W C Nichols

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Lockney Beacon

FLOYD COUNTY LEADS ALL WEST TEXAS IN VALUE OF CROPS PRODUCED. LOCKNEY IS IN THE HEART OF THE BEST FARMING SECTION OF THE PLAINS, AND IN THE GREAT SHALLOW WATER BELT

Volume Twenty-Four

Lockney, Texas, Thursday, December 18th, 1924

-Days to Christmas

Number 13

LUNCHEON

HELP BOOST LOCK-NEY IN 1925

NEW OFFICERS BEGUN SERV-ING AT MEETING MON-DAY NOON

The Lockney Community Chamber of Commerce Installed officers at double tragedy. their noon luncheon Monday, the offi- Filpot, it is said, shot Mrs. Ellis to Chamber of Commerce banquet which her home in Dodsonville, and then cers being elected at the annual was held last Tuesday night at the Masonic Lodge hall. The new officers are: Z. T. Riley, president; R. F. A. twice. Truett, vice president; H. B. Adams, secretary; L. H. Gruver, treasurer. The new directors are: A. R. Meriwether, chairman; R. L. Gass, A. J. Crager, Ryan Speegle and Dr. H. H. Ball.

The retiring president and secretary were G. Aubrey Thomas and W. W. Angel.

During the past year much good work has been accomplished by the Lockney Chamber of Commerce, and many new industries, enterprises, try.

caused the upbuilding of the com- iums on his Patridge Wyandottes, munity in many ways during the past and Robert Smith also won some two years, among the things being premiums. Mr. Coleman states his paving of the streets of Lockney, a being pitted against Patridge Wyannew \$90,000 school building, several dottes that had been shown at all the good brick rural school buildings, big State fairs, and he won many three new cotton gins and a fourth first premiums and then won the gin being remodeled and its capacity sweepstakes. increased to seventy-five bales of cotton per day; a first-class printing made by Messrs. Coleman and Smith plant equipped with the very latest at the show: and best linotype machines, presses, Coleman's Patridge Wyandottesbusiness buildings, that are occupied erel; 3rd, 6th, 7th hen; 6th pullet; 1st and is so great that carpenters are walle to build houses fast enough to Coleman won between \$50 and \$70 McLENNAN COUNTY PEOPLE are for the wants of the people; in in cash and many ribbons and was MOVED TO LOCKNEY COUNTRY the rural districts hundreds of new farms are being settled and new states. house are being built, and although the Lockney country is further ad- dottes won 3rd cock; 2nd and 7th pulvanced in the farming industry than let; 2nd old pen, 1st young pen. any other part of the Plains, still there is plenty of room for new farms MRS. A. B. BLOUNT UNDERGOES to be opened and the land values are. OPERATION FOR APPENDICITIS far better considering the development of the country than can be Mrs. A. B. Blount was carried to found elswhere. This year the Lock- the Plainview sanitarium Monday ney country has marketed more than morning, where she underwent an op-\$1,000,000 worth of wheat, the cotton eration for appendicitis. crop will pass the \$2,000,000 mark. and the feed crop will be a close contender with the wheat crop in value, Mrs. John Denney, age 74 years, although thousands of dollars worth died at the home of her son, John Den of feed will be fed to cattle, work ney, near Irick school house, at an stock, hogs, sheep and poultry on the early hour Monday morning from a farms. The "Turkey Trot" in the complication of flu and old age. Lockney country is now on, and the She was buried in Lockney cemelocal produce houses are sending out tery Tuesday afternoon, Rev. Lemcarloads of dressed turkeys each mons conducting the funeral services. paid to the farmers by Lockney mer- Browning of Nebraska and John Denchants each year for chickens, eggs, ney of Irick, all being present at the and cream, this being one of the best funeral, except Mrs. Browning. Mr. poultry producing sections of the and Mrs. Will Payne, Mrs. Denney's burned and the wheat stubble, row economic principles he expounded. state.

MAN SLAYS WOMAN AND ENDS LIFE NEAR WELLINGTON

Victims of the Double Tragedy Both Married With Large Families

Wellington, Dec. 13 .- Charles Filpot, farmer, and Mrs. John Ellis both of Dodsonville, Collingsworth county, are dead tonight the result of a

death about 7:30 o'clock tonight, at took his own life by shooting himself through the head. He shot Mrs. Ellis

Filpot was married and had several children. Mrs. Ellis is survived by her husband and five children.

The cause of the shooting had not been learned here, but officers have gone from the sheriff's office to make further investigations at Dodsonville.

COLEMAN AND SMITH WIN AT POULTRY SHOW

H. P. Coleman and Robert Smith businesses and citizens have been Jr., were in Amarillo last week atadded to our rapidly developing coun- tending a poultry show. Both parties had chickens on exhibition, and Mr. The Chamber of Commerce has Coleman won more than \$50 in premsecured in this period of time are the chickens had very keen competition, BOLLIES SELLING FOR 1c MORE

The following are the winnings

etc., a model bakery, several new 2nd and 6th cock; 1st, 3rd, 6th cock- pound on the streets.

by new businesses coming into the old pen; 2nd young pen; largest and Lockney cotton market has gone up wwn; many new residences that are best display of Patridge Colored birds one cent per pound on snap cotton, eing occupied by new families mov- best pen Patridge colored birds; best that is being sold on the streets to heavy losses. The fire boys did heinto our town, and still the de. cock, cockerel, hen and pullet of one competitive bidders.

COTTON MARKET IN \$25,000 DAMAGE IS SUFFER-ED IN PERRYTON FIRE LOCKNEY BETTER Bank and Mercantile Buildings Are

ON THE STREETS

WEDNESDAY Snap cotton was selling on the

around 21c per pound, being 1c high- tile building and offices of Drs. Brewstreets of Lockney yesterday for er in price than it was last week. This er and Blank. The damage to the means that picked middling cotton

would be selling around 23c per

Mr. D. P. Carter states that the

Bremen, Germany, Here Conferring With L. E. Lentz COMMITTEE APPOINTED TO H. Kruger, representative of Anton Gunther, Cotton Controllers of Brem-

Representative of Anton Gunther of

GERMAN COTTON AGENT

en, Germany, was here Thursday conferring with L. E. Lentz, who is buy- the new president, Mr. Z. T. Riley, ng cotton in Lockney, and checking presided. up on the cotton being shipped out by The committee on securing a cotton Mr. Lentz, for consumption in Ger- yard made a report and was dismiss-

Mr. Kruger has been in America weigher-elect, would look after securor the past fifteen months in the in- ing a place for the cotton yard. erest of the German Merchants' Cot- The committee on better mail seron Association, which has been buy- vice reported they had not done any ing American cotton since 1859. Mr. thing, and asked for another week's Kruger's association has exporters, time in which to see about going bewith headquarters in Dallas, who are fore the officials of the Santa Fe at shipping direct to the German Mer- Amarillo, and talking over the propochant's Association at Bremen, Ger- sition. many.

Mr. Kruger, will return to Ger- the banquet a success, and the finannany in the next few months, and cial committee was asked to make a will open a cotton business of his own report at the next meeting.

of buying cotton for his firm to be tee, composed of the board of direcshipped direct to Bremen, Germany, tors, was selected to draft constitunext year, Mr. Lentz having the en- tion and by-laws for the Chamber of tire Plains country as his district. Commerce, and the president was

only handled 36,000 bales of Ameri- Friday night in Downs & Meriwethcan cotton last year, but that they er's office for that purpose. were coming back into the American The retiring treasurer was inmarket and would handle 100,000 structed to turn over all finances, and bales this year. Mr. Kruger expects names of those who were paying American and German commerce to dues, to the new treasurer, L. H.

cotton for German consumption.

IN OKLAHOMA FIRE

Breaks Into Blazing Car and Is Overcome by the Smoke and Flame

his first thought was for the safety of Mr. Riley responded in a short talk

Rushing into a blazing smoker car

DRAFT BY-LAWS AND CONSTITUTION At the regular Monday luncheon

IN LOCKNEY THURSDAY MONDAY'S C. OF C.

ed, stating that Mr. Bennett, cotton-

The banquet committee reported

and Mr. L. E. Lentz will have charge Upon motion and second a commit-Mr. Kruger stated that Germany asked to assist them. They will meet

soon be normal again, and expects to Gruver, and Mr. Gruver was asked to handle a large amount of American give the organiziation a monthly statement of the receipts and disbursements of the Chamber of Commerce finances.

A vote of appreciation was extended to Mr. Z. T. Riley, the new president, for the work he had done heretofore for the organization, and the Chamber of Commerce pledged it membership to support and assist Mr. Riley during his administration as

zation.

Perryton, Dec. 13 .- Fire this morning about 8 o'clock partially destroyed the Farmers' and Stockmen's State Bank building, the Perryton Mercan-

building and stock of goods, office equipment and fixtures will probably total \$25,000.

It looked as though the entire block would burn but the splendid work of the fire department saved additional

Other business firms and profess- his passengers, Conductor James Hig- asking for the hearty co-operation of ional men have divided space with the geson of Frisco train No. 418, east- the entire membership of the organiupants who were burned out.

Partially Destroyed-Damage Total \$25,000

SIX, SEVEN, EIGHT,

NINE, TEN, ELEVEN

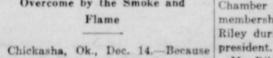
TWELVE -ETC. ETC.

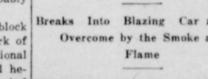
roie work while the cold north wind

und, is dead.

CONDUCTOR A HERO

was blowing.





Many acres have been planted to eral. wheat this fall, and with the moisture we now have in the ground, next year SCHOOL CLOSES ONE bids fair to be a better wheat year than the one just passed.

now making arrangements and sign- its session on Monday, Dec. 29th. ing contracts for cotton to be planted next year.

e making an effort to have a Brst- following a stroke of paralysis. ass hotel erected in the city, and a ove will be started to secure a sewage system for the town. A con- The Ford Coupe, stolen from the ity to take a day off and burn up all hiring some of the Seniors to guard erable amount of money will be ex- home of Mrs. Walter Long, several these weeds to be found about their their flag when they put it up. We

he homeseekers over the country.

CLOCK AT WHITES' STORE

The clock at A. J. White & Co's store stopped Tuesday morning, Dec. 16th at 6:11 o'clock. The person Plainview sanitarium Tuesday after- J. H. Anglin and family, who have getting the little flag. It was said kitchen cabiget free of charge.

showing against birds from three

Robert Smith's Patridge Wyan-

Mrs. John Denney Dead

There has been a great deal of talk on the streets the past few week during the Christmas season. She leaves four children, Wade Den ners, along the fences and in the bar day after realizing his last hope-The poultry market here is always a ney of Baylor county, Mrs. Lebbie pits along roads, and the grasshopper big item, and thousands of dollars are Brown of Castro county, Mrs. Beulah eggs are not destroyed, that in the

brother, was also present at the fun-

The cotton crop will also be very The public school will close tomor- pers and at the same time destroy the large in this immediate territory next row for the Christmas holidays, and seed of the tumble weeds. The tumyear, and many of the farmers are will be closed for one week, resuming ble weeds have been allowed to grow pered:

Mrs Burnett Near Death

The Lockney Chamber of Com- Forth Worth, Dec. 15 .- No hope is detriment to the farmers and a nuierce is fostering a move to build a held this afternoon for the recovery sance to everybody. They have w city hall and fire station, and of Mrs. Mary Couts Burnett, widow wasted many pounds of cotton for the pping a first-class fire company of the late Captain S. Burk Burnett, farmers this year, getting into the They also millionaire cattleman and capitalist, catton fields and rolling over and over bade a few life-long friends farewell. accompanied by his wife, who reached down the cotton rows pulling the cot-

Finds Stolen Car

Mrs. Long. One arrest has been made mer to clear his farm of all chance of Friday night they put a flag up. and officers are at work on the case the grasshopper pest, and save much Early Saturday morning, before sunnow, as they think another person is work and trouble by destroying all up, two Senior boys were sitting in a

Luther Allen Operated On Luther Allen was carried to the

bringing in the ticket guessing the noon by Dr. A. T. Reed, where he un- been living 6 1-2 miles southwest of that the Senior boys looked rather along nice'y.

The greater portion of the stock of Mr. P. G. Garland and family of

farm he owns near the county line on partially insured. the Silverton and Floydada road north of Lockney.

Mr. Moody and family, also of near Waco, have moved to the I. N. Cox place, near the north county line and

will farm same the coming year. State Bank to cashier of the Little-These are both experienced farmers

work stock, which show they appre-

Rid County of Grasshoppers

GOMPERS IS DEAD

McGavock Goes to Littlefield

A. H. McGavock has been transfer-

red from cashier of the Lockney

San Antonio, Dec. 13 .--- Samuel weeks regarding the Russian thistle Gompers, Grand Old Man of Labor, Brock to stop. or tumble weeds, and the grasshop- who for more than forty years directare allowed to remain in fence cor- eration of Labor died here early tothat the end come on American soil. fire.

under during the winter to expose en hours after his arrival from Mex- train.

the eggs, so they would not hatch in ico City where he had been stricken the spring. Each farmer should burn earlier in the week. His last words WEEK FOR CHRISTMAS all weeds about his place and make were spoken to his nurse about an furiously, Mr. Higgeson rushed into an effort to get rid of the grasshop- hour before he died. Realizing that

"Nurse, this is the end. God bless

unconsciousness which presaged the end, President Gompers gave a few

JUNIOR ACTIVITIES

The Juniors are thinking about RIG TIME during the year in the way of days ago, was found in Clarendon premises and in the roads, and spec- think that the Seniors would make ising the Lockney country to Tuesday, and has been returned to ial effort should be made by each far- excellent guards because just last winter and not allowing them to ma- building to see that no one took their

Juniors were on top of the building er.

and relatives.

husband died.

near Waco, have moved to a 80-acre were safe. Most of the losses were caught from a burning baggage car, build on the foundation that had been Mr. Higgeson, searching for any pas- laid during the past two years. sengers who may have been overcome Dr. A. T. Reed was called on for a by the smoke and flames, himself was short talk, and stated he considered overcome and sustained burns that the Chamber of Commerce one of the

> Starts from Cotton The fire broke out in the baggage tion.

field State Bank. John Webster has car of the train as it was nearing the Mr. A. R., Meriwether suggested a and brought with them some good been sent back to the Lockney State Chickasha yards at 4:35 o'clock Sun- move to get the farmers to burn the Bank from Littlefield bank and will day morning among a number of weeds about their places and in the ciate having good teams to work with work in the bank here in the future. bundles of cotton samples. W. C. bar-pits along the roads in order to

> through the flames to the smoker, per eggs, stating that if this was not where he could connect with a signal done we would have trouble with the

The burning baggage car then was per. It is claimed that if the weeds ed the destinies of the American Fed- unhooked from the train and pulled a president; R. F. A. Truett, vice presishort distance up the track. By this dent; H. B. Adams, secretary; L. H.

spring the crops will be devoured by by his comrades, many of whom had ter, had uncoupled the smoker and Coleman, F. M. Kester, J. H. Brooks. these pests, and that in order to de- fought beside him shoulder to should- the passengers assisted the trainmen G. A. Thomas, A. P. Barker, Floyd strop these pests weeds should be er for a generation in behalf of the in pushing it down the track, under Huff, Dr. A. T. Reed, T. B. Hil, G. S. the direction of Conductor Higgeson, Morris, Geo. T. Meriwether, C. R. crop stubble, etc., should be turned The end came in a local hotel elev- thus saving the remainder of the

Rushes Into Flames

Although the smoker was blazing the front door and started to begin a he was losing the battle so stubborn- hurried search of the car for any pas-By the time he reached the back

door he collapsed. He was dragged from the car by Jess Barfoot of Ok-

lahoma City, a "deadhead" fireman. where he died at 9 a.m.

Mr. Higgeson's body was sent to simple directions for his funeral and Oklahoma City, his home, for burial,

NEGRO MINISTREL

Everybody come to the big time negro ministrel at the high school auditorium Friday night, Dec. 19th. towns. It has been proven that Floyd Come and laugh till your sides sche. STOPPED TUESDAY implicated in the stealing of the car. Russian thistles possible during the car on the east side of the school There will be plenty of fun for all. Benefit of high school athletic club. Come out and help the club .--- Report-

Ralph E. Lam and family will leave you and we feel free to call on you nearest to the time the clock stopped derwent an operation for appendicit. Lockney, on A. J. Craser's farma, have sheepish when they saw that their this week for Ray county, Mo., to when we need your help. will be present with the Porceliron is. At last reports he was getting moved to New Mexico to make their flag was no longer waving on high_ spend the holidays visiting friends

Mr. T. Z. Reed made a short talk in goods of the Mercantile Company early Sunday morning after it had which he urged the membership to

> caused his death, a martyr to his duty best assets of the community, and pledged his support to the organiza-

> Dowdy, the baggageman, dashed back destroy the weed seed and grass hopcord. He signaled Engineer C. R. grasshoppers eating up our crops next year.

Those present were: Z. T. Riley, Meanwhile, W. H. Smith, train por- Ball, directors; T. Z. Reed, H. P. Wilkinson.

Compliments President Riley

The following letter from John Boswell, secretary of the Chamber of Commerce, at Plainview, was received by Mr. Riley this week: Mr. Z. T. Riley, President, Chamber of Commerce,

Lockney. Dear Mr. Riley:

We wish to congratulate you on Shortly before he elapsed into the Mr. Higgeson was sent to a hospital your recent election as president of the Lockney Chamber of Commerce and to assure you that we wish to cooperate with you and your organization at all times for the general good Chickasha a short time after her of this section. We feel sure that the organization is likewise to be congratulated in its wise selection of a leader, for we know of your long and faithful work as one of Lockney's most progressive citizens.

By working together, as well as individually, we can hope to accomplish most for this section and our own and Hale counties are the two best farming counties in Texas. By cooperative effort we can do most to make our counties the most highly de veloped part of West Texas.

Please call on us when we can help

Very truly yours JOHN BOSWELL,

flag down, while some Sophmores and

Reporter.

ture next spring.

a larger crop of these weeds are rais. our American institutions. May they ed each year and they have become a grow better day by day."

ton off as they rolled. Bands of men

should be organized in each commun-

in so many places in this section that

future home.



CAN you expect 100 per cent service from a machine or implement that is part genu-ine and part imitation? When your McCormich-Deering farm operating equipment needs over-hauling to get it back in first-class working condition, do the job right, and buy only garatine I M C repairs. They are the only repairs made by the manufacturer of the original machine. They are made by the same workmen who made the mechine itself, and what is just as important, that are made of the same materials as similar p on a new machine. We sell only growing IHC repairs.

N. W. Morgan & Co.

McCORMICK-DEERING LINE

.49

TERMS OF SUBSCRIPTION \$1.50 the town. One year Six months Three months Cash in advance

til ordered out, unless otherwise ar- in which to live. Mr. Angel gave house, there are no vacant business more for the upbuilding and advanceranged. All advertising charged by more of his time than Mr. Thomas, houses, although there has been sev- ment of the organization and the the week. All bills payable first of as his position as secretary, demand- eral new business buildings built dur- community at large. the following months.

BUILDING A COMMUNITY

was elected for the coming year.

from the organization, for they will Mr. Z. T. Riley, the new president, be found doing all they can to make is a pioneer of Lockney. He has been the organization a bigger and better continously identified with the Chamone at all times, and we expect then ber of Commerce, always working to be in attendance at each luncheon for the upbuilding of the town and just as they were when they were of community, giving of his time and money, and always ready and willing ficers in the organization. Lockney has accomplished many to lay down his own work to help

things the past year, that was start- any move for the betterment of his or ed at the round-table discussion of his neighbors surroundings. We know the Chamber of Comerce. The new what can be expected of Mr. Riley for \$35,000 annex to the public school he has been tried and is well broke was started at one of these round- for the place he has been elected to table discussions, and now the build- fill. Mr. Riley has been the viceing is a reality, and is serving the president the past year, and has prepeople of Lockney community, being sided over many of the luncheons in equipped with the largest and best the absence of the president. faculty the town has ever known, and Mr. Truett, of the Red Cross Drug

much good is being accomplished Store, is a new man in our town, but through this medium for the business he has all the ear-marks of a promen and citizens of Lockney of to- gressive booster, who is ready and morrow. willing to do his duty towards the Last spring when the farmers were community in which he lives, and we

planting thousands of acres of cotton are sure that he will always be the Chamber of Commerce said we found on the firing line, helping to must have more gins and better gins put over some new and better things to care for the cotton business this for Lockney and the Lockney country. fall, and as a consequence two new Mr. Truett is the new vice president. gins were ready for the fall trade, Lawrence Gruver, the "Watch Dog" and the two former gins of Lockney of our treasury, is well fitted for his had much larger and better gin position, knowing how to handle the plants than they had ever operated money, and how to get the money to before, and today, although one of handle, and therefore can be dependthese gins burned down early in the ed upon to make the finances of the season, we have handled the cotton organization do a hundred cents farmer in a better and more satisfac- worth of work for every dollar placed tory way than he had been served be- in this fund by the business men and citizens of the community. Lawrence fore.

The commercial organization early is also a tested and tried booster of in the spring saw fit to get out a lot Lockney, always being ready and of folders to advertise the Lockney willing to help put over any thing country, and these little booklets that comes up for the betterment of were sent to the four-winds of the Lockney and never shirking when he world, and as a consequence, new is called on to get out and work on a businesses have been opened in Lock- proposition.

ney, new residences have been built The board of directors are all men by new families movinng here, or old who have constantly been at the helm families who sold to the new comers with the exception of one, Mr. Roscoe and built new homes for themselves, Gass, proprietor of the Lockney Drug many new farmers have come to the Co., and the official family are fully alass mail matter at the Post Office at business gets good. buying farm homes, others renting on to carry out any project that will This year Lockney and the Lockney farms, and coming here with their benefit Lockney and the Lockney communinty have made a wonderful families to make their homes, and yet country. The board is composed of H. B. ADAMS, Editor and Owner stride forward, and most of the pro- the real benefits of the advertising A. R. Meriwether, Chairman; R. L. gress has been due to the live com- sent out by the Chamber of commerce Gass, A. J. Crager, Ryan Speegle and mercial organization that has been in has just begun, and as time goes on Dr. H. H. Ball. These gentlemen have these little statements of facts will been dependable and working mem-

Mr. Thomas, as president, gave bring more and more people to the bers of the organization in the past, many hours of his time, as well as a Lockney country to see, be convinced and in the capacity of directors they goodly amount of his money to help- and invest their money. Today you will only be thrown more in the work All advertising matter will be run un- ing to make Lockney a better town find the town of Lockney with a full- ing harness and will be enabled to do

ound a prosperous

ed considerable time, and he gave it ing the year; there are no vacant Lockney has a very bright future, free of charge to the upbuilding of dwellings, and in many cases two being located in "The Heart of the his town and community, and every families are occupyinng one house, Best Farming Section of the Plains," subscription list and fund raising new houses are going up on every surrounded by the best producing, Another anniversary has rolled campaign has found the names of hand, and still the demand for houses best watered and healthiest section to past for the Lockney Community Thomas and Angel at the top of the is increasing, and yet there is no be found in Texas, and populated Chamber of Commerce, and at a ban- list, giving as large an amount as boom on in Lockney; it is just a case with a white citizenship that is 100 quet Tuesday night of last week, a any of the other subscribers. These of a good country coming into its per cent American, and supplied with new official family for that organiza- two gentlemen are made out of the own, and the people are finding out the best of educational facilities and churches, housed in the very best of



A Baby with a Rich Uncle isn't hard to Name.

GOOD BUSINESS DESERVES GOO BANKING CONNECTIONS

"Good business" does not necessarily mean big business. This bank appreciates, and tries to render just as loyal services to its smaller patrons as to the larger ones.

Regardless of volume it is "good business" when a man is doing his dead level best.

That's the kind of business we like to serve, great or small, because we fell that we can make it worth while to all of us.

THE FIRST NATIONAL BANK



Full stock of Fresh Groceries for the holidays. All kinds of ingredients for your Cakes, Pies and other pastries, and a big stock of all kinds of Fruits, Nuts and Candies. Just Phone us your want, or come in and select them yourself. It is a pleasure for us to serve you.

The Linchney Bracon ually grow, gaining a family here and there, an enterprise once in awhile, an industry occasionally and

Lockney, Texas, by act of Congress March 3rd, 1879.

In checking up on the things ac- cities, and it is with regret that we country where a man willing to work brick and stone buildings with praccomplished during the past year, we see them retire from the offices they can get a good return for his labor retary, has done a great work.

Towns the size of Lockney grad- Commerce, that they are retiring

find that the organization, under the held in the Chamber of Commerce the every day in the year, and live heal- surrounded with good animals, good direction of G. Aubrey Thomas, as past year. However, we don't mean thy and happy among a citizenship of farming tools, good vehicles, good president, and W. W. Angel, as sec- to say that in retiring from the offi- white people that are his equal, and lawns, gardens, crops, fruit and cial positions of the Chamber of where there is no class distinction. The Chamber of Commerce has laid the foundatinn during the past 'two years for a super-structure in the

be justly proud of. Lockney country, being careful of the

material used in putting down the Robert Collier, Jr., formerly an emfoundation on which to build, no ployee of the Beacon, has accepted a boom methods have been used, no un- position as manager of the Slaton truths have been told, no camofiaging Slatonite. B. F. Smith, formerly edior claiming more than can be verified by the most pessimistic of our citi- Slaton Times. They were both conzenship. The Chamber of Commerce nected with the Beacon before Mr. has only submitted facts on all occa. Smith moved to Snyder, where Mr. sions, and asked that the prospective Collier went last year to work for settlers, be he farmer, business man, him. They are now competitors in or other, come and investigate and Slaton.

determine for himself as to what a country we have. Here the country FORMER GOVERNOR speaks for itself, tells the story so

well, that no man no matter how gifted in writing or story telling can

tor of the Beacon, is owner of the

tically every home new and beautiful,

shade trees, and where any man who

is willing to work can make a good

living and pay for a home that he can

OF NEW YORK DIES

Albany, N. Y., Dec. 14 .- Martin H. equal it, the eye can see the many Glynn, former Governor of New York virtues and opportunnities that the died at his home here Sunday after-

tongue can not tell, and when a man noon of acute dilation of the heart. of brains and ambition give this coun-Glynn had just returned from a try the once-over no other country visit of several weeks with relatives holds the charms so enticing and the in Massachusetts and had expected to opportunities so plentiful, and there- resume his duties as publisher of the fore every day finds all roads leading Albany Times-Union Monday mornto this section lined with cars and ing.

wagons, that will soon become pio- The former Governor first attractneers of the greatest part of the Lone ed notice in 1916 when, in placing the Star State. name of President Wilson in nomina-

Even people in Lockney and Floyd tion at the St. Louis Democratic concounty did not know that this county vention, he coined the phrase "He ead the sixteen best counties in West kept us out of war."

Glynn recently sold the Times, Un-Texas in production, until through Chamber of Commerce, it was ion to William R. Hearst. He was alrought to their attention; yet our so president of a publishing company nearest competitor was nearly \$2,. in New York City.

000,000 below us in the value of crops ment statistics available in one year. Mr. Thomas and Mr. Angel, with

sold, as compiled by the latest govern NICHOLS BUILDING HOUSE FOR W. O. SHURBET

the backing of a majority of the business men of Lockney, the past year erected in East Lockney, to be occuaccomplished a great deal, and laid pied by W. O. Shurbet and family, the foundation for a bigger and bet- who will move to town from their Lockney and Lockney country; farm near Muncy switch.

hope to retain and increase the support of the local business men, Wednesday morning for Altus, Okla., and try to add to this foundation dur- to spend the Christmas holidays with ing the next 12 months a first story her parents. wall that will be amply strong to erect as many more story's on as

scrapper has been erected.

Lockney will need from time to time, until we can realize a genuine sky-

W. C. Nichols is having a house

Mrs. Grady Crager and baby left

Have Your Abstracts Made By ARTHUR B. DUNCAN The Old Reliable Abstract Man Floydada, Texas

G. S. MORRIS "Where Price and Quality Meet" Phone 30

Build Now

This is the best time of the year to build that new home, barn, fences, etc., that you have been contemplating for some time past. It will soon be the fall of the year and you should be in readiness for winter. Come in and talk your building problems over with as, inspect our various plan books and specifications. It is a pleasure for us to serve you.

Painting Time

If you intend to paint your house this year you had better get busy, as it is only about two months until frost will fall, and it is far better to paint now, than to take chances in cold weather.

WE CAN SUPPLY YOU WITH ANYTHING YOU NEED TO BUILD OF REPAIR THE BUILDINGS ON YOUR PREMISES.

HIGGINBOTHAM-BARTLETT



"Everything to Build Anything" G. Aubrey Thomas, Mgr. Lockney, Tex.

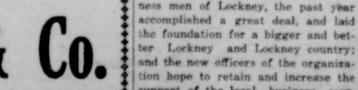
HOLIDAY GOODS

HEADQUARTERS

FOR

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HOLIDAY BARGAINS IN MAGAZINES

Forth	Worth Star-Telegram		NUMBER OF STREET
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Lockney Beacon, Weekly for one year

\$8.95 Total value Both for One Full Year for \$8.00 This Rate Expires on December 24th, 1924

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One beautiful 6-inch Medallion, in Oak, Ivory or Mahogany finish, with your own picture reproduced on the Medallion, value \$3.00, with every \$1.50 paid on subscription to the Lockney Beacon.

A \$4.50 Value for only

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Now is the time to buy your reading matter for next year, or send your friends and loved ones a Chri mas present in the way of good reading, that will last for a whole yes

Dallas Semi-Weekly Farm News, 1 year \$1.00 The Lockney Beacon, weekly, for one year \$1.50 Medallion, with your picsure reproduced \$3.60 \$5.50 Total Our price until Dec. 15, for all \$2.25 Dallas Semi-Weekly Farm News, 3 year \$2.00 The Lockney Beacon, week y, for one year \$1.50 Medallion, with your picture reproduced \$2.00 \$6.50 Our price until Dec. 15, for all \$3.00 Holland's Magazina, monthly, 3 years \$2.00 \$2.90 Farm & Ranch, weekl, 5 years The Locates Berein Medallion, with your planate replouded \$3.00 Our price until Dec. 15 for all \$4.75 Woman's Home Companion, monthly, \$1.50 Youth's .Companion, monthly, 1 year \$2.50 Today's trousewife, monthly, 1 year \$1.00 he Lesiney Beacon, weekly, for one year \$1.50 Medallion, with your picture reproduced \$3.00 \$9 50 Our price until Dec. 15, for all \$5.75

	derworld-coal heavers and river
STAR-TELEGRAM, Daily and Sunday,	heard the talk of the riffraff the
	\$7.45 lows a threshing outfit in the ! west-but I was surprised.
	\$1.50 You must not class Brown
Monan's Home Companion, monthly, 1 year	\$2.00 s1.50 educated, religious father and
The Lockney Bracov, weekly, for one year t	\$1.50 fined mother. At home Brown is
Medaliion, with your picture reproduced	\$3.00 self an active member of the lo Protestant church, and sometim
Total	16.95 vacations he leads the Christia
Modern Priscilla, mon year	\$2.00 denvor meeting. At college he prominent man. He was wear
	\$1.00 "I" sweater when I first met him
	\$1.50 he was a member of one of the si 50 known organizations of upper
The lockney Beacon, weekly, for one year t Med. lifen, with your picture reproduced	\$1.50 men.
the second se	He is not a coarse fellow; h simply learned to swear as he le
	\$9.00 in the grades to chew tob
Our price until Dec. 15, for all \$5	5.00 because he thought it was small unde him appear grown up. He
the second a second sec	\$1.00 at first to let people know, who not otherwise have suspected it.
Hou and monthly, 1 year Came s hamer, monthly, 1 year	on a young devil he was, and he s
The inclusey Beacon, weekly, for one year !	now because he wants people to t
Mediliion, with your picture reproduced	\$3.00 If course, at home he doesn't
Total	\$5.00 at anyone or in the pr
Our price until Dec. 15, for all \$3	3.00 ef anyone whom he respects.
The second s	\$2.00 bis-profanity he tries to impre
Christian Herald, weekly, I year Farm & Fireside, monthly, I year	of the stand he haves your ger renow
Everybody's Poultry Magazine, monthly	hear a good deal of his swagge
1 year The Inckney Beacon, weekly, for one year	.75 lis a habit easily acquired b
	\$1.50 easily broken. Brown does no \$3.00 to think how coarse and commo
Market and the second second second second	It tankes him; how it chenpens
Our price until Dec. 15 for all \$:	2 75 anyone who should reverence Go
	Brown has been Nor does he
Everybody's, monthly, 1 year Etude, Music Magazine, monthly, 1 year	so no how every vulgar, profane wo
	\$1.00 utters throws discredit upon his ers and his father and his mother
The Lockney Beacon, weekly, for one year	\$1.50 bimself.
Medallion, with your picture reproduced	\$3.00 "Every fellow does it" is the offered if one ever stops to off
Total \$	10.00 excuse. It is a common, vulgar
Our price until Dec. 15, for all \$	6.25 too common and vulgar, in fact the man who has opportunitie
Snappy Stories, semi-monthly, I year	\$4.00 training and who, if he is to g
Success Magazine, monthly, 1 year Today's Housewife, monthly, 1 year	\$2.00 the law and the professe
The Lockney Beacon, weekly, for one year	
Medaliion, with your picture reproduced _	
Total	Bible Thoughts fo
Our price until Dec. 15 for all \$	7.00 the Week
Movie Weekly, 1 year	\$4.00
	S2.50 Sunday.
Scientific American, monthly	ST.00 THE HEAVENLY SONG-
The flockney Beacon, weekly, for one year Medallion, with your picture reproduced	\$3.00 st God, and the song of the l
Section and the section of the secti	Thy works, Lord God Almighty
	\$15.00 and true are Thy ways, Thou
Our price until Dec. 15 for all \$1	0.50 Menday.
SATURDAY EVENING POST, weekly	S2.00 JUST AND RIGHT-A G
Ladan' Damp Innerel monthly france	i truth and without iniquity jus
Ladies' Home Journal, monthly, I year Country Gentleman, weekly, I year	\$1.00 pright is he Deut. \$2:4.
Country Gentleman, weekly, 1 year Tae Lockney Beacon, weekly, for one year	\$1.50 right is heDeut. \$2.4. Tuesday.
Country Gentleman, weekly, 1 year	81.00 81.30 82.00 BE IN EARNEST-What
Country Gentleman, weekly, 1 year Tae Lockney Beacon, weekly, for one year	81.00 right is heDeut. 32.4. 81.30 Tuesday.
Country Gentleman, weekly, 1 year Tao Lockney Beacon, weekly, for one year Medallion, with your picture reproduced	\$1.00 right is he.—Deut. \$2:4. \$1.30 Tuesday. \$2.00 BE IN EARNEST—What thy hand findsth to do, do it thy might.—Eccles. \$:10.
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Country Gentleman, weekly, I year The Lockney Beacon, weekly, for one year Medallion, with your picture reproduced Total Our price until Dec. 15, for all \$ Cosmopolitan, monthly, 1 year Leimeaner, monthly, 1 year	\$1.90 right is he.—Deut. \$2:4 \$1.50 Tuesday. \$2.00 BE IN EARNEST—Whats \$8.50 BE IN EARNEST—Whats \$5.00 Wednesday. \$3.00 ADMIT THE MASTER—Bell \$3.00 There is and at the door, and knock; \$2.80 The off period of the start of the s
Country Gentleman, weekly, 1 year The Lockney Beacon, weekly, 1 year Medallion, with your picture reproduced Total Our price until Dec. 15, for all \$ Cosmopolitan, monthly, 1 year Lehneaser, monto, 1 year Dearborn Independent, weekly, 1 year	\$1.00 right is he.—Deut. \$2:4. \$1.50 Tuesday. \$2.00 HE IN EARNEST.—What's thy hand findeth to do do it thy might.—Eccies 9:10. \$5.00 Wednesday. \$3.00 ADMIT THE MASTER.—Bell stand at the door, and knock; \$2.00 man hear my voice, and ope door, I will come in to him, an up with him and he with me and the with me and
Country Gentleman, weekly, 1 year The Lockney Bencon, weekly, 1 year Medallion, with your picture reproduced Total Our price until Dec. 15, for all \$ Cosmopolitan, monthly, 1 year Leitnearor, monthly, 1 year Dearborn Independent, weekly, 1 year The Lockney Bencon, weekly, 1 year	\$1.00 right is he.—Deut. \$2:4. \$1.50 Tuesday. \$2.00 HE IN EARNEST.—What's thy hand findeth to do do it thy might.—Eccies 9:10. \$5.00 Wednesday. \$3.00 ADMIT THE MASTER.—Bell stand at the door, and knock; \$2.00 man hear my voice, and ope door, I will come in to him, an up with him and he with me and the with me and
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Country Gentleman, weekly, 1 year Tao Lockney Beacon, weekly, for one year Medallion, with your picture reproduced Total Our price until Dec. 15, for all \$ Cosmopolitan, monthly, 1 year Leitneaner, monthly, 1 year Dearborn independent, weekly, 1 year The Lockney Beacon, weekly, 1 year Medallion, with your picture reproduced Total Our price until Dec. 15, for all \$ Western Story Magazine, weekly, 1 year The Lockney Beacon, weekly, 1 year Miz Bang, monthly, 1 year The Lockney Beacon, weekly, 1 year Medallion, with your picture reproduced	\$1.00 right is heDeut. \$2:4 \$1.50 Tuesday. \$2.00 BE IN EARNEST-Whats \$8.50 BE IN EARNEST-Whats \$5.00 Wednesday. \$5.00 Model at the door, and knock; \$5.00 man hear my voice, and ope door, I will come in to him, an sup with him snd he with mean the Spirit saithRev. \$120, 22 \$1.50 GLADNESS AND SINGING-the Lord with gladness; com fore His presence with sing p. 100:2. \$6.75 Friday. \$6.00 EUFFICIENCY-OUR sufficient of GodHi Cor. 3.5. \$3.00 Saturday. \$8.00 GOD CREATED ALL-All were made by His and were sold by His and the sold were



Pigskin Hero Is Canvas Star

Photograph of Ed Garvey, forme Notre Dame fullback and later of the Chicago Hears, is now one of the rising young pagillats in the Metropelitas ring. Chartie Resig discovered his Mittes and started him training his sitimate mosting with Damp He was his frat match with handroot

PROFANITY

By THOMAS ARKLE CLARK

Doan of Mon, University of

Illineis

RAN into Brown the other nigh about eight e'clock as I was com dows Green street. He was with or three companions, well-knows men about the town. It was a commonplace discussion that they were carriag on but he was swearing prefunely and loudly, mixing his ouths with vulpar gutter talk. I was not shocked, for as a boy : had been thrown with all conditions of the un -coal heavers and river rats. orant section gangs, and 1 had he talk of the riffraff that fol. To the Beacon: out I was surprised.

must not class Brown as an d, religious futher and a reother. At home Brown is him active member of the lending ant church, and sometimes at ns he leads the Christian En meeting. At college he was a ent man. He was wearing an ater when I first met him, and a member of one of the best organizations of upper class

not a coarse fellow : he has learned to swear as he learned grades to chew tobaccohe thought it was smart and im appear grown up. He swore devil he was, and he swears use he wants people to realize important character he is use, at home he doesn't swear anity he tries to impress his can make more profit on a quarter of his wife."

he awes yourger fellows who ood deal of his swagger and



OLD SANTA WANTS TO SEE YOU

Bring the Children here, or come here for the Toys you want for Christmas. We have a large stock of all kinds of Toys, Dolls, Tricycles, Kiddie Cars, Toy Banks and Novelties of all kinds.

Many useful presents for the grown folk, such as Aluminum ware, China ware, Granite ware, Dishes of all kinds, and various other articles.

We wish for you a very Merry Christmas and a Happy and Prosperous New Year.

STEVENSON'S VARIETY STORE

»*********************** A. J. MABRY EXPRESSES HIS | far more apt to be right than I am

VIEWS ON BUYING COTTON when it comes to sizing up a man's

Carter will raise it a little, then Wil- tion.

rubs his hand across his chin and do? Does he get in the ring and tel Less to go to Heaven, that he is go

ked landlady and the laundry steak. The field is clear and Less "Of course he does," exclaimed the gets the cotton. Next comes Carter's woman of the party, "it is the wife's good deal of his profane talk turn, and so on. In my judgment the right to know all about her husband's habit easily acquired but not fewer men who handle the cotton un- affairs. She has just as much at broken. Brown does not stop til it reaches it's destination, the stake in them as he has, for if he

trustworthiness, or his latent ability. Lockney, Texas, Dec. 16, 1924. "Besides that, just talking over a thing wiith a thoroughly interested threshing outfit in the North- I notice with some amusement Mr. and sympathetic listener clarifies it

Carter's araignment of Mr. Brown in your own mind, and some of the in regard to his cotton pool. Of this, most valuable inspirations I have loud-mouth boob. He has an I have nothing to say, for I am sure even gotten have come to me when Mr. Brown is able to do this part of I was threshing over a puzzling situthe controversey. But, I want to tell ation with my wife. Often some simthe Beacon how the Lockney cotton ple question she asked has been the buyers bid on cotton. First, Less key that opened the door and let in Floyd will cut the bale annd bid on it a flood of light on a dark proposi-

kinson and one or two others will "And more than that," added make feeble bids, and it is back to man with a twinkle in his eye, it's a Less. Less will raise it a little, then great economy to make your wife it is up to Carter. At this point Less feel that she is an active partner in your business. It peeves a woman winks at Carter. What does Carter and makes her think you're a tightwad if you tell her that you can't afford the new furs she has set her to let people know, who would ing to bid on this cotton until it heart on, but if you will consult with rwise have suspected it, what brings what he thinks it is worth, not her, and make her see that the reamuch. When Less rubs his hand son you can't afford any extravaacross his chin and winks at Carter, gances is because you are trying to Carter shuts up just like a clam. Not extend the business, she will not only other or his father or his pas another bean will he anty. Wilkinson gladly forego the furs but do without at anyone or in the presence has business elsewhere, Brewster a new hat as well. So I say that the e whom he respects. With throws down his hand and says he wise man talks over his business with

A TANK A LOSS AND ADD ADD A CONSIGN ADDING	
Pictorial Review, monthly, 1 year	\$1.50
Good Storles, monthly, 1 year	.25
Colliers' Weekly, 1 year,	\$2.00
The Lockney Beacon, weekly, for one year	\$1.50
Medallion, with your picture reproduced	\$3.00
and a start of the start and	
Total	\$3.23
brice until Dec. 15, for all \$	4.50
Physical Culture, monthly, 1 year	\$2.50
Woman's World, montaly, 1 year	.50
OK Poultry Jurnal, monthly, 1 year	.50
The Lockney Beacon, weekly, for one year	
Medallion, with your picture reproduced	\$3.00
	\$8.00
Total	
Our price until Dec. 15 for all \$	4.00
Peoples' Home Journay, monthly, 1 year	\$1.00
Poultry T. ibune, monthly, 1 year	.50
Modern Priscilla, monthly, 1 year	\$2.00
The Lockney Beacon, weekly, for one year	\$10
Medallion, with your picture reproduced	\$3.00
Total	\$8.00
Our price until Dec. 15 for all \$	\$4.10
Art Review, monthly, 1 year	\$2.50
Boys' Life. (monthly Scout Magazine, 1 yr.)	\$2.00
Country Gentleman, weekly, 1 year	\$1.00
The Lockney Beacon, weekly, for one year	\$1.50
Medallion, with your picture reproduced	\$3.00
	\$10.00
Our price until Dec. 15 for all	6.15
McCall's Magazine, monthly, 1 year	\$1.00
People's Popular Monthly, 1 year	
National Sportsman, monthly, 1 year	\$1.00
Household, monthly, 1 year	
Capper's Farmer, monthly, 1 year	.25
Woman's World, monthly, 1 year	
The Lockney Beacon, weekly, for one year	* \$1.50
Medallion, with your picture reproduced	\$3.00
Total	\$7,75
Our price until Dec. 15 for all \$	\$4.00
DENVER POST, daily and Sunday, 1 year	
Designer, monthly, 1 year	\$1.50
Progressive Farmer, weekly, 1 year	\$1.00
The Lockney Beacon, weekiy, for one year Medallion, with your picture reproduced	r \$1.50 \$3.00
and the second	814.80
Total	\$14.80
Our price until Dec. 15, for all s	\$9.95
	and the second se

and the second second

the statement with the states

reverent it is, and if there is is entitled to it .- A. J. Mabry. who should reverence God it is brought up and trained as has been. Nor does he realize ery vulgar, profane word he brows discredit upon his teachry fellow does it" is the excuse

It is a common, vulgar fault, amon and vulgar, in fact, for n who has opportunities and and who, if he is to get far orld, should have ideals above

If one ever stops to offer an

and the profane. 24. Western Newspaper Union.)

..................

HEAVENLY SONG-They

he song of Moses the servant

ue are Thy ways, Thou King

ST AND RIGHT-A God of

and without iniquity just and

IN EARNEST-Whatsoever

and findeth to do, do it with

MIT THE MASTER-Behold

at the door, and knock; if any hear my voice, and open the

will come in to him, and will ith him and he with me. He

ath an ear, let him hear what spirit saith .- Rev. 3:20, 22.

ADNESS AND SINGING-Serve Lord with gladness; come be-His presence with singing .--

FFICIENCY-Our sufficiency is

D CREATED ALL-All things

made by Hims and without was not any thing made that

He

od, and the song of the Lamb Great and marvellous are orks, Lord God Almighty; just

how coarse and commonplace more money there will be to the man fails she must suffer even more than s him; how it cheapens him; who raises it, and he is the one who he does.

mings.

Mmes. T. L. Griffith and K. D. not know what her resources are, or been sick for several days.

rard to visit for several days.

M. H. Ragle and family.

Should a Husband Discuss His Business With His Wife

lock his job up along with his desk. her.

ries, with his wife, or should he draw case he should die.

money he makes?

prosperous. "She knows to a cent He has already found her."

invested, and I never make a move in me to my work, but when I shut without consulting her. Indeed, I down my desk I lock my job inside of consider her my most valued adviser it, and when I go home I want to be because her intuitions about things entertained and amused, and have are positively uncanny.

stand technicalities, she doesn't get about it all, recalling the anxious tangled up in them like I do, so she problems, reliving all the vexations cleaves right to the heart of the sub- and worries, I wouldn't sleep, and I ject under consideration, and long would go to work unrefreshed and unexperience has taught me that she is fit."-Dorothy Dix.

"One of the reasons that so many

women ruin their husbands with their STRAYED-Nine head of horses and extravagance is because they have no mules from my place, 11 1-2 miles idea of what their husbands make, or northeast of Lockney, left the place what they can afford. Running a his father and his mother and Sunday night .- Notify E. H. Cum- home is a business proposition just as 13-1t-pd much as running a store, yet how can a woman do it successfully if she does

Reeves went to Floydada Sunday to what financial backing she has got? visit Mrs. Virgil Teaver, who has Yet that is the position of innumerable wives.

""And the cruelest part of it all is Mrs. A. T. Reed and Mrs. R. L. that when the man who has never Gass left Sunday afternoon for Gi- talked about his business to his wife dies, he leaves her absolutely helpless. She doesn't know anything more Isom Collier and family of Crosby- about the details of his business than

ton were in Lockney Sunday visiting she knows about the internal economy of Mars. She doesn't know what investments he's got, nor what debts he owes, and she becomes the predestined prey of his partner and the Yes, if he enjoys it and his wife is lawyers, and she has t otake any a true helpmeet; otherwise he should kind of a settlement that they offer

How much is a woman entitled to "I consider it is a man's duty not know about her husband's business af- only to talk over his business with fairs? Should a man take his busi- his wife, and keep her posted up to ness home with him, and talk over the minute, but to teach her how to its problems, its anxieties, and wor- handle money, and what to do in

a sharp line between his office and "I also believe that for a man to his home, and leave to his wife only talk over his business with his wife the pleasant duty of spending the makes a great bond of union between (them. There is nothing like people

Three persons were discussing this having the same interests, and when subject the other day, and each ap- a man can spend a happy evening at proached it from a different angle. home in a heart-to-heart talk with his "My wife is as well acquainted with wife about the grocery trade, or the my affairs as I am myself," said a stock market, he isn't going to be man who is unusually successful and running around hunting a soul mate.

what I have, and how every dollar is "Every day I give the best that is nothing to remind me of the shop. If

"Just because she does not under- I spent the evening telling my wife

Continues with Large Crowils in Attendance Each Day. Many Genuine Bargains are Proving to be Money Savers for the Christmas Shoppers. Store Crowded Each Day with Thrifty Buyers

AYRES GREATSAL

Don't overlook this opportunity of buying Staple goods such as:

BLANKETS, SHEETING, DOMESTICS, AND GINGHAMS at a great saving during this Sale, while you have the opportunity to buy them below cost.

We still have a complete stock of many articles, for you to select from for your Christmas Gifts, and all of them are being sold at a great saving to you. Come here and look over our stock before buying elsewhere.

If you are overlooking this opportunity to buy your Winter Suit you are losing money. We handle the dependable line of Hart Schaffner & Marx Clothing, and are making big reductions on these suits during this sale.

All garments in our Ladies' Ready-to-Wear Department goes below COST during this sale.

Now is the time to buy your Winter supply of Shoes for the entire family. We have a big stock of Shoes, and can fit you out in all sizes and lasts. Bring in the different members of your family and have them fitted before the stock becomes broken.

Many people are taking advantage of this great Money Saving Event to buy their Christmas goods, and are thereby saving much money, and at the same time getting the very best merchandise the market affords.

The house is filled each day of th Sale with good thrifty buyers who know what an Ayres Sale means both in quality of goods sold and the low prices we are offering.

operated on several days ago. She is doing nicely and will be able

Little Lillian Graham of Quitaque of Turkey assisted in the op- who underwent an operation a few The Williams family live 10 miles

days ago, is recovering rapidly and west of town.

his tonsils removed last Thursday at

ium suffering from a broken arm.



Edd Reeves has been confined to ome several days on account of

herty, 10-year-old boy of will leave soon. Dr. Rumph was over Mrs. J. S. Daugherty of Olton is in and assisted in the operation. the sanitarium suffering with a brok- Miss Grace Allen of Petersburg is

broken arm.

en leg. The boy is doing nicely. doing nicely after an operation for Lonnie Lewis of Flomot was in the appendicitis and will be able to leave

sanitarium this wook suffering with a the sanitarium within the next fow days.

TEXAS QUALIFIED Legally Registered Pharmacist

Where Santa Reigns Supreme

At all times you will find us fully stocked on the goods in demand at that particular season of the year, and in this we did not overlook the holiday season, and have made special arrangements with Old Santa Claus to have a full supply of Toys and Christmas Gifts to supply the children and the grown-ups. It will be a pleasure to us to serve you and have you come in and look our stock over while doing your Christmas shopping.

You will find here a nice stock of Vanity Cases, Dressing Sets, Manicure Sets, Shaving Sets, Smoking Sets, Books, Stationery, Fountain Pens, Eversharp Pencils, Box Candies, Phonograph Records, Brunswick Phonographs, Military Brushes, Comb and Brush Sets, Perfumes, Toilet Waters, Cold Creams, Face Powder, Vacuum Bottles, Cigars, and most anything else you would desire for a nice remembrance for any friend or member of your family.

LOCKNEY DRUG CON

Mrs. G. B. Reprode is in the sanitarium under medical treatment. Lynn Alred of Happy is in the san-

itarium suffering with a broken leg Dr. Boone Will Preach caused from a tractor passing over For Church of Christ Sunday his body. Mr. Aired is now doing nicely.

underwent an operation Wednesday. and evening services. Little hopes were held for her recovery at the time of the operation, but "Great People". At the evening ser-

Muleshoe school, underwent an operation for appendicitis last Saturday. His condition at present is good.

The grandson of Mr. Webb of Tulia was operated on last Sunday night the operation.

operation for appendicitis last Sunday, and at this time is doing nicely.

Elmer Vaughn, son of John Vaughn of Silverton, is in the sanitarium suffering from a broken leg. His condition at present is very good. Tom Moring of this city was serlously injured when hit by an autothe sanitarium in an unconscious condition. His recovery has been doubtful but now hopes are held out for his recovery

R. P. Howell is in the sanitarium uffering from a broken arm done while at work at one of the gins here. His condition at present is very good. The 3-year-old son of Mr. Ed Stark of Kress is under the care of the doctors in the sanitarium.

J. M. Watson of Lockney is in the sanitarium under the treatment of physicians

Daniel M. Revercomb had an operation on the 12th of this month for appendicits.

M. M. Morris of Happy is doing nicely after an operation. Dr. Webb of Happy came down with Mr. Morris Friday night and assisted in the peration.

Wiley Johnson of Breckenridge, is nere at the md side of his mother, Mrs. J. Q. Johnson, who is very ill at he home of her daughter, Mrs. M. M. dren left Wednesday for a visit in Day.

E. L. AYRES, DRY GOODS

For sale by Stewart Drug Co. Lockney, Texas.

We are asked to announce that Dr. O. C. Boone will fill the pulpit at the Verns Wadlington of Lockney who College auditorium for the Church of has been in the sanitarium some time Christ next Sunday at both morning

His subject for the morning will be her condition at present is very good. vice, "Music." There will be special Mr. Van Baskirk, a teacher in the music arranged for these services. Everyone is invited to attend.

Lone Star Home Demonstration Club Will Meet 2nd Tuesday for Hernia. Dr. Crawford assisted in tion Club will not meet next Tuesday, The Lone Star Home Demonstra-F. A. Teague of Plainview had an Tuesday in January, as Miss Faulkbut will hold its next meeting the 2nd ner could not be present next Tuesday.

> Jim White of Lubbock is here this week visiting his old friends, Mr. and Mrs. U. S. Braswell.

mobile on East 6th street and is in Mrs. Lottie Light, came down from Mr. and Mrs. Henry Hagood and ************* Amarillo and Altus, Okla., Tuesday to spend the holidays with the ladies' parents, Mr. and Mrs. A. J. Crager.

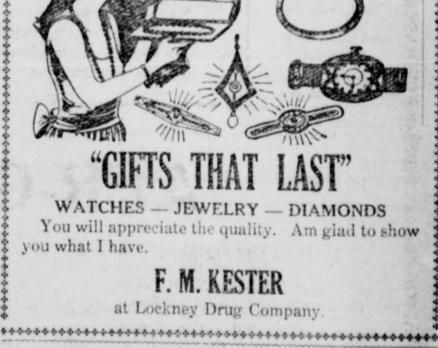
> D. Mart Thomas of Canyon is here this week looking after business connected with his farm north of town.

Rev. S. J. Upton of Rotan was in Lockney Sunday evening, and made a short talk to the Methodist congregation after preaching at the night service. Rev. Upton was until a few years ago Circuit Rider in the Plainview circuit, and is well known to the old Methodists of this district.

Mrs. W. F. Campbell, who lives 12 miles northeast of Lockney, has been sick for the past several days.

W. K. Early is reported to be vory ill at his home in Lockney

Mr. and Mrs. E. C. Brown and chil-Dullas, Athens and Palestine.





We are in the market for all kinds of Secondhand Furniture. Let us know what you have to sell. Come see us when you are in the market for-

NEW OR SECOND-HAND FURNITURE We can save your money on your purchases. We handle the-

GENUINE SINGER SEWING MACHINES We have a nice stock on display for your inspection at all times.

LOCKNEY FURNITURE CO.

In Old Ayres Building, Corner of Main and College Streets

HERE IS A NEW KIND OF AUCTION SALE

Where you buy real merchandise without a cent of real money! Not a guessing contest nor a voting scheme—just an honest to goodness Auction Sale, only there is no Auctioneer and you use no real money

HERE IS HOW IT IS DONE!

The undersigned firms will select a certain number of articles to be bid for. Then for each cash purchase at any of the Aer-o-plane Places, Aer-o-plane Bonds for the same amount will be given. These bonds are the money used in the Auction Sale.

Start Saving Bonds Now

Date of the first Sale, SATURDAY, JANUARY 24th, 4:00 p. m. But come in at once and get further information, see premiums to bid on and start saving your bonds.

The Following is the PREMIUM LIST to Bid On:

No. 1—Sack of American Beauty Flour. No. 2—Men's Dress Shirt.

No. 11—100 Bars Crystal White Soap. No. 12—Pair of Ladies' House Shoes.

No. 3—Pair of Ladies' Silk Hose. No. 4—Men's Cap. No. 5— Pair of Child's Shoes. No. 6—Pair of Ladies' Gloves. No. 7—Casserole. No. 8—Aluminum Roaster. No. 9—Coffee Percolator. No. 10—Electric Iron.

FOLLOW THE

PLANE

No. 13—5 Gallons of Motor Oil.
No. 14—Leather Suit Case.
No. 15—Men's Leather Gloves.
No. 16—Auto Casing.
No. 17—Pair of Wool Blankets.
No. 18—Men's Leather Vest.
No. 19—100 lbs. Cane Sugar.
No. 20—50 Gallons of Gasoline.

AER-O-PLANE REMINDERS

- 1. Don't buy anything for cash, unless you get the equivalent in AER-O-PLANE BONDS.
- 2. Change AER-O-PLANE BONDS of small denominations for those of larger; that is, get large "bill for small change."
- 3. Get your AUCTION TICKETS at the AER-O-PLANE Places.
- 4. Always write your bid on an AUCTION TICKET.
- 5. No member of any of the firms

below will be allowed to receive a premium. Patrons receive them all.

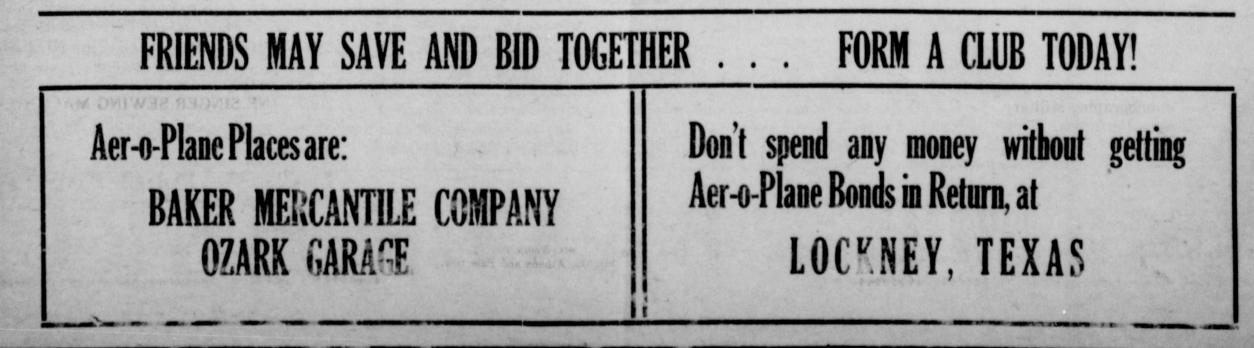
- 6. Decide which premium you want; only one to one family in one month.
- 7. Watch your standing; the bills will be posted each week.
- On date of sale be sure to be on hand with your AER-O-PLANE BONDS, ready to pay the amount of your bid.
- 9. If the highest bidder is not present, premium will go to next highest.
- 10. AER-O-PLANE BONDS are good in any of these auction sales. Save them.
- 11. Bids will be received up to time bidding boxes close.
- 12. All coupons or trading stamps are exchangeable at AER-O- 13. PLANE PLACES for AER-O-PLANE BONDS at face value.

If you have United Cigar Store, Wrigley Chewing Gum Wrappers, Eagle or Blue Trading Stamps, exchange them for AER-O-PLANE BONDS before date of sale. Any lucky number tickets given out in any other contest exchangeable for AER-O-PLANE BONDS at any AER-O-PLANE PLACE.

TO THE

AER-O-PLANE STORES

The highest bid you make in any one month automatically cancels all your previous bids.



Piano Recital

The following program was rendered by the pupils of Miss Lauream Christian at the high school auditorium last Thursday eveninng: Away We Go . Florence Rea Anice Stewart Criss Cross Hanna Smith Irmine Ida Thomas A Hush Song Meda Z. Steele Bunny Rabbit Dorothy G. Blake Frankie Dodson A Little Waltz Dorothy G. Blake Marching Song Meda Z. Steele Patricia Patterson Major on Parade Julia Fox Mary Leda McAdams Ride a Cock Horse _ Swift Chorus and Rhythm Orchestra (Kindergarten class) Holland Stewart directing, Leona Cope at the piano. Skipping to the Movies Thomas Glenna Collins A Child's Goodnight Spaulding Mary Gaynell Thomas Waltz in F Major . Bilbro Rhythm Orchestra from Fourth Grade, Mary Leda McAdams directing, Leona Cope at the piano. Sing Robin Sing Spaulding Rhythm Orchestra from Fourth Grade, Anice Stewart directing, Martha Meriwether at the piano. The Guitar Jessie L. Gaynor Roy Thornton Don Juan Minuet . Mozast Beth Thomas Spinning Song Ellmenreich Leona Cope Slumber Boat(vocal)Jessie L. Gaynor! The Lilac Tree (vocal) George H. Gastlan Roberta Barber In Hanging Gardens ____ Evan Davis Sixth Grade Rhythm Orchestra, Loreta Dagley directing, Ruth Stapleton at the piano. The Coast Defenders Switzer Sixth Grade Rhythm Orchestra, Loreta Dagley directing, Maenon Meriwether at the piano. The Sky Lark Tschaikowsky Lucy Ewing The Carge of the Hussars Spindler Laura Bennett Traumerie Schumann Maenon Meriwether Melody Caprice Edward Read Eunice Coleman Fifth Nocturne Loybach Hazel Gruver Study No. 4 Op. 50 Heller Luella Cope Slumber Song Hensett Wanda Stinebough Ganotte Mignon Thomas June Guthrie Minuet Op. 14 Paderewski Gene Dyer Waltz from Faust Gounod (Arranged by Lange) Evon Griffith Christmas Carols:



OUR PRE-H' CHRISTMAS COMES BUT ONCE A YEAR

We have been preparing for the Pre-Holiday Rush for months. Our stock is large and varied, and Aside from the staple Dry Goods line, we have hundreds and hundrreds of articles suited for presents.

We have extra sales help for this Rush in order that you may have good attention and assistance in

Special Reductions

COATS



your Christmas Tree.



selecting your gifts here.



Make the Yuletide a Happy time for your friends, by

for the Baby make them

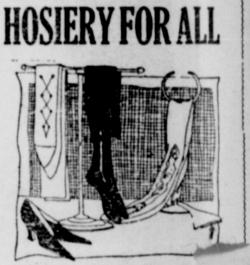
warm and Happy.



There are no better inexpensive presents than pretty HANDKERCHIEFS



BAG OR PURSE Our line is excellent. Our . prices are low.



A necessity and a Gr that is appreciated. We have them all.

b. I Saw Three Ships Traditional Girls Chorus

Traditional

Otis Harris and

a. The First Nowell _

Miss Jozac Riley Married Mr. Otis Harris and Miss Jozae Riley were married at 5:45 Sunday afternoon at the Church of Christ parsonage at Plainview, by Elder Smith, pastor of the Church of Christ The young couple were accompanied over to Plainview by Mr. John C. Calhoun and Miss Ollie B. Davis, who witnessed the ceremony.

Miss Jozac is the daughter of Mr. and Mrs. .Z. T. Riley of this city, and is a teacher in the Lockney public schools. Mr. Harris is a salesman in the Baker Mercantile Co. The young couple is highly esteemed and very popular in Lockney and they have a host of friends who extend their best wishes for a long and happy wedded life.

They will make their home in Lockney. . . .

Floydada Chapter Visits Lockney Eastern Stars

There were twenty-four members of the Order of Eastern Stars came over last Friday evening from Floydada and visited with the Lockney Chapter, and helped in the initiation of some members. There were also three members from Oklahoma present.

They exemplified the degrees of the Order in a very commendable manner at which Mr. Raymond M. Champion was initiated by courtesy for the Hale Center Chapter.

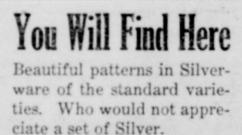
Turkey with all the accessories was served during the social hour following the intiation.

Those from out of town who registered were: Mrs. Gladys Howard, Mrs. Lula Hilton, Miss Muriel Howard, Miss Mary C. Surginor, Mrs. Ella D. Starks, K. D. Starks, Mrs. Josie Moore, Clarence Goins, Mrs. Clarence Goins, Mrs. R. L. Henry L. B. Maxey, Mr. and Mrs. Geo. McCarty, Mr. and Mrs. G. C. Tubbs, Mrs. Ruby Botler, Mrs. M. L. Probasco, W. H. Hilton, R. L. Henry, Mr. and Mrs. R. H. Willis, Lula Slaughter, Mrs. Lillie Britton, Mrs. Earnest Fry.

Rev. R. F. Skinn of Conway, Ark., has been here the past week looking at the country and figuring on movne here with his mother, and enterog the evangelistic work in the Meth dist denomination.



IS BRIM-FULL OF THINGS SUITED TO THE SEASON AND PRE- HOLIDAY RUSH BARGAINS.



Christmas Gift. See the

beautiful line we are show-

ing.



A RADIO will be a surprise for your family and a joy to all.

You mean to eventually buy one. Do it now. We have the most Standard Brands. Let us demonstrate them.



BIG SUPPLY OF FRUITS Oranges, Apples, Bananas and the Famous South Texas Grape Fruit.



DO YOU ENJOY A HUNT?

We want to furnish the gun and shells. What man would not enjoy it?

CHINAWARE

What home does not need some of these goods-

PLATES, CUPS AND SAUCERS,

and everything needed to make the table complete. You will find it here.

Visit this department and look over our line suited for Gifts. Buy your wife a ROUND OAK RANGE or an Oil Stove-they are good every day in the year. Little Wagons, for the children, Tricycles, Roller Skates, Bicycles. Everything in Hardware. DO YOUR SHOPPING EARLY, AND GET THE BEST SELECTIONS.



LIDAY RUSH BU WHEN IT COMES —— IT BRINGS GOOD CHEER

you are in need of Fall Dry Goods for any member of your family, you will be delighted with our stock. will PLEASE and their usefulness will make a fond remembrance for the giver.

king your selections. You will note that our prices are very reasonable.

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The CURLEE SUITS and OVERCOATS are Standard Clothing, and for a few days we are making a Special Reduction to move a large quantity. If you need a Suit or Overcoat, this is your opportunity to secure it at a good reduction. Come before the stock is broken.





HOUSE SLIPPERS

-are going very fast.

Get yours in a Hurry.

CAPS AND HATS

for the Men and Boys. We have a wonderful stock of them in style and quality.

Letters to Santa Claus Aiken, Texas Dec. 15, 1924 Dear Santa Claus:---I have been a good girl. Santa Claus please bring me a doll that will alk and walk and doll buggy and trunk and doll for Billie Rue. Your friend, Lucile Jarboe. . . . Aiken, Texas Dec. 15, 1924 Dear Santa Claus:---How are you? I want a trycicle and 13 candles and a big doll. I want duck that will quack. Your friend, Eva Allen. Aiken, Texas Dec. 15, 1924 Dear Santa Claus:---Christmas will soon be here. I want a big doll for Christmas. I am six years old. I want some candy and nuts for Christmas. I want a wrist watch for Christmas. Your friend, Gussie Kidd. Aiken, Texas Dec. 15, 1924 Dear Santa Claus:-As it is almost Christmas I am going to tell you what I want. I want a doll and buggy. I am two years old. do not go to school. Your friend, Floriene Miller. Aiken, Texas Dec. 15, 1924 Dear Santa Claus:-It will soon be Christmas. I am going to tell you what I want. I do not go to school for I am five years old. want a ball and car. Your friend, J. C. Pierce. Aiken, Texas Dec. 15, 1924 Dear Santa Claus:---As it will soon be Christmas I am going to tell you what I want. I do not go to school. I am two years old Please bring me a B. B. gun and toy Your friend, Otis Warren Pierce

Aiken, Texas Dec. 15, 1924

Dear Santa Claus:-I want a gun and a tricycle. We cut out some pigs, they are funny igs. I am seven years old. I go to Aiken school. My teacher is Mrs. Parsons.

We have only mentioned a few things that you will find here for your Holiday Shopping. We might add a Hundred things that you can select for a man. A hundred things that will please the Women, and another hundred that the children want and noor

"Get in the Well Dressed Circle"

a quality of our merchandise is well known. We advise that a shop early and do not wait until the last minute, as the stock will be broken, and the Rush will hurry you more than you like.

SHIRTS

cannot be excelled as a Gift

for a man-He always needs

another one.

OUR GROCERY DEPARTMENT

Just to make this department do a tremendous business for the Pre-Holiday Rush, we mention a few of the bargains we are offering. We know you will be delighted and hurry in before the last minute to get waited on. Extra help for this Rush.



Buy Plenty of Them.

SPECIALS

Plainview Flour, per sack	\$2.00
20 tbs. Brown Beans	
1 to Black Pepper	.30
5 1b can Peanut Butter	\$1.00
Agood Broom	.50
bon Cane Syrup, per case of 6 buckets	
dl Sorghum, per case of 6 buckets	

WITH THE GOODS"



A box of Cigars for Christmas will please him. Try it.



The largest and best stock we have ever had. Nearly two-tons of SWEETS for Santa Claus.

Come on Santa and get your supply for all the good children.



NUTS FOR THE CHILDREN is one thing Santa Claus should give them. They are here.

SPECIALS

Gallon Peaches, per can	.50
Gallon Apricots, per can	.60
25 lbs. Dried Apples	\$325
25 fbs. Dried Apricots	\$3.85
25 lbs. Dried Peaches	\$3.00
25 lbs. Dried Prunes	\$2.25
25 lbs. Dried Raisins	\$2.65
THIS CALIFORNIA GROWN.	

Don . let anything keep you away from this store, and the wonderful bargains we are offering for this Great Pre-Holiday Rush. We desire that everyone get a share of these Bargains. We have spent much effort and money to show you the best in every deartment of the store. We pay more for your Produce or Cotton. Try us.



TEXAS

Your friend,	
Fred Day.	
Aiken, Texas	
Dec. 15, 1924	
ear Santa Claus:	
Please bring me a doll and a ball.	
Your friend,	
Lois Anderson.	
Aiken, Texas	
Dec. 15, 1924	
Dear Santa Claus:	
I am seven years old. In am in the	
rst grade. Please bring me a doll,	
dolf house and a set of dishes.	
Your friend,	
Rudene Rutherford.	
Lockney, Texas.	
Dec. 17, 1924,	
Dear Santa Claus:	
I have been a good little boy. I	
nicked a whole lot of cotton this year	
want you to bring me a drum, ball,	

and a tool chest to make mama a chicken coop. I am five years old. Please bring me some fire works and nuts, candies and fruits. Do not forget my mama and daddy.

Your friend, Harold Carpenter.

> Lockney, Texas, Dec. 14, 1924.

Dear Santa Claus:---

ist want two presents this year. a mama doll that will go to nd walk and I want a ring and little sister a little mama doll he won't want mine.

Essie Mae Hamilton,

Lockney, Texas, Dec. 14, 1924.

Dear Santa Claus:--Please bring me a doll and doll caringe, a toy car and some fruit, canlies and nuts, some fire works. This will be enough for this time.

Lovingly yours, Emma Lois Huggins.

Lockney, Texas, Dec. 14, 1924.

Dear Santa Claus:--Please bring me a small shot gun, a blue wagon, a toy auto and a ball, andy and fruits, and a toy train, Lovingly yours, J. E. Huggins.

Visits of the Stork Born to Mr. and Mrs.: Will Langfeldt, 2 miles northwest of Lockney, Tuesday morning, Dec. 16th, a 11 pound boy.



A BeeKay Suit with two pairs of trousers and a Beautiful Vest Give your boy one of Suits and watch the quick smile of pleasure and satisfaction that will light his face on Christmas morning. You will see plenty of styles and fabrics here from which to choose to your liking.

FLOYD HUFF

FLOATERS, THIEVES AND GRAFTERS

the officers are on the job to rid the town of them. They will be man-

In every country where prosperity amount to much, but there is another as we are in the newspaper business abounds there come a class of unde- thief, who poses, as a gentleman, and and they might say or think we are sizables to help reap the harvest, and takes the money, giving nothing in Barmun was right, the fools are not return, that the officers can not all dead, and there is several born ev- reach, and the petty thieves and hiery minute, therefore, there is al- jackers are just as far above him ways "pickings" for the never-sweat when it comes to being good citizens who gains his living by "buncoing," as day is night. These gentlemen stealing or cheating the people out float into a town and present some of their money or goods. Lockney is kind of a scheme or another, or offer that matter never will. Men who adno exception to the rule, and nearly for sale some kind of stuff and rob every day some new concocted scheme the merchant, the farmer or the citiis being pulled on business men and zen of the town out of his money, and farmers to relieve them of their cash then he "blows" on to the next place for some special speil the grafter or wares. The petty thief and the hi- where "pickings" are good. Nearly jacker have been reported here, and every day we hear of some guy pull-

********* NEVER-FAIL PUMP KEROSENE AND GASO-LINE CANS

ing some robbing schem e on the streets of Lockney. Some times it is one thing and some times another. The advertising scheme is worked more than any other, as the merchants fall for it easier than most any skin game that comes along. A school curtain, church directory, wall board, tent show, elephant at circus, hotel register, cafe menu and such schemes are always sure money for the advertising grafter, and as far as their advertising worth they have no value, yet the grafter can get from \$100 to \$200 out of 25 or 50 cards to be placed in one restaurant, that costs him \$10 to get printed at the local printing office, and he gets from the merchants for one day's soliciting from \$90 to \$190 profit. A church directory is a worthless advertising scheme, and costs the merchants \$50 to \$100 for a card job worth about \$10. A school curtain generally pulls down \$200 to \$300 for the grafter at a cost of not more than \$50 or \$60, and they make the patrons of the school sell the spaces to the merchants, as they know the merchant would not buy from the grafter on this proposition, and buys from cial sanction the school patrons only because he is them afraid to turn them down, for fear of Ma May Stop Itlosing trade.

Such schemes are practically worth does seem, that men who run mercantile businesses would find out sooner or later that they are being robbed y these smooth-tongue solicitors and refuse to continue to be suckers.

The Beacon office is not troubled very much by this class of thieves, as when one of them comes to us to have his graft printed, we charge him accordingly, and he floats over to abroad ome other town to get the printing done . We don't believe in seeing nome people swindled out of their money by grafters, but we seldom ever say anything to a merchant handled and their work will not about biting at advertising schemes, just knocking on the other fellow in order to feather our own cap. But, this is not true, for the men who fall hardest for these advertisingn grafts are always our poorest patrons, and some of the men who advertise on every graft that comes along never run a line in the paper, and as for vertise in the paper are not often tak en in by these grafters. Of course, occasionally some of them will fall puts up, but generally a man who advertises in the newspapers realizes and knows what he is getting and that the newspaper is the best medum to reach the people, for it goes

nto the homes, and unless the graft-

he shies-clear. But the fellow who

never figures nor never knows wheth-

er his advertising is worth anything

generally always falls good and

strong for these schemes. Just stop

for a minute and figure what you are

paying for a space on such schemes.

has a very attractive proposition



statutes permit

Mrs. Miriam (Ma) Ferguson is expected to order its abolishment when ess as to advertising values, and it she is inaugurated governor in January

> And the state legislature probably will go further by enacting a law eliminating forever this practice of discipling refractory prisoners.

Little was known about these whole sale floggings until word of the beatings administered three men on the Blakely convict farm began to get

And the revelations were more shocking than even those familiar with the system's operations ever had conceived.

During the past six months, nearly 200 convicts have undergone the tortures of the "flogging chamber." Sometimes the flogging would be

staged in the prison barracks. Sometimes out on the open prairie.

Sometimes all the prisoners are forced to witness them. Sometimes only the witnesses required by law are present. But there was little difference in brutality.

The convict sprawled on the ground, held by fellow prisoners, is beaten until prison doctors saves him from death.

The lash is usually applied by the manager of the convict farm. Backs Cut by Blow-

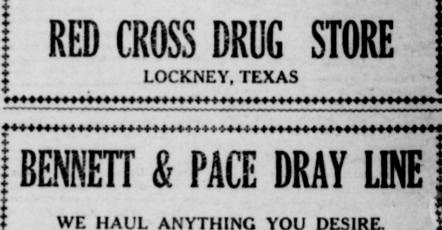
A strap, four inches wide and a quarter of an inch thick, attached to a wooden handle, is used by the "flogger." If a strong blow is struck, the skin on the prisoner's back cuts



Visit our store for your Christmas presents, our stock is all new and the latest designs of all the wanted gifts can be found here, such as you will be hunting for the ones that are dear to you.

We have on display a large assortment of Christmas Gifts-Vanity Cases, Dressing Cases, Ivory Sets, Combs, Brushes, Perfumes, Toilet Waters, Creams, Powders, Stationery, Box Candies, Manicure Sets, Purses, Bags, Toys of all kinds, Shaving Sets, Smoking Sets, Cigars, Cuff and Collar Buttons, Fountain Pens, Pen and Pencil Sets, and in fact, most any article you could desire for a gift that would be treasured by the receiver.

We have the BRUNSWICK Agency, and can supply you with a machine for delivery in time for a Christmas Gift. Come and let us demonstrate this machine to you.



We will appreciate your business and give you in

& PACE DRAY LINE

Hugh Pace

return prompt and efficient service. Give us a trial.

Phone 155

The kind that can be depended upon at all times.

MICHIGAN SALT FOR HOG KILLING TIME

We are prepared to serve your wants in the very best Michigan Salts for your Hog killing needs.

ALL KINDS OF FRUIT CAKE INGREDIENTS

We have a full stock of everything you will need for making that Fruit Cake for Christmas, even to all kinds of Cake Coloring. Phone us your orders. In fact, everything that is to be found in a First-Class Grocery store, you will find here.

GROCERY

SELLS FOR LESS

**** Q

HOLIDAY BARGAINS

Bedsteads, 2 inch post, small fillers. Iron Bed, regular \$10.00 beds, for Christmas Holidays, only _ \$8.50 Bedsteads, same as above, only large fillers, regular \$12.50 Bed, goes for Christmas Holidays, only \$10.00 \$5.50 to \$6.50 Bed Springs, guaranteed, goes during the Christmas Holidays, only, your choice for _ \$5.00

SPECIAL PRICES on All KITCHEN CABINETS. LIVING AND BED ROOM SUITES During the CHRISTMAS HOLIDAYS ONLY.

CRACER FURNITURE

Generally 25 cards is all that is printed, sometimes only one or two, never more than 100. The merchant pays from \$5 to \$25 for a space, the cards never last but a few weeks until they are thrown away or torn lown, they only reach a few people, and the same people every day, after being read once they are worthless, the advertisement on the card is comething like "John Jones sells Dry Goods, Groceries, Shoes and Boots, and the people who see the card have

PHONE 59

known that fact for many years, it does not tell the people the merchant ***** has anything new or special to sell or show them. You could use half the oney in an advertisement in the Seacon and tell nearly every family n the Lockney country that you had ust received some new goods or was affering special prices for their benefit, or that you would like to have their business and was prepared to ake care of them in whatever line you handled or work you done and it would be of some benefit to you, still the money you spent would be paid back into the business channels of Lockney, and perhaps you would get a chance to handle the same dollar over and over several times.

Dont' be a sucker and fall for the hieves who rob you by making you give them the cash and smile at the ame time. Think about it before you take the fall and see if it is good business and is worth the money.

A FLOGGING A DAY

Austin, Dec. 15 .- Brutality-A prisoner lying down on the ground with one convict sitting his head, another on his feet.

Over him stands a burly man applying lashes to the back with a leath er strap, attached to a wooden handle. The prison doctor and legal witnesses ock on.

The prisoner moans-he can scarcey move. He forces his voice in an appeal for mercy--

This is the law in Texas. Wholesale floggings of reiforers ave been going on in the peniteatiary n Huntsville and different prison camp scattered through the southw eastern parts of the state, with offiwith each lash.

If the victim calls for mercy and promises never to disobey the rules again, the beatings are halted.

A few years ago an inquiry at the boys' reformatory in Gatesville disclosed 900 inmates had been subjected to almost every sort of torture imaginable.

Investigations also showed that prisoners at one time were made to straddle "a horse," a four-in plank high enough to keep toes off the ground. They were made to remain on this horse for hours at a time. , faces. on top of a barrel. Boys at the Gatesville reformatory

were forced to march with their ed to toe a mark, bend over Now, if they are not flogged, they chins elevated at an angle of 45 de- touch their toes, remaining in that are required to spend hours standing grees even when the sun struck their position 45 minutes, a punishment only the stronggest could undergo

When unruly, they have been forc- without collapsing.

BENNETT

Clyde Bennett

Record-breaking freight traffic handled without congestion or serious delay

Since January 1st, 1923, the Santa Fe has purchased new equipment costing over \$50,000,000, including 13,750 freight cars and 146 locomotives. It has spent \$43,000,000 additional on new shops, terminals, double track, etc.

As a result, from August 1st to November 1st, the Santa Fe Railway handied 48,395 cars of commercial freight crease of 9.7%-without congestion or any material delay. Notwithstanding the heavy calls, cars have been furnished practically on demand. In the few cases of local shortage, due to excessive local demand, cars have been furnished with such slight delay as to be negligible.

Four years of legislative perce and fair treatment under the Transportation Act have been a vital factor in sability to meet satisfactorily the record-breaking freight traffic of the past two years and to serve. sintain a surplus of cars at all times, ring local temporary snorton

Good service to the farmer is of the utmost importance when prices and crops in the aggregate are good. Inadequate railroad facilities cause freight congestion, delays, waste, and loss to everyone. The wholesaler, jobber, and retailer must carry heavy stocks and place orders well in advance, to make sure their shelves do not become bare. The farmer mut in excess of any previous year-an in." store his grain and hold his livestock waiting for cars to ship to market.

> In a country growing like ours it not easy to keep pace with such growt During the war the railroads fell behind as their expansion had to be delerred for more pressing matters. Today they are fairly abreast of the procession. They are pressing forward on a continued program of improvement which, with a continuance of present general conditions, will steadily extend their ability

W. B. STOREY, President The Atchison, Topoka and Santa Fe Rail- sy System



436 House Freck \$1.65 **SELLING AT 1-2 PRICE** ANN FALL AND WINTER HATS

ONE-HALF PRICE VELVET HATS, \$4.75 to \$6.00 values, going at-

SPECIAL \$2.50 & \$3.75

LARGE ASSORTMENT OF GIFT GOODS have arrived for Christmas buying.

STAMP GOODS

We have a large assortment of Stamp Goods for Christmas shoppers.

BEAUTY PARLOR Visit the Beauty Parlor in connection with our Millinery Shop.

LaMode Hat & Gift Shop WILSON KIMBLE, Opt. D. SPECIALIZING IN PRACTICE OF

OPTOMETRY

Phone or write for appointments Res. Phone 245 Office Phone 254 FLOYDADA. TEXAS

GARNER BROTHERS UNDERTAKERS

Funeral Directors and Embalmers Business Phone 105. Night Phone 376 Calls answered all hours. Best equipped motor service on the Plains. PLAINVIEW, TEXAS

CITY ANNOUNCEMENTS

We are authorized to appounce tak following candidates for the respec tive offices, to be elected by the peo ple of Lockney on the first Tuesday In April, 1925:



closing of the green rate. He went almost slinkingly up the brick walk. hesitated before the side path that ran to the back. But cautious as was his approach he was not surprising those within, Miss Jerumy, peering through a crack in the shutters, anified scorafully

"I do wish you'd look st-that! Wondor what he's after now !" "He won't get it-no matter what

it may be," Mafianne, her miece, interrupted, sitcking out an obstinate chin.

Miss Joininy siggled. "Tim a-was derin' which of us ho'll ask first! Wife's what he's really after. Reckon it depends on whe sees him first. "Maybe then you're elected. I'm going outs'de and stay till I bear you setting Gingor-Cake on him," ALL LADY FRANCES AND BESS Marianae fing back-to an account panimont of faint rapping on the screen door. Beanou had earefully everiesked the door to the sarrow satry, also that to the back plasses, is favor of the rearmost spening. How should he know, pear sout, that Gimper Cake, the dospless guardian of the Martins and their belengings, lay just inside, ness between paws, eyes baiting eleopily, but for all that, as ready for action as a horast's nost. "Lawsy morey me! If it sis't Jud Mine Jemmy cried, fing Banson !" mg open the deor, unnoting Giager Jake's sudden leap to attoution. She segan to say : "Come right in." But Singer-Cake had another mind. Out he shot as though from a catapult, Sung himself upon Benson, foored him, and held him fast, the while looking over his shoulder at Miss lemmy, as though ssking: "New what shall I do with it?"

When she said, "Let go, you fool fog!" he released his catch and slunk away. Miss Jemmy, all concern, helped Benson up and took him so licitously inside

Benson settled himself firmly, hands on knees, eyes fired on a knothole in the plazas foor, and buzzed on: "Miss Jommy, you see a desprit man. Three months since Sarah passed on -seems like three years, each longer, and blacker, and wusser than the ether. Think o' mo-all ter my lone in that hig henno with sinoteen cowe in the bars, all to be milled and done for-and nobody but me to heep help up to the mark. Not a decent meal o' vittice, exacut what I've manhed edies my neighboro waren wett while wou't come ter souk in a hanco with just a man in it-and them that ain't wuth while makes things a hesp wuss. I'm willin' ter pay-the good Lord knows! Why. I'd give anybody as much as twenty dollars a month ter come and do. fer me-aud look after the milk things.

special the separator and strainers." "H'm! Yes!" Miss Jemmy Interrupted. "But-where've you been these last few years? How come you don't know what real cooks can ask-and get, with thanks? A hundred a month, if you please and sometimes twice fidenre. that. You bavon't said so right out flat-bat I recken you're thinkin' it'll be cheaper to marry a cook, nurse and seamstress than to hire one. Maybe you're right-but lemme tell you-to get a woman of any sease or judgment. you'H have to go where nebedy's ever heard of you. Lamme tail you, too, of you had spont money on a live Sarah as you did on a dead one casket with silver trimmin's, satis limin', paid choir. and a town preacher to tell all he didn't know about her-it's my judgment you'd have heap better chances of heaven-and matrimony." "Sarah-never-complained," Bonson all but whimpered. "No-she wasn't that sort," from Miss Jemmy stoutly. "You wouldn't let her keep her sister's orphansrather put 'em in the 'sylum ! You ought to feel yourself same as a mur-She had gone too far. The cowering Beason leaped at her, caught her shoulders, and shoek her. Rescue came swiftly-is shape of Marianne, Ginger-Cake and a tall young stranger of fine open countenance, but shadowed eyes. Ginger-Cake accounted for Benson. As that person sank heavily into a chair, Marianne said to the stranger : "There is the person you came to see," then to Miss Jessary : "I found him on the road-and brought himjust in time, it seems." Miss Jemmy, not quite steady of voice, said slowly: "I see you are poor Sarah Benson's sophew she wanted to see so bad-"

COZY CAFE GOOD EATS. HEADQUARTERS FOR **CAMPBELL'S CAKES**

AND FRUIT CAKES.

FRUITS AND CANDIES

SHACKELFORD'S DRAY LINE

Elmer Shackelford, Prop. Will Haul anything you have to haul.

> **Prompt and Efficient** Call Phone 43

I will Teach Classes in **EXPRESSION** and PHYSICAL CULTURE Beginning January 1st

Interested persons please see or call me at once.

Phone 174 Mrs. Thos. Collum

The Kind of Work at Pleases

When we send out a job of Cleaning, Pressing or Alternation work you can count on it being the very best as we look after the work very carefully and try to please each and rushed after his master. Howe overevery one who entrusts to our care took his at the street door. their work along this line. We handle all work with promptnessip pet in his arms. respect.

When you have anything you desire to have cleaned, pressed or altered just phone 114 and Me Duffee will do the rest.

Gambler Knew How to Repay the Kindness

By AUGUSTUS SHERWIN 1934, Western Nowspaper Union "FIFTY against the dog!" should

Mattes the murksman, "Taken," in a mere cureless drawl came the reply from Arvidi, the game-

#lor. It was a typical Mexican scene-the interior of the chief gambling den at Truro and a critical stage of the game is progress.

Marvin Howe happened to be present amid the swarthy crew-a fleating quantity in the general situation involving warfare, sarlous to get North and out of it, and the opportunity just that day with a decidedly favorable change in fertune if he carried out seeret instructions given to him.

The position was this: The commandant of the soctional insurgents wished to send a particular message to a co-patriot one hundred miles away. It involved a junction of the two forces. The intermediate forty lengues of burrivery, however, were occupied by a desgerous encay. The chief at Trure was surrounded by enemics and spies. Es had birod Howe to de some translation and had couldence is him. Howe engaged to esuas the danger

line and deliver his message. He was te try and find some free lance who would accompany him and bring back s reply, while he, well rewarded, returned to home, friends and fiancee-Neilie Duryes, the only Nellie in the world to him beyond the unsettled border line.

howe had thought of Matteo and that was why he was now an inmate of the noisy gamb mg den.

Howe had found him at the card table pitting his money recklessly against the most daring gambler in Trure. Howe saw his last dollar go. A kandsome ring was staked, then his watch and now his most faithful friend and companion, the dog. Everybody who knew Matteo knew also his dog. The suimal was tiny, but fearless and very intell A

The carda s rounds again. Matteo lost Ho saw a strangely desperate glint in ... eye as he arose unsteadily from the table. He turned alightly pale. Then he shrugged his abouldors and walked over and kissed the little dog ssleep on a pile of newspapers. Straight as a soldier then, he walked from the room.

"It will broak his heart to less his friend," Howe told Arvidi quickly. "May I redeem him ?" and he proffered fir deliam in pager meney. "All right," nodded the gambler and

then Howe matched to the dog and "Yezze," he said, placing the little

Mattee stared at Howe in a dazed, uncertain way. Then his fingers gently caressed the dog. His voice broke as he comprehended what Howe had

done. "Amigo," he said, holding Howe's



ISITHER-OR-ISITHIM

If it's a HER she is hunting for something for HIM. If it's a HIM he is hunting for something for HER. And in either case "STEWART HAS IT," for you can always depend on this store having a complete line of the very nicest of Christmas Gifts, as well as a full line eof Toys for the Kiddies.

FOR HER

Vanity Cases, Manicure Sets, Jewelry of all kinds, Stationery, Fountain Pens, Beauty Pins, Belt Buckels, Perfumes, Toilet Water, Cold Creams, Face Powder, Dressing Cases, Purses, and hundreds of other articles that will make her dream of the giver.

FOR HIM

Fountain Pens, Eversharp Pencils, all kinds of Jewelery, Cuff Links. Collar Buttons, Watch Chains, Military Brushes, Belt Buckles, Comb and Brush Sets, Cigars, Smoking Sets, Safety Razors, Shaving Sets, Stationery, an ndhundreds of other things that will constantly keep the giver in his mind.

A Big Stock of Dolls for the little Girls, and all kinds of toys for both the little boys and girls.

COLUMBIA GRAPHOPHONE CONSOLES

are the latest style in Grafhophones, and we have just received a shipment of these machines, which will make a most charming Christmas present.

STEWART DRUG COMPANY



Everything you would care for is here to supply your Christmas needs in Groceries, and of the very freshest and best quality the market affords. A full stock of Fruits, Nuts and Candies for the Christmas season of the most select quality. We also have all the ingredients of the very best brands for your Pies, Cakes and other pastries you will want to make durinng the holiday season.

for City Marshal: O. C. BAILEY

Grady R. Crager UNDERAKER AND EMBALMER Hearse to all parts of the Country Day Phones 126 and 121; Night 75 In Crager Furniture Co.

Day and Night Service LOCKNEY, TEXAS

TRUCK SERVICE DAILY

LOCKNEY TO LUBBOCK Call Ozark Filling Station Phone 138 and leave orders. Also can carry passengers derer-" to and from Lubbock.

E. P. WILLIAMS, Prop.

Use Rowletts Automatic Sash Control-

Eliminates sash and door weights and pulleys. Installed. Prevents rattling in old and new windows. Chasper and better than the old way. Sold and guaranteed by your lumher dealer.

Floyd County Lumber Co.

Beginning December 8th, there will be a change made in the stage. One will leave Lockney at 10:30 for Estelline and Memphis, and one will leeave Lockneny at 3:45 p. m. for Estelline and Childreess, making direct connections with the Fort Worth and Denver train for Fort Worth. Also we will leave Childress at 8 a. m., meet the Marianne, who had guided him to for train at Estelline at 8:50 a. m., arrive at Lockney at 1:30 p. m.

the lot with the the the the the second second and

"I got the letter two days ago-too late," the young fellow answered swallowing hard.

Benson suddenly looked up, tried to rise, fell back with a hoarse cry, all one burly side of him stricken helpless.

He lived thus a year-with Sarah's nephew his stay and comfort. Ifis comfair was a real providence, said Miss Jemmy. All the more heartily when he proved to be Renson's sole heir-and fell handsomely in love with tone and happiness.

WE HAVE several record hand heat-ers and cook soves for sale.—Baker Mercantile Co.

S. Sand

We appreciate your trade and con-

Canada Phone 114 Cleaning-Pressing

Altering

KENNETH BAIN LAWYER

Room 4, First National Bank FLOYDADA, TEXAS

DR. S. M. HENRY Physician and Surgeon

Special Attention Given to Women's Diseases.

> Office Lockney Drug Co. Office Phone 50-Res. 87 Lockney, Texas

DR. A. T. REED

Jysician and Surgers Office

Lockney Drug Co.

Dr. HARRIS H. BALL DENTIST

LOCKNEY, TEXAS Office, Room 1, First National Bank Building. PHONE 72 Office Hours, 8:30 to 12; 1 to 5:30

> DR. K. J. CLEMENTS OSTEOPATHIC PHYSICIAN

Office Opposite Postoffice

FLOYDADA, TEXAS

HOW'S THIS?

HALL'S CATARRH MEDICINE will do what we claim for H-rid your system of Catarrh or Deafness caused by

BANC IN & ISPYCHT FTARD, fortune turns I shall know how to repay yes."

"I can help K turn just naw," remarked Hewe Egnideantly. He told him that he was authorized to pay reyally for bis guidance and direction. "I can pilot you safely," Mattee esid-"I am your man." The morning they left Trure Rows had netired a man he had seen hang-

ing around the chief's quarters dogging his footsteps. He had called the attention of Matteo to this, who had carelessly assorted that if he was one of the numerous spice in action they would soon lose him.'

However, twice in two days after they had started on the trall they caught sight of a distant figure remindful of the man they had observed at Truro.

It was early in the morning that Mattee suggested a pluage into a near creek before they lit a little fre and cooked their frugal breakfast. They had disrobed and were disperting themselves in the cool, sparkling stream, when an emineus sound schood

out-Click 1 Then, to the consternation of Howe, turning, he saw a man, the man whe had absdewed him in the city, just rushing away with a camera. "Mattee !" sheuted Howe, quickly-

measage on my back !" "Be?" observed Matteo, speedily apringing ashere to where his clothes

lay. It was to seize his revolver. Crack !-- followed a sure, steady alm

Crack !-- a second sharp explosior followed. Dropping the wrecked camers and helding his wounded hand the spy disappeared.

The message is written partly in eypher," explained Howe, "but that men might have been able to make it out after close study." "He is doubtless one of the un-

scrupulous crowd infesting the province, ready to blackmail, sell secreti Dallas, after a visit of several days home in Slaton Sunday afternoon, afor betray his best friend," acceded

They reached the end of their jour new in safety and the secret message was transcribed.

Mutteo returned to Truce with a rich reward awaiting him. Marvir Howe crossed the border, bound for home and his waiting fancee, pretty Nellie Duryes.

Mattee.

Planes Pick Up Mail By means of some and hosk, and picked up by British aliplanes during Mght in Mesopotamia.

THEO GRIFFITH

INSURANCE

·***

THAT'T ALL

See me before the fire.

Phone 148

Yours for Service

GRUVER INSURACE AGENCY

"Trade In Lockney"

Floydada, Texas

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager

Abstracts of Title to all Lands and Town Lots in Floyd County

Deeds and other instruments of writing prepared. Twenty years experience with Floyd County Land Titles.

Room 7, First National Bank Building

Miss Edna Griffith left Friday for Mrs. Virgil Brazell returned to her with her parents, Mr. and Mrs. Theo

ter a visit of several days with her parents, Mr. and Mrs. Theo Griffith.

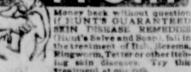
> Will Anthony and family and Mr. and Mrs. Epstep of Lubbock were in Lockney Sunday visiting Mr. and Mrs R. L. CARR.

> G. D. Lewis will leave Friday for Jallas, Gainesville and Clarksville to spend the Christmas holidays visiting with friends and relatives.



ney, Tezas.

Griffith.







America's Leading Feed Mill

Come in today and let us show you how this wonderful mill The Lety provides the chean-

est, quickest, casiest way of grinding your own feed enables you realize to the maximum on the advantages of feeding ground feed as compared to whole grain.

Produces better outle -cute your feed costs saves the 20%, waste that goos through animals undi gested when whole grain is fad. Letz patented Self-Sharpening steel grinding plates are big les. Thousands of scissor-lik tures. edges cut, grind, pulvarize all in one operation.

Come In and Let Us Show You

DOWDEN HARDWARE COMPANY PLAINVIEW, TEXAS

Miss Randolph and Alton Clifford Married

was solemnized this afternoon at the Everyone welcome ... home of W. C. Malone, when his niece of the Methodist church. The bride violin. Let all who are musically in- in charge of the Masonic rites .- Heswas becomingly dressed in a gown of brown satin and carried a shower tunity to study music on their favorbouquet of roses.

The groom is the son of Mr. and Mrs. J. W., Clifford who formerly lived in Plainview, having moved from after Christmas. here last May, to Weslaco. The bride home.

Those who witnessed the ceremony Blakemore, Mr. and Mrs., Claude | Sunday afternoon. B. Malone, Mary Elizabeth Randolph 13th. and the bride's aunt and uncle .- Preaching services Sunday morning Plainview Herald, Dec. 16th.

Miss Randolph is a granddaughter lins of Floydada. live northeast of town.

Eve. There will be a tree and a

clined take advantage of the oppor- perian. ite instrument or voice.

Judge Matthews was at the P. T. C. and groom will leave Sunday for Society Friday night and gave us an Weslaco, where they will make their interesting talk. A good crowd was present.

The Sand Hill singing class met were Mr. and Mrs. Morris Fowler and had a very good singing last

Parrish, Mr. and Mrs John Elam of A daughter was born to Mr. and Kress, Miss Laura Elam, Mrs. Kate Mrs. E. L. Campbell Saturday, Dec.

at the Church of Christ by Elder Mul-

of Mr. and Mrs. H. C. Randolph, who Singingn Sunday night at the home of Mr. and Mrs. Earl Rogers. Every

contract having been lot last week by commissioners' court to the South orn Steel Co. of San Autonio. It will be located on the southeast corner of the court yard, and be made of faced brick of the same kind as the court house.

The jailor and family will have quarters on the first floor, and the two other stories will have the cells and accomodations for the prisoners, insane, juveniles, etc. Work is to begin not later than

March 1 and the structure is to be completed by Aug. 1.

FLOYD COUNTY LUMBER

CO. RECEPTION FRIDAY The Annual Reception and Janquet of the officers, directors and stockholders and employees of the Floyd County Lumber Company will be held tomorrow evening in the spacious of fice rooms of the company. A delightful evening is antisipated

Marriage License

Lisonse to marry was issued the past week from the office of the county clork to the following: W. J. Shults and Miss Mabel Jones Dec. 11th. Roy E. Smith and Miss Leanie Belle Teague, Dec. 13th. Ira Reed and Miss Norine Pitts, Dec. 15th. Chester Williams and Miss Seawilla Hankins, Dec. 15th.

T. M. Cox Dead

Last Sunday night marked the pass ing of a long-time resident of Floydada, T. M. Cox, whose death came as a result of a stroke of paralysis sustained Saturday night at the home of his father-in-law, A. L .Bishop. Until four or five years ago Mr Cox had been one of the leading citishort program. Mr. and Mrs. Santa zens of Floydada, and was widely A beautiful and simple wedding Claus are expected to be present. known over this section among the barbers, and many of these attended The music work is progressing very the funeral service held at the Meth-Miss Thelma Randolph, became the nicely in school with Prof. Morgan as odist Church, at which Rev. J. L. Hen bride of James Alton Clifford of Wes- needy in school unpils are expected son officiated. Following the funeral laco. The marriage ceremony was after Christmas. Prof. Morgan has interment was made in Floydada cem said by Rev. L. N. Lipscomb, pastor pupils in voice, piano, saxophone and etery with the A. F. & A. M. Lodge

> LOST-Small diamond bar pin on the Many pupils are expected in school streets of Lockney .- Return to E. H. Rankin for reward.

MICKIE SAYS-

WUNSY THEY WUT AN EDITOR WHO RAISED HIS AD RATE AND TH' MERCHANTS GOT SORE 'N ALL AGREED TO QUIT ADVERTISIN' FER A MONTH T' BRING HIM T' TIME BUT TRADE FELL OFF SO THAT WHEN TH' TIME WUL UP, THEY RAN FOOT RACES TO HIS OFFICE T' GIT THEIR ADS GOIN' AGIN!



LAMB SO OF

It's time to choose that Christmas thought for "Her"--of course, that means it's time to come to LAMB DRUG STORE and select a gift of precious jewelry.



18-Karat Gold Solitaire Rings, a lovely thing to grace a dainty hand!

High colored Vanities, decorative cases in bright colors, set with colored stones, complete with rouge, powder, two puffs, and a lip stick concealed in tassel. Exquisitely decorated cases, filled with imported toilet specialties. Just the thing for the vanity table. Full line of standard brand

movement Wrist Watches for Ladies-all the newest designs.

Our enlarged Jewelry department is now ready with offerings both elaborate and modest.

Lovely Bar Pins, set with one brilliant diamond, 14-Karat solid white gold, exquisite piercing, safety clasp







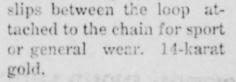
CHEVROLET WILL MAKE THE WHOLE FAMILY HAPPY

Make this Christmas a happy one for your entire family by buying a CHEVROLET for them.

We can supply you with the Model you want-be it a Roadster, Touring Car, Coupe, Sedan or a Sport Model. Come in any day and make arrangements for i tto be delivered in time for Christmas.



Pen and Pencil Sets for Ladies and Gentlemen-a supremely useful gift? Of hard rubbed in mottled design, with gold filled mountings, 14-karat Gold Nibs with iridium points. Sets with clip or ring attached. Belt Buckels, 14-Karat solid Gold in several designs of engraving space for monogram. Belt Chains-the belt



Sterling Silver Salt and Pepper Sets, six shakers in blue case.

Sterling Silver Candlesticks; plain or engraved, 6 inches high.

OTHER BEAUTIFUL SILVER GIFTS



Lovely indestructible Creme Pearl Necklace (resembling the genuine).

Diamond Rings-we have a full and complete line in newest mountings and in combination with the blue sapphire for both Ladies and Gentlemen-OUR PRICES ARE RIGHT.

LAMB DRUG COMPANY OLEN B. SCOTT, Manager

WEST SIDE SQUARE

PLAINVIEW, TEXAS



OLD SANTA CLAUS' TOY SHOP

Old Santa Claus has visited our store and left us a large assortment of Toys for the little boys and girls, such as: Toy Wagons, Tool Chests, Kitchen Cabinets, Gardening Tools, Dolls, Doll Beds, Doll Buggies, Doll Go-Carts, Telephones, Pop Guns, Drums, Automobiles of many kinds, Fire Trucks, Horns, Dishes, Sets of Furniture, Wheel Barrows, and many other toys.

ALSO SANTA FOR GROWN-UPS

A big stock of Guns, Knives, Razors, Tools of all kinds, Aluminumware, Graniteware, Dishes, Vacuum Bottles, Kitchen Cabinets, Stoves, Linoleum, Art Squares, and many other useful things that will make presents that will be appreciated.

Also a big line of Fresh Groceries for the Christmas Table.



Hardware, Guns, Ammunition, Queensware and Groceries The WINCHESTER Store

HOME DEMONSTRATION CLUB onstration Agent, the Beacon prints is, 1 cup nuts, 1 cup water. Boil sugar, water, and syrup until late. GIVES CANDY RECIPES the following recipes. it spins a thread when dropped from Divinity

Through the courtesy of Miss 3 cups sugar, 3-4 cups of corn Mabel Faulkner, County Home Dem- syrup, 2 egg whites, 1 teaspoon vanil-



White Fondant is used, flavor as deired, vanllia being usually preferred. For cocoanut centers, work as much shredded cocoanut as possible into a small quantity of fondant, using just enough to cover. Candied cherries are often used in this way. Allow balls to stand over night, and dip the following day.

To Dip Bonbons in Fondant. Put ondant in saucepan, and melt over ot water; color and flavor as desired In coloring fondant, dip a small wood en skewer in coloring paste, take up a mall quantity, and dip skewer in fon-If care is not taken, the color apt to be too intense. During diping keep fondant over hot water hat it may be kept of right consistney. For dipping, use a two-tined fork or confectioners' bonbon dipper. Drop centers in fondant one at a ime, stir until covered, remove from fondant, put on oiled paper, and bring end of dipper over the top of bonbon, hus leaving a tail-piece which shows hat bonbons have been hand dipped. tir fondant between dippings to preent a crust from forming.

To Dip Bonbons in Chocolateake a quantity of bitter chocolate, lace in teacup and melt over boiling water. Add enough parafine to thin he chocolate. The purpose of using parafine is first to give the bonbons the desired glaze and next to cause he chocolate to harden. The process or dipping bonbons in chocolate is he same as given for dipping in colored fondant.

Crosm Mints Melt fondant over hot water, flavor with a few drops of oil of peppernint, wintergreen, clove, cinnamon, or range, and color if desired. Drop from tip of spoon on oiled paper. Cream Nut Bars

Melt fondant over hot water and flavor, stir in any kind of nut meat chopped in pieces. Turn in an oiled pan, cool and cut in bars with a sharp knife. These nut bars may be dipped in melted chocolate if desired. See process for dipping bonbons in choco-

Buttercupe

2 cups molasses, 1 cup sugar, 1-2 the tip of the spoon. Pour 1-3 of the cup boiling water, 2 tablespoons butmixture over the well beaten ogg ter, 1-5 teaspoon cream of tatar, fonwhites and beat well. Cook the remainder to the crack stage. Add it dant flavored with vanilla. Boil ingredients (except fondant) slowly to the egg mixutre and beat until, when tried in cold water, a firm until it begins to cream. Add vanilla ball may be formed in the fingers, not and nuts. Turn into buttered platter stirring until the last few minutes of cooking. Pour on a buttered platter, and when cool enough to handle pull 3 cups sugar, 1 cup milk, 1 packuntil light-colored. Shape on a flourage dates, 1 cup nuts, 1 teaspoon vaed board, having strip wide enough to enclose a roll of fondant one inch in Cook sugar and milk together undiameter. Place fondant on candy, il sugar is dissolved. Then add bring edges of candy together, and chopped nuts. Cook until it forms a press firmly over fondant. With both soft ball. Remove from fire and let hands pull candy into a long strip.

cool before adding nuts and vanilla. Cut in small pieces; each piece will consist of fondant encircled with moa slightly dampened cloth forming a asses candy. Care must be taken



When you have money to deposit in a bank, your first consideration should be surety of your money being placed in safe hands, and to this end the State of Texas, saw fit to organize a State Banking System and this Bank is a member of that system.

We appreciate the accounts of the farmers and the laborers, as well as the accounts of the business men, and we will appreciate you opening an account at our bank.

This is a guaranty fund bank and your money is protected by the Guaranty Fund of the State of Texas. Can you ask for a safer place to deposit your savings.

THE LOCKNEY STATE BANK THE GUARANTY FUND BANK

ALL THE GOODIES

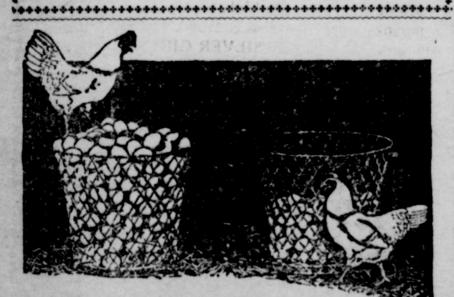
for all the enjoyable occasions you will want to serve dinners or refreshments during the Christmas Holidays are here for you. We have the best of flour for your pastriss, all kinds of canned fruits for your pies and deserts, candies, apples, oranges, bananas, cakes, lemons, cocoanuts, nuts of all kinds, and in fact, every thing you will need to make the Christmas table and Santa Claus a perfect success. A phone call to our store will bring you prompt and efficient service.

LOCKNEY GROCERY

Money to loan on Farms and Ranches at 6 per cent. QUICK ACTION is our motto.



LOCKNEY, TEXAS



"Purina" Made the Difference!

EQUAL in laying ability. But the hen on the right was fed a common grain ration while the other was fed Purina Chicken Chowder and Purina Hen Chow. Grains have lots of material for yolks, but far too little for whites. As they can't lay yolks only, grain-fed hens lay fewer eggs.

Lockney Coal & Grain Co

LOCAL DISTRIBTORS

Purina Poultry Chows

orm a complete ration, contain-ng material for an equal number of whites and yolks. They get be most out of your hens, and withefeeding cost per dozen eggs.

More-Eggs Guarantee ou get your money back if Purina bicken Chowder and Purina Hen how, fed as directed, don't pro-Why should you put off when we take the risk?

Delivered promptly by



oll. Slice crosswise in 1-3 inch slices **Heavenly Hash**

and cut into squares.

nilla.

2 cups brown sugar, 2 cups white sugar, 1 teaspoon vanilla, lump butter, 2 cups milk. Cook until it forms a soft ball in

Then beat until creamy and pour into !

Date Loaf

water. Then add vanilla, 1-4 lbs. figs. 1-4 lb. dates, cocoanut and nuts to suit taste. Prepare as date loaf.

Chocolate Nut Caramels

2 cups granulated sugar, 1 1-2 cups oure corn syrup, 2 cups cream, 1 cup butter, 3 or 4 squares chocolate, 1 1 cups walnuts, 2 teaspoon vanilla.

Put the sugar, syrup, one cup of cream and butter over the fire, stir and cook until the mixture boils vigorously, then gradually add the other cup of cream. Do not allow the mixture to stop boiling while cream is being added. Cook until when a little is dropped in cold water a hard ball is formed. Remove from the fire, add the chocolate and nuts and beat until the chocolate is melted: then add vanilla. Turn into a biscuit pan nicely buttered to make a sheet 3-4 inch thick, when nearly cold turn from pan and cut into cubes.

Fondant for Soft Chocolate Creams 2 cups sugar, 3-4 cup water, 1-4 teaspoon of cream of tartar or 3 tablespoons pure corn syrup.

Put ingredients into a smooth granite stew pan. Stir, place on range, and heat gradually to boiling point. Boil without stirring until when tried in cold water, a soft ball may be formed that will just keep in shape. After a few minutes boiling, sugar will adhere to sides of kettle; this should be washed off with the hand, first dipped in cold water or a rag dampened and rapped on the tines of a fork. Have a pan of cold water near at hand to dip hand in. Be sure to keep the adhereing crystals wiped off as this will cause lumps in the candy. Let candy stand in vessel cooked in until perfectly cold. Pour on to marble slab or platter or plate and work with a wooden spoon or spatula until creamy and white. It will quickly change from this consistency and begin to lump; then it should be kneaded down with the Church college at Glasgow, Scotland, hands until perfectly smooth. Put into a bowl and cover. Let it stand for fessor of Greek and New Testament twenty-four hours before using. If exegesis in Mansfield college, Oxford kept well covered it will keep indefinitely.

The centers of bonbons are made

ark. of fondant shaped in small balls. If

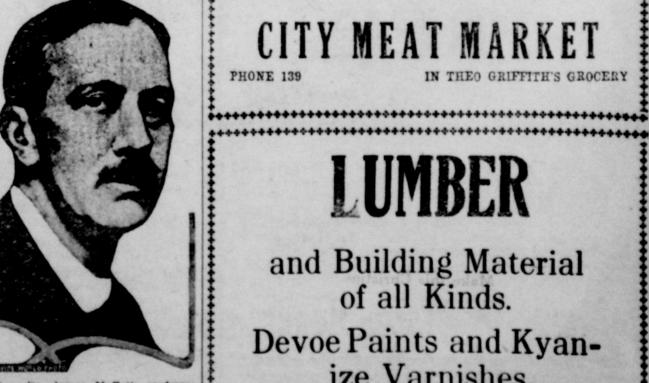
hat candy is not cooked too long, as t should be soft rather than brittle.

Floyd Huff and family and Glenn ******* Watson and wife spent Sunday in ubbock visiting France Baker and (amily.

t++++ Your Conversation ++++++ "ATLAS"

Atias was a Greek god whose superb strength made it posalble for him to bear the weight of the world upon his shoulders. When Morester, the Sixteenthcentury geographer, made a collection of maps of the known world he prefixed bis collection with a picture of Atlas. He set the precedent and in time the Robie Atias was given to shy collection of maps.

Rev. Dr. James Moffatt



Rev. Dr. James Moffatt, professor of church history in the United Free since 1915 and formerly Yates pro who has translated the Old Testament from the Hebrew into modern and lib erally phrased English, robbed of its "begats," "bulrushes" and "Noah's

IF IT'S NOT GOOD, WE MAKE IT GOOD

CITY MARKET

FRESH AND CURED MEATS, BOTH BEEF AND PORK, PURE HOG LARD.

You probably find it difficult each morning to prepare your children's school lunches, and at times hardly know what to fix them for their dinners ... Just call around and see us, we have just what you will need, for we carry a full supply of everything the market in the way of Fresh and Cured Meats and Pathog House Products. The same old thing every day does not suit the school child, neither does it suit those who eat at home, in realizing this fact, we have made it a point to secure a large and varied stock of all of the choiclest articles in our line, and we now have them for your selection. Call and see us.

CITY MEAT MARKET

IN THEO GRIFFITH'S GROCERY

PHONE 139

LUMBER

and Building Material of all Kinds. Devoe Paints and Kyan-

ize Varnishes.





Gifts That Will Please

It is not always the size of the Gift which carries best the message of Christmas-but what does count is your judgment in selecting it and the store from which it is purchased. Men know the reputation of this store as a place where the best is always found. See that his gift bears our label.

FLOYD HUFF

EVERYTHING FOR MEN

WE HAVE several second-hand heat- FEED FOR SALE-See me for good ers an cook stoves for sale .-- Baker Mercantile Co.

JUST OPENED a dress making room in the rear of Floyd Huff's store-Mesdames Collins and Stinebough. 12-3p-tf-c

miles northeast of Floydada, \$38 per WINDMILL & PLUMBING WORK acre .- See Mrs. J. L. Montgomery, J. A. Guinn is now located at the Rt. 3, Floydada, Texas. Higginbotham-Bartlett Lumber Co. where he will be glad to receive your orders for all kinds of Windmill and Plumbing work. Phone 55. 48-tf

FOR SALE-My home, near public school. Terms to responsible party. F. Griffin, Plainview, Texas. -Geo. T. Meriwether. 49-12

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

PLEASE RETURN-Party who borrowed my lifting jack will please return same .- W. C. Watson. 12-4t-p

WHEN you plant trees in West Texas oe sure and plant acclimated trees as most of the varieties of the east bear. After 15 years of careful se- | works in one hour and never gripes.lection and by originating a few, we Lockney Drug Co. are now supplying plums, peaches, cross cherry-grapes, cherries, etc., that are so well suited to the rugged climate of West Texas that they bear nine years out of 10. Our shade trees, shrubs and ornamentals are also the kind that do well. Send us a list of what you need. Catalog on request. Plainview Nursery, or come to the nnursery, two miles north, 12-4t-c Plainview.

WE HAVE several second-hand heaters and cook stoves for sale .-- Baker Mercantile Co.

LOST-Traveling bag, containing mostly children's clothing, between Lockney and five miles west on Plainview road Sunday afternoon. Return to Theo Griffith's Grocery for reward.

STRAYED-Nine head of horses and mules from my place, 11 1-2 miles northeast of Lockney, left the place Sunday night .-- Notify E. H. Cum-13-1t-pd mings.

FOR SALE-Ford Sedan, a good one.-Crager Furniture Co. 13-tf-c

HAVE one type, a Dodge sedan, good FOR SALE-Chandler Dispatch car, s new, for sale or trade, a bargain in good condition, will sell or trade for Ford truck .- See D. Mart Thom-

bundled kaffir, maize or cane. This I have leased on choice 1-4 section, 7 the most of winter pastimes if they feed is located northeast of Tulia, miles of Lockney, will turn same to are warmly clad. Nothing entices east of Kress, northeast of Plainview the party that buys my 4 head of and near Floydada .- Meade F. Grif- work stock and \$80 worth of farm of doors as much as possible-winter Texas, Olton Route

I will leave Lockney at 8 o'clock each morning during the holidays, for Plainvinew, making connection with FARM LAND for rent. I have some both morning trains. Any one desirexcellent farming land for rent or ing to go over, call 109 or meet at the lease on good terms. These are the Lockney Drug Co. Fare \$1.00 each Price Bros. lands located in Swisher way .-- C. E. Turner.

county, Texas .- See or write Meade CARD OF THANKS-We wish to express our thanks and appreciation to OR SALE-1 span yearling mules, our dear friends, who were so kind

Tired After Eating? Try This Simple Mixture

If you feel tired after eating, it i often a sign of gas and undigested matter in your stomach or bowels. Simple buckthorn bark, magnesium sulph. c. p., glycerine, etc., as mixed in Adlerika, helps any case gas on are early blooming or not acclimated the stomach, unless due to "deepthey either get killed by frost or will seated causes. The QUICK action not produce fruit, sometimes they will surprise you. Adlerika is wonmake a nice looking tree but never derful for constipation-it often

> Warmly Clad Tots Welcome the Snow



Rollicking snowflakes and little lads as, or write him at Canyon. 13-tf-c and lasses are natural playfellows. and nearly all youngsters will make it is a good thing to keep them out tools .- L. D. Huckabay, Plainview, and summer-they must be dressed 13-2t-pd to be comfortable. Children's outfitters have everything they need-togs to romp in and others for wear when they must attend to their serious affairs-like taking little journeys to Sunday school or otherwhere. Here 's a gay little maid, smilling in the face f winter, with her dress-up clothes on id quite able to protect her against e coid.

> **ONE-FIFTH OF 1923 ACCIDENTS** CAUSED FROM AUTO WRECKS

Washington, Dec. 15 .-- Practically



Make His Dreams Come True

Remember, when you were a boy, how you dreamed of Christmas, and of the many things you would like to get?

Your boy dreams too, so why not do your best to make his dreams come true. Our Christmas stocks afford you the opportunity.

A nice line of Jewelry, all kinds of Books, and Specialties for Christmas, and in all probability we have just the Toy your little boy or girl wants. Come here first and look.



Now is the time to figure on your New Christmas Car. Right at the present time we can fit you up in any Model you want in the New 1925 Dodge Models.

See me at once-they are going fast.

Remember the Dodge is constantly improving. You will be surprised when you get our New Prices on Dodge Cars.

for cash or easy terms. If interested see me quick .- C. R. Wilkinson.

NOTICE

FOR SALE-A first class tailoring outfit. See E. A. Bowman.

one good kid pony, 5 years old, one Mercantile Co. good single buggy, also good work Meyers. 7-8t-p

FOR SALE-Furniture, cooking and heating stoves, at my place west of school house .- Geo. T. Meriwether, FOR SALE -A 4-burner Perfection month, last seen south of town .--

WE HAVE several second-hand heat- Suits. ers and cook stoves for sale .- Baker Mercantile Co.

FREE-Come get all the cotton burrs

JUST OPENED a dress making room Mesdames Collins and Stinebough. 13-3p-tf-e

EVERY TON OF COAL.

PHONE 60

money by getting your supply now.

PRICE FOR THEM THE MARKET AFFORDS.

mile east of town .--- G. T. Trailor.

fin, Plainview, Texas.

FOR SALE-One section of land, 7

9-5t-p

in the rear of Floyd Huff's store- W. B. Payne. Mesdames Collins and Stinebough.

13-3p-tf-c oil stove and kitchen cabinet .-- A. A. Baker Mercantile office.

12-2t-c

COTTON FARMS-To rent in Floyd county, on third and fourth plan; the you want at our gin free of charge. tools go with each one of these farms Call on A. R. Meriwether, Lockney, Texas. 12-tf-c

in the rear of Floyd Huff's store- LOST-Small diamond bar pin on the streets of Lockney. Finder return to Beacon office. 12-tf-c

FREE

Coal Shovel With Each Ton of Coal

WE ARE GIVING A GOOD STEE LSTOVE SHOVEL FREE WITH

NOW IS THE TIME TO LAY IN YOUR SUPPLY OF COAL FOR

THE WINTER. Later on the winter will be upon you, the time

will be here to put up your heating stove, and you will be phoning

for a supply, the other fellow who has not put in his supply of coal

during the warmer weather will be in the same shape, therefore, the

coal dealer will have a rush on, and you will not be reached with

the prompt and efficient service you can now secure, besides coal

will probably be higher priced in the winter, and you will save

Bring Us Maize Heads

WE ARE IN THE MARKKET PAYING THE VERY TOP PRICE

FOR YOUR MAIZE HEADS-BRING YOUR MAIZE, KAFFR, FET-

ERITA, HEGARI AND OTHER HEADS TO US AND GET THE BEST

FOR SALE—A gentle school pony, ers and cook stoves for sale.—Baker everyone of you.—Mr. and Mrs. John dents, the Department of Commerce Denney, Mr. and Mrs. Wade Denney, Mr. and Mrs. G. W. Brown, Mr. and announced today. Practically twice mules and Jersey milk cows .- Jack JUST OPENED a dress making room Mrs. C. W. Browning, Mr. and Mrs. as many deaths from automobile ac-

and thoughtful to us during the ill-

around neck, has been gone about tals in urban districts.

13-4t-c

Dr. N. E. Greer went to Mineral Wells the latter part of the week to visit his wife and son, returning home the lowest rate from all accidents, Sunday evening accompanied by Mrs. 47.3. Greer and son, Wayne.

EGGALL IMPORTANT MESSAGE EGGS **GUARNTEED**

Eggall is guaranteed to increase your egg production to your own satisfaction, cure Cholers, Limber Neck, Dia-Irhea, etc.

Eggall is sold on a positive money back guarantee, without question, your money as cheerfully refunded as accepted.

Sold at grocery and drug stores everywhere. Ask your dealer. If he doesn't have it in stock, send \$1.00 direct to us for a prepaid package.

Manufactured and Distributed

Guaranty Products Mfg. Co.

> 1911 Lpscomb Street FORT WORTH, TEXAS

one-fifth of all fatalities from acciness and death of our dear mother WE HAVE several second-hand heat- and sister, may God bless each and dents in the United States in 1923 cidents occurred in urban as in rural distance; a difference doubtless due in LOST-A black mule with rope part, to the greater number of hospi-

> The statement today revealed the unsatisfactory situation as regards the gathering of vital statistics in FOR SALE-1 acre, 2 1-2 lots, good 6 Texas. The state is not in the regisroom house, east of high school, good tration area for vital statistics and barn, garage and outbuildings, young only Beaumont, Dallas, El Paso, Fort orchard .-- See W. R. Evans, Lockney, Worth, Galveston, Houston and San Antonio have satisfactory registrations of deaths, according to Department of Commerce officials. Figures show that Fort Worth had

> > Figures on accidents for the seven Texas towns were:

Beaumont-Automobiles, 11; railroads, 3; street cars, none; other vehicles, none; all other, 34; total, 48. Dallas-Automobiles, 43, railroads, 5; street cars, none; other vehicles, 4: all other, 82; total, 128.

El Paso-Automobiles, 18; railroads, 6; street cars, 1; other vehicles, 3; all other, 40; total, 68.

Fort Worth-Automobiles, 9; railroads, 12; street cars, 5; other vehicles, none; all other, 42; total, 68. Galveston-Automobiles, 7; railroads, 55; street cars, 3; other vehicles, none; all other, 27; total, 42. Houston-Automobiles, 25; railroads, 14; street cars, 5; other vehicles, 1; all other, 84; total, 129. San Antonio-Automobiles, 30; rail

roads, 9; street cars, none; other ve hicles, 4; all other, 70; total, 113. Of the 38 states, only three-Kentucky, Mississippi, and Wyoming, had higher mortality rates from railroad accidents than from automobile accidents. Wyoming had the highest mortality rate from railroad accidents, 34 per 100,000 population, and Massachusetts the lowest, 3.5.

Wyoming also had the highest mor talitiy rate from all kinds of accidents, 195.4 per 100,000 population, and Mississippi the lowest, 57.

California had the highest mortal ity rate from automobile accidents 32.6 per 100.000 population, and also from street car accidents, 4.7, while Mississippi had the lowest rate from automobile accidents, 4.4 per 100,000 population, and Wyoming had no deaths from street cars.

C. R. WILKINSON LOCAL DEALER



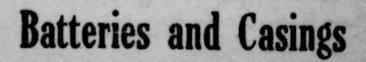
Hog killing time is here and we are prepared with a good line of---

> Pure Michagan Salt. K. C. Liquid Smoke. Schilling Black and Red Pepper. In Half and Pound Cans. Schilling Sage.

IN OUR MEAT MARKET YOU WILL FIND PURE PORK SAUSAGE.

Different from those made by others.

CITY GROCERY



1

We can supply your Battery wants, sell you dependable Batteries and give you service.

Our stock of Tires is complete in both Balloon an, High pressure Casings and Tubes.

CALL ON US FOR YOUR GAS AND OILS

ED REEVES

LOCKNEY COAL & GRAIN CO. BURTON THORNTON, Manager