.

Select your tires according to the roads they have to travel:

In sandy or hilly country, wherever the going is apt to be heavy—The U. S. Nobby.

For ordinary country roads—The U. S. Chain or Usco.

For front wheels—The U. S. Plain.

For best results—*everywhere*—U. S. Royal Corda.



ROYAL CORDA HOBBS' CHAIN USCO PLAIN

United States Tires

Lockney Auto Company

south entrance and had turned to the left, preparatory to going up the flight of stairs with the prisoner to the district court room for the proceedings before Judge Henry S. Bishop.

Cobb stopped a moment to confer with District Attorney E. T. Miller, Gilbert was sitting on a bench in the south entrance hall, and he followed Cobb and Pierce. As Cobb started to talk to Miller, Gilbert stepped to the left of him and began firing at Pierce, it is said.

The court house lobby was well filled with persons, including Less Whitaker, W. H. Childers, E. M. Pittman, A. M. Mood, J. O. Guleke, C. E. Gustavus, and others. The shots were fired toward the west part of the court house, Pierce being just in front of the entrance to Tax Assessor Whitaker's office. A large pool of blood formed on the floor there from the wounds of Pierce.

F. J. Pierce, the father, was on the second floor, in the district court room, awaiting the beginning of the hearing. As soon as he heard the shots he rushed downstairs and his son expired in his arms. The killing unnerved the father so much that he asked officers to take him to his home at 108 Houston street, while the body was carried to the morgue of the Griggs Undertaking Company.

Seeing that young Pierce had been killed, Deputy Sheriff Cobb took Gilbert in custody, and immediately took him to jail.

A crowd of several hundred persons gathered around the court house by the time the body was carried to the undertakers.

Justice of the Peace Airheart, as coroner, viewed the body, and announced that an inquest by jury would be held at 9 o'clock this morning.

"I feel that I have done a righteous deed. Pierce has gone and robbed my little 12-year-old girl of her purity," declared G. J. Gilbert at the county jail last night, following the shooting of J. Louis Pierce in the court house lobby yesterday afternoon.

"I ordered Pierce to stay away from my house. My wife was away from

home, but he persisted in coming there. After he got into trouble he sent my wife a telegram Monday, calling her "mother" and asked her to come home immediately.

"I came to the court house for that very purpose and did just what I aimed to do. I am satisfied with the job. My little girl told Pierce to go away, as I did not want him around the house, but he seemed to wish to provoke me.

"I had made my mind up to do this ever since it happened, but I did not have a chance until this afternoon. I bought a gun and loaded it with seven shells, intending to use all of them. Only four were used though.

"You can see it didn't unnerve me at all, not a bit more than it would to step on a toad frog. I feel I did a righteous deed to protect my little child."

Gilbert said that there must have been 15 or 20 men in the lobby and that he took the seat in the south lobby, knowing that Pierce would, undoubtedly be brought in that way. Just after Deputy Sheriff Cobb had passed him, the prisoner slightly in front of the officer, Gilbert said that he got up, walked to the left of Cobb and a little in front of him and began firing.

Gilbert said that he had lived in Amarillo for 8 years, his home being at 1408 East Fifth street. He said that he had three married daughters and three younger ones at home, in addition to two boys 14 and 16 years old who are in the State Reformatory at Gatesville.

Gilbert is 60 years old.—Amarillo Daily News.

UPTON-SOLOMON

E. W. Solomon and Miss Velma Upton, of the Sunset community, were married in Floydada yesterday morning at the Baptist Pastorium, Rev. W. A. Darden officiating.

The bride is the daughter of Mr. and Mrs. J. H. Upton, and the groom the son of Mr. and Mrs. J. S. Solomon, both prominent families of the county.

The newly wed couple will make their home in this county.—Hesperian.

THE DYER OIL COMPANY LOCKNEY, TEXAS

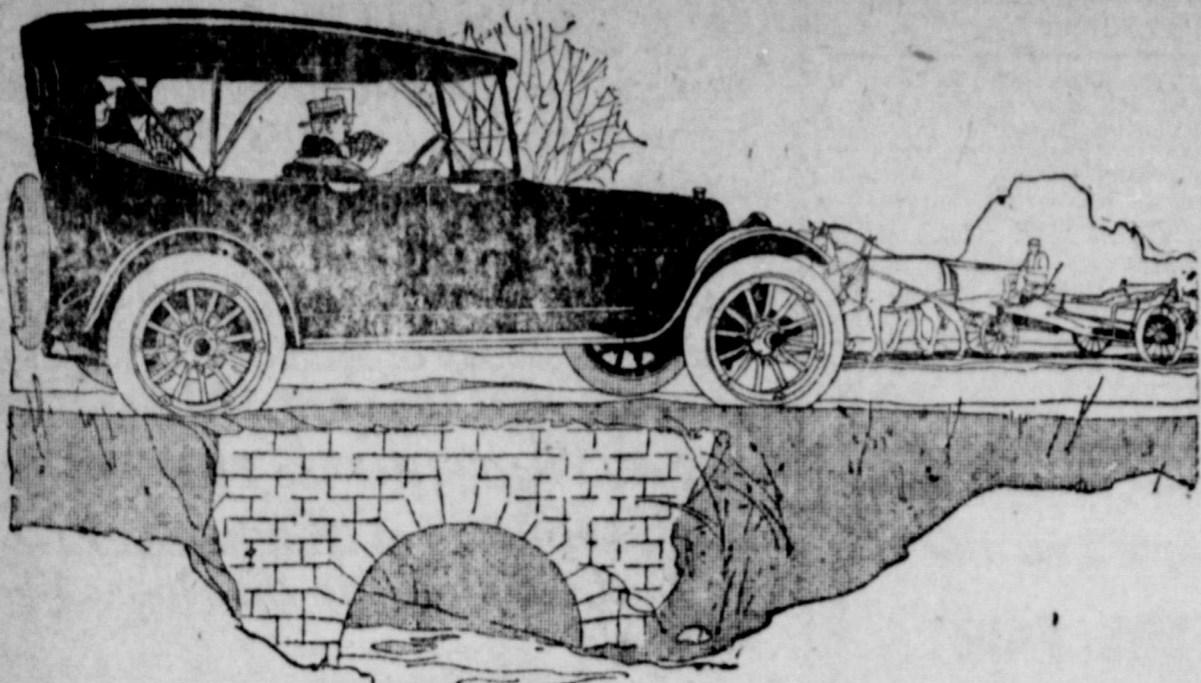
Handles Gasoline and Kerosene. Will have a full line of Lubricating oils, and Crude Oil By-Products.

We were local manager for the Pierce-Fordyce Oil Company of Lockney nine years.

We thank the public for past patronage and solicit their future business for our new firm.

THE DYER OIL COMPANY

Storage Tanks of 24,000 Capacity



We have Just Received One Car Load Oakland & Chevrolet Cars

With several different models represented in this big shipment we can supply your needs in a car for business or pleasure or both combined.

We will be very glad to demonstrate the cars and answer your questions and tell you of the service you get in a car when you own a Oakland or Chevrolet and the service that we give you in repair, parts and accessories after you own a Oakland or Chevrolet.

COME TO SEE US—LET'S TALK IT OVER

C. A. WOFFORD

WHY HOGS EAT CHICKENS

A reader has a brood sow that kills and eats chickens. He asks, "What can I do for her and what makes her eat chickens?"

Little can be done with such a sow, except to keep her and the chickens separated. There is probably no practicable way of breaking a sow of this bad habit.

The hog eats chickens because of two conditions: First, she is more likely to eat chickens if not fed a balanced ration. If in a dry lot without green feed and without sufficient protein and mineral matter she is much more likely to eat her first chicken if one gets into the trough while she is feeding. Also if a dead chicken is found by a hog or if one is thrown into her lot she is very likely to eat it, especially if she is not getting a full supply of those materials which her body craves and must have to maintain health.

A hog getting green feed and milk or tankage is not likely to begin to attack, kill and eat live chickens, but even a well fed hog is likely to eat a chicken found dead in the lot. But faulty feeding is probably not the only reason why hogs form the habit of eating chickens. They eat chickens because of their natural desire for animal matter and once having tasted chicken flesh they continue to eat it because they like it.

When young chickens are allowed to eat from the same trough with the hogs, some of the hogs are quite likely to form the habit of chicken eating sooner or later.

To prevent the formation of this bad habit, give the hogs green stuff, animal protein and plenty of charcoal and acid phosphate. And keep the hogs and chickens, especially the young chickens and brood sows, separated as far as possible.—Progressive Farmer.

REPUBLICANS ARE ACTIVE IN FLOYD COUNTY

The Republicans are going to make a strong effort to carry Floyd County for Warren G. Harding for President and John G. Culbertson of Wichita Falls for Governor, and one of the most active campaigns ever waged in this county is now being mapped out by the Republican Campaign Committee, of which John W. Phillip, of Dallas, is the General Manager.

It is estimated that 1,000 voters of Floyd County who were eligible to participate in the recent Democratic primaries, did not vote in the Neff-Bailey run-off and the Republicans claim that a large majority of these voters will support their ticket in November.

STATE FAIR OF TEXAS

OCTOBER 9 TO 24

and Mexican National Exhibit
"Texas' Greatest Show"
Dallas

AMUSEMENT
Emil de Recat's elaborate scenic musical Revue, with daily matinee and night performances.

"The Siege of the Dardanelles," a wondrous spectacle, replica of the great world war. Each night in front of the grandstand.

The Estade Mayor band of 100 pieces, an official recognition by the Mexican government.

Auto races, football games, band concerts, outdoor hippodrome.

EDUCATION
A fortune in prizes for Livestock and Agriculture.

Boys' and Girls' educational encouragement.

Mexican and Canadian government exhibits.

The wealth of Texas in miniature.

Plan Your Visit NOW With Your Family and Neighbors,

Reduced Rates have been granted on Railroads—Remember the Dates, October 9th to October 24th, inclusive.

IT'S A COMFORTABLE FEELING

When you shave at our Shaving Parlors. Any person can have this comfortable feeling by visiting our place and having his barber work done by one of our experts.

V. E. PRUITT, Proprietor

WANTED--Clean Rags at Beacon Office

R. C. SCOTT, ABTRACTER

Complete abstract of title to all land and lots in Floyd County, Texas.

20 YEARS EXPERIENCE with Floyd County Land Titles. Will appreciate a part of your work.

FLOYDADA, TEXAS

A GOOD STEAK MAKES A BETTER MEAL

Try us for Good Meats. We sel no other kind.

Come to us for butter, eggs, cheese, lard. All good—very good.

You buy economically when you buy here.

CITY MARKET

THE PLAINVIEW NURSERY

PLAINVIEW, TEXAS

We know the kind to plant on the Plains. Some varieties grown in East Texas is no good here. After fifteen years test we know. Come nad see us. Bud, the "Campass Cherry", which has never failed here. Also peach, plum, apricot, etc. All kinds of shade varieties, etc. Send us your order or com to nursery and select them. Meet us at West Texas Fair Sept., 27th to Oct., 1ts and see our products.

ANNOUNCEMENTS

We are authorized to announce the following for county, precinct, state and district offices, subject to the action of the general election in November.

For District Attorney: Charles Clements.

For District and County Clerk: Miss Lola Walling.

For Tax Assessor: D. I. Bolding.

For County Judge: W. B. Clark.

For County Attorney: A. P. McKinnon.

For Sheriff and Tax Collector: J. A. Grigsby.

For County Treasurer: Mrs. Lillie Britton.

For Commissioner Precinct 2: J. B. Teaff.

Public Weigher, Precinct No. 2: O. T. Prickett.

For Commissioner Precinct No. 3: R. L. Orman.

For County Surveyor: G. A. Lider.

ARTHUR B. DUNCAN

Floydada, Texas

General Land Agent and Abstractor Buys, sells and leases real estate on commission.

Furnishes abstracts of title from the records.

Office Southeast corner public square List your lands and town lots with me if for sale or lease.

Investigates and perfects titles. Renders and pays taxes for nonresident land owners.

Owner of complete abstract of Floyd County Lands and town lots.

And give me your abstract of title work

Have had 25 years experience with Floyd county lands and land titles. Address—

ARTHUR B. DUNCAN

Floydada, Texas

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

DR. J. M. FLOYD

Veterinary

Office at Lockney Drug Company. Will do a general Veterinary Practice

Buy your winter coal now before it advances, and while you can get it.—Floyd County Elevator Co. 34-1f

Was Very Weak

"After the birth of my baby I had a back-set," writes Mrs. Mattie Crosswhite, of Glade Spring, Va. "I was very ill; thought I was going to die. I was so weak I couldn't raise my head to get a drink of water. I took . . . medicine, yet I didn't get any better. I was constipated and very weak, getting worse and worse. I sent for Cardui."

TAKE

CARDUI

The Woman's Tonic

"I found after one bottle of Cardui I was improving," adds Mrs. Crosswhite. "Six bottles of Cardui and . . . I was cured, yes, I can say they were a God-send to me. I believe I would have died, had it not been for Cardui." Cardui has been found beneficial in many thousands of other cases of womanly troubles. If you feel the need of a good, strengthening tonic, why not try Cardui? It may be just what you need.

All Druggists

L 76

LESLIE FLOYD GRAIN COMPANY

GRAIN, COAL AND FEED

Announces the opening of their elevator.

We solicit a share of the grain business of this section.

We are in a position to buy your grain outright.

See us before you sell or store.

We handle coal, and would be pleased to book your orders. Coal will be scarce and hard to get this winter, so you had better buy yours now.

We can take care of your needs in way of all kinds of feeds.

LESLIE FLOYD GRAIN COMPANY

Phone No. 144

Leslie Floyd

A. J. Keys

QUALITY AND PRICE

We have them both

Our stock is becoming more complete every day, putting us in a position to take care of your needs more completely. See us before you buy your dress shoes. Pure thread Silk Hose, at attractive prices. Also a nice line of work hose..

Whether or not we sell you, we are glad to have you call.

FLOYD HUFF

Men & Boys Clothing and shoe store

CLASSIFIED ADVERTISING

FOR SALE—40 head of good mares, 12 head of mules, 25 head of good white face cows with calves. See or write J. L. Montgomery, 7 miles northwest of Floydada, Rt. 3. 51-4tp

FOR SALE—One 18-35 Avery engine and one Case 28 inch separator. See or write J. L. Montgomery, 8 miles northeast of Floydada, Rt. 3. 22-1f

We have one of the nicest stock of pianos, player pianos, phonographs, sheet music, player rolls and phonograph records to be found in West Texas. We take live stock in exchange.—J. W. Boyle & Son, Plainview, Texas. 22-1f

WANTED—Ladies to bring their nice dresses to Page Dry Goods Co., we design and make them. 41-1f

FOR SALE—Pure bred white Pekin Ducks, \$1.25.—Mrs. A. J. Maloney, Lockney, Rt. 2. 48-3f

NEW DRAY BUSINESS

I am back again in the dray business, and on the job for your drayage. I have plenty of teams and a truck extra to take care of your hauling. Will give all orders entrusted to me my old time promptness. Your business solicited and will be appreciated. Phone all orders to Phone No. 90.—O. T. Prickett. 51-1f

Cheap, good lands, good terms, good water. Write.—Box 29, Dimmitt, Texas. 1-2tp

WANTED—A small feed crop in the field. See me at my place one mile East of Lockney.—R. P. Barber. 1-2t

Lands to farm lease. Call on A. R. Meriwether. 1-4t

See me and arrange for those piano lessons, studio at Mrs. Fransworth's just southeast of the school grounds.—Maude Byington. 50-4t

FOR SALE—A Buick auto or will trade same. Cheap. See A. R. Meriwether. 51-1f

STYLE SHOP

A complete line of King Bee and Stonehill Pattern Hats—Best Styles and lowest prices. For one week only a sample line of Ladies' Coat-Suits material and style best; Prices lowest.

MRS. D. J. THOMAS

FOR SALE—Fourteen Poland China brood sows. See Emmett Thornton in the Aiken community. 50-3t

Buy your winter coal now before it advances, and while you can get it.—Floyd County Elevator Co. 34-1f

Buy your winter coal now before it advances, and while you can get it.—Floyd County Elevator Co. 34-1f

FOR SALE—Three or four fresh high grade Jersey milk cows. See Joe Anderson. 52-1f

FOR SALE—A good second hand Ford Touring Car cheap. See Dr. S. M. Henry. 52-1f

Welcome to Plainview and the
NORTHWEST TEXAS FAIR
September 27 to October 1st.

We are offering for sale a body of land in Swisher county in 160-320 and 640 acre tracts, at prices and terms, if you anticipate buying, you cannot afford to miss. The price of this land, in all probability be advanced after November first.

We have other land in Hale and adjoining counties we are offering for from \$20.00 up.

CRAWFORD, FRYE AND CO.
Room 11, First National Bank Bldg.
PLAINVIEW, TEXAS

\$2.75 SATIN \$2.50

Here is an excellent quality dress Satin. We have all the staple sheet shades. Buy here and save 50c to \$1.00 per yard.

DUCK! DUCK!

We have plenty of Duck. Our special price 45 cents the yard.

HEAVY OUTING 45c THE YARD

A beautiful line of Gingham 27 1-2 on to the high grade that looks like silk.

NEW FALL HATS

—arrive daily. We sell them for less.

IMPORTED CRETOWNS

We have the large patterns to match your room. 50c to \$1.75 the yard.

Our ready-to-wear Dept. is brimming full of new dresses, suits and wraps.

PAGE DRY GOODS CO.

Store at

White Deer

Lockney

ECZEMA!

Money back without question if HUNT'S Salve fails in the treatment of ECZEMA, RINGWORM, TETTER or other itching skin diseases. Try a 75 cent box at our risk.

ITCH!

Money back without question if HUNT'S Salve fails in the treatment of ITCH, ECZEMA, RINGWORM, TETTER or other itching skin diseases. Try a 75 cent box at our risk.

STEWART DRUG COMPANY

During the Fair, we extend to you a special invitation to visit our display of

THE NEW EDISON
"the phonograph with a soul"

And to make our store your loafing place when in Plainview, we will do our best to make you feel like you were at home.

McMILLAN DRUG COMPANY
(North side of Square)

We will have to arrive in a few days a nice line of Heaters, Stove Mats, Stove Shovels, Coal Hods, Stove Pipe, etc. Don't fail to come and see us for what you need in this line.

Our stock of Aluminum and Queens ware is complete and we are always glad to have you come in and get our prices. No trouble to answer questions.

A few Columbia tires left at the old price.

Our Grocery Department is brim full of the very best at reasonable prices. Just received a car of the famous Eats Texas Yams. They're good to eat.

Bring us your eggs.

G. S. MORRIS & COMPANY

LOST—One bay horse, wire cut on right shoulder and foot, shod. One bay 2 year old mare colt. Reward of \$10 for information of their whereabouts.—J. W. Temple, Plainview, Texas. 51-3tp

LAND FOR SALE—177 acres, 100 in cultivation, 3-room house, well and windmill. 1 mile from school and postoffice. Price \$37.50, \$3000 down, balance 1 to 5 years 7 per cent. Also 160 acres, 100 in cultivation, 3-room house, well and windmill. \$44 per acre, \$3,000 down, balance 1 to 5 years 6 per cent. Also one section, two separate sets of improvements with wells and windmills, houses, etc. One mile to school. Will sell either half. Price \$30 per acre, \$6,000 down on entire tract or \$3,000 on either half, 1 to 5 years on balance, 6 per cent. Also 1280 acres one mile of R. R. switch, 300 acres in cultivation, well and windmill. Price \$30 per acre, \$8,000 cash, balance 1 to 5 years, 7 per cent.—E. BROOKS, Tulla, Texas. 52-3tp

FOR SALE—Seven lots at a bargain. Located near Public school building. Phone or write.—J. E. Watson, Plainview, Texas. 52-2t

LOST—A brown John B. Stetson hat, between Lockney and Plainview. Return to Beacon office and receive reward.—R. S. Thompson. 1p.

LOST—A pair of gray, Palm Beach pants with leather belt, between College and the South part of town. Return to Beacon office. 1t.

Lockney Auto Company has a load of Tractors on the road. These will be sold at the new price. 1-1

NOTICE TO OVERLAND OWNERS

We want every owner of a little four Overland car in this country to call at our office in Lockney on Saturday afternoon, September 25. This is very important to you and something good is in store for you. Make every possible effort to be here and you won't regret it.

C. R. Hatcher, Dealer, Office in old post office building—Phone 43. 1t

Lands to farm lease. Call on A. R. Meriwether. 1-4t

CEMENT WORK—For all kinds of cement work. It will be to your interest to see me. All work guaranteed.—Joe Miller, Lockney. 1-2tp

Lands to farm lease. Call on A. R. Meriwether. 1-4t

I have a good 6-room house close to school, close to all churches. This place has two acres of land. Price \$3,500. See C. L. Busby. 1-1t

To get a medium-priced range without a fault, buy a Cole's Down Draft Range. They are made by experts.

Lands to farm lease. Call on A. R. Meriwether. 1-4t

LOST—A State No. off a car between Lockney and Lone Star. Return to me and receive reward.—Floyd Weeks. 1-1tp

NEW FURNITURE

We have a complete line of Bed Room Suits in Ivory, Oak, Mahogany or Walnut finish. We have a few Suits with the full Poster Beds.

If you need Bed Room Furniture I am sure we can Please You.

E. P. Thompson & Son
Lockney, Texas