

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, August 6th, 1925

Number 46

HOUSE BUILDING CAMPAIGN TO BEGIN

MOVE ON FOOT TO INDUCE LAND OWNERS TO BUILD TENANT HOUSES

At the meeting of the Chamber of Commerce last Monday noon a move was started to induce land owners to build houses on farms and city property in Lockney and the country surrounding Lockney.

There has been a need for more houses in Lockney and the country surrounding the town for several years, and the lack of places to live has caused many people who desired to make their homes here to go elsewhere in order to secure quarters in which to house their families.

A committee has been appointed to confer with the lumbermen of the town and work out plans for three, four and five room houses that can be erected at a nominal cost, and then go to the land owners and try to induce them to erect such houses.

Here in town 100 houses are needed to care for the people who desire to come here to make their homes at the present time, and farm land owners around Lockney will be urged to build houses on each 160 acres of land and rent the land to tenant farmers for the coming years.

Heretofore the housing problem has worked many hardships both in town and country, and most especially in the country at crop gathering time, and a large per cent of the hired labor has been forced to live in tents while working in this country. This fact has caused many people who desired to make their homes here to hunt for some other place where they could find shelter for their families.

Every year there are hundreds of farmers and people of other vocations that come to Lockney for the purpose of making their homes, but are forced to move on because of the town and country not having adequate housing facilities. Just before school begins each year we are thronged with people who wish to move to our city to send their children to school, and many of them have to go to Plainview or Lubbock in order to find places in which to live, and never a day passes that there is not from one to a dozen families in Lockney looking for a farm to rent where they can live, and are forced to move on because the houses in the country are so few that they can not secure quarters for their families to live.

Several hundred extra families can be added to our rural population if the land owners will build a farm house on each 80 to 160 acres of land and rent the land out for farming purposes. This is the reason for the commercial club taking steps to have more houses built in the country, and all land owners will be requested to build adequate farm and city dwellings to care for the proposition. Messrs. J. B. Downs, Artie Baker and W. W. Angel have been named as a committee to call on the land owners and see how many houses can be built at once to care for the demand.

Talks were made on the building proposition at the Monday luncheon by Artie Baker, A. B. Brown, Mrs. W. D. Long, D. C. Lowe and Z. T. Riley, and many good suggestions were offered.

Dr. C. H. Miller of Dallas, was a visitor at the luncheon, and made a short talk, congratulating Lockney for having a live commercial organization, and said that he was very favorably impressed with Lockney and the Lockney country. Dr. Miller, who is a physician, is traveling over this section of the country prospecting, with a view of finding a location for the practice of medicine.

Rev. C. J. McCarty, pastor of the Baptist church, was present at the luncheon Monday, and made a nice talk on co-operation.

D. C. Lowe reported for the committee appointed to secure pictures on farm crops and stock, and reported the committee had been rained out, but would get busy this week if the weather permitted.

Those present were Z. T. Riley, A. B. Brown, Mrs. W. D. Long, Dr. H. H. Ball, A. P. Barker, Rev. C. J. McCarty, J. B. Downs, F. M. Kester, Homer Howard, Ross Stark, R. M. Champion, E. F. A. Truett, Artie Baker, H. B. Adams, Otis Harris, D. C. Lowe, Roscoe Gass and W. W. Angel.

DISTRICT CONVENTION OF FARMERS AUG. 20-21

Texas Farm Bureau Will Hold Two Day Session at Plainview for 38 Counties

Plainview, Aug. 4.—Plainview will be host to the First District Convention of the Texas Farm Bureau ever held in this part of West Texas on Aug. 20-21, when three thousand farmers from the thirty-eight counties immediately surrounding Hale county are expected to come to Plainview to hear the splendid program that is now being prepared.

Col. Clarence Ousley, well known Texas citizen, and one time candidate for the U. S. Senate will deliver the principal address before the convention at Plainview. The subject of Col. Ousley's address has not been announced, but on account of his wide experience and knowledge of agriculture in Texas his address will be of interest to every farmer in West Texas. L. R. Campbell, Secretary of the State Federation has received definite advices from Col. Ousley that he will be present on Thursday morning the 20th.

In addition to Col. Ousley, Mr. Campbell has received advices from John T. Orr of Dallas, C. C. Moser of Dallas, W. D. Farris, President of the Texas Farm Bureau Federation and F. L. McKay of Memphis, Tenn., that they will be in Plainview and take part in the program which is now being arranged. A definite announcement of the complete program will be made as soon as all the speakers have signified their intention of being present.

The District Convention at Plainview of the Texas Farm Bureau Federation is the first to be held in this section of West Texas. Two previous district conventions have been held, one at Beeville this year and the other at Sherman, July 23-24. Both conventions have drawn large crowds of farmers and Farm Bureau members. The Plainview convention is expected to surpass both of these from the standpoint of attendance and interest.

Entertainment features galore are being arranged for the visitors at the convention. The evening of the first day will be given over entirely to entertainment features beginning with a basket picnic on the court house lawn at 6 p. m., and ending with a Community program at the spacious municipal auditorium where the convention headquarters will be.

"The District Convention at Plainview is of more vital concern to all the people of West Texas than the rail hearing at Plainview in July, even though not so spectacular," L. R. Campbell, Secretary of the State Federation said recently. "If the South Plains, and contiguous territory comprising this district intended to be served, rallies to the interest of the farmer as it did to that of transportation, it will go a long way toward providing more tonnage and traffic, and more homes, roads, schools, and churches."

Floyd county will be well represented at Plainview. The delegation will be headed by J. D. Christian, president of the Floyd County Farm Bureau and arrangements are being made at Lockney to see that a good delegation attends the convention at Plainview.

MISS CONNER IS CHOSEN AS INSTRUCTOR

Canyon, Aug. 1.—Gertrude Conner of east of Lockney is Home Economics teacher in the Canyon high school, has been chosen to conduct the Home Economics section of the Panhandle-Plains Teachers Institute which will take place at the West Texas State Teachers College building in Canyon Sept. 7-12. This section will be instructed by Miss Jessie W. Harris, of the division of vocational education of the Department of Education, Austin. Clothing contests, high school Home Economics problems, grade school Home Economics problems, budgeting, and housekeeping problems will be discussed during the week.

SAM LIVINGSTON MOVES BATTERY AND TIRE SHOP

Sam Livingston has moved his battery station to the rear of the Lockney Auto Co., where he will give battery service and also run a vulcanizing and tire repair shop.

GOOD RAINS FALLING THIS WEEK

1-2 INCH RAIN MONDAY NIGHT,
1-4 INCH WEDNESDAY AFTER-
NOON AND SHOWERS
BETWEEN

Most of this week has been cloudy and rainy in the Lockney country. Monday night a rain fell over a wide area and the fall is reported from 3 inches on down, here in Lockney about 1-2 inches, Lone Star 1 to 1 1-4 inches. This entire section was visited by this rain.

Light showers fell at different points Tuesday night in this section, and Wednesday afternoon a hard rain of 1-4 inch fell in Lockney, coming from the south and going north, the rain falling in about five or six minutes. The roads are very muddy and sticky.

The crops are in the very best of shape and large cotton and feed crops are practically made in the Lockney country. Very little rain will be needed for these crops hereafter.

BAND TO GIVE CONCERT EACH SATURDAY AFTERNOON

Last Saturday afternoon the band gave an hour's concert on the streets. This treat is to be repeated every Saturday afternoon, the weather permitting. This entertainment it is thought will be an added attraction for those who go to town on Saturdays, and will be a tangible return to the business men of the town who contribute to the support of the band.

A committee was appointed from the Chamber of Commerce about a month ago for the purpose of putting the band on a better financial footing and to assist in mapping out a program of instruction and entertainment that would meet with the approval of those financing the band.

Besides the Saturday afternoon concerts, and the regular weekly practice periods, the director, Prof. Thos. Colburn, has agreed to give for the benefit of beginners a period of individual and class instruction from two until six o'clock each Monday afternoon. As this instruction is the gift of the citizens of the community it is to be hoped that parents who have boys interested will co-operate to the end that the best results possible may be obtained. No one should enter the band and take up the instructor's time unless he intends to keep up the work and be present at every rehearsal.

One unique feature in aiding the band financially is to be furnished by Mr. C. R. Wilkinson. He has agreed to give half the proceeds of one show per month, to be given on Monday or Tuesday nights, in return for a band concert at one Saturday night show each month. When these shows are announced from time to time they should receive the liberal patronage of every one interested in a good band and a better community.

DENVER IS CROSS-SECTION SURVEYING OUT OF ESTELLINE

PERMANENT SURVEY NOW BE-
ING MADE OUT OF ESTELLINE
ON NEW DENVER LINE

We are informed that the Denver surveyors have begun cross-sectioning the survey out of Estelline to Lockney. Cross-sectioning means putting down of the grade stakes on the permanent survey, where the railroad track is to be laid.

The Denver people are putting everything in shape to begin construction just as soon as the permit is issued by the Interstate Commerce Commission, which will be finally heard in October.

WELLS AND MUNCY BUY BROOKS BARBER SHOP

Deck Wells and Bob Muncy have purchased the barber shop of J. H. Brooks, in the rear of Griffith's Confectionery, and are now in charge of same. Deck and Bryan Wells and J. H. Brooks are doing the work in the shop.

Mr. Brooks will continue with the shop as a barber for some time.

Verne Dillard and family of Lubbock are here this week visiting in the Brewster families.

LOCKNEY COUNTRY WILL BUILD FAST

BEST CROP YIELD IS INSURED
BY RECENT RAINS—MUCH
BUILDING THIS YEAR

Recent rains in the Lockney country have insured one of the largest crops of maize, kafirs and cotton that has ever been raised in the history of this section of the state. The rainfall in this section of the county has been ample during the entire spring and the row crops have not been retarded in growth for lack of moisture. The acreage planted to sorghum grains and cotton this year is also considerably larger than at any previous time, and the farmers and merchants are looking forward to the best crops and best business conditions for this fall.

Hundreds of prospectors are visiting this section each week, and the commercial club, real estate dealers and newspaper are flooded with letters from farmers in the drought stricken parts of the state, wanting to rent farms and trade property in other places for farm land on the Plains.

The fact that there has never been a complete crop failure in Floyd county is appealing to the immigration very strongly this year, and many new families are moving into the county every week at this time, and many more have come, looked at the country and gone back to prepare to come here to make their homes.

More than four inches of rain has fell over the Lockney country during the past two weeks, and this added to from one-fourth inch to one and one-half inch practically every week for the past three months has put the very best season in the ground for the growing row crops and has put the land in perfect condition for the preparation for the planting of wheat during the fall months. The cotton crop of Floyd county this year is estimated at from fifty to sixty thousand bales and the sorghum grain crop at from 1,500,000 to 2,000,000 bushels. The crops were never cleaner nor in better condition than they are at this time.

Lockney is also putting on new life this year, and much building activities are beginning and are to begin at once. With the granting of the charter for the building of the Fort Worth & Denver South Plains Railway, which is to be built from Estelline through Lockney to Lubbock, the town will put on the biggest growth in its history, and much building will have to be done as there is not an empty business or dwelling house in the town now, nor has there been any vacant houses for many months. This being a fact the Lockney Chamber of Commerce has staged a campaign to induce the building of more homes both in the town and country. Committees have been appointed to call on land owners and induce them to build houses. Local lumber concerns have been asked to furnish plans for standard houses of various sizes, and these committees will make every effort possible to induce the landlords to do considerable building. One person who owns seven sections of land northeast of Lockney is very favorable to the proposition, and states that if desirable renters can be secured that twenty-seven houses will be built on this tract, a house being built on every 160 acres of the land. Other land owners with large tracts will also build tenant houses if desirable renters can be secured.

There is only 40 per cent of Floyd county under cultivation at this time and 87 per cent of the entire acreage of the county is tillable, yet with this small per centage in cultivation Floyd county leads her nearest competitor in West Texas by nearly \$1,500,000 in farm products every year. With the coming of the new Denver line of railroad the northern and northeastern part of the county will be cut into small farms of from 80 to 160 acres and hundreds of new families will be added to our rural population.

Plans are being carried forward at this time to supply the farms in the shallow water belt, which extends from the west line of Floyd county to several miles east of town, with electricity for power for the pumping of irrigation water, and it is figured that with electricity and motor power, farmers can dig and equip a well that will furnish from 1,500 to 2,000 gallons of water per minute for from

GIRLS OF NORTHWEST TEXAS METHODISTS TO MEET

Canyon, Aug. 1.—The annual girls' camp of the Northwest Texas conference of the Methodist church will take place at the Baptist encampment grounds eighteen miles southeast of Canyon, Aug. 15 to 24, with Mrs. Tom C. Delaney, of Memphis, as general manager. Mrs. Delaney stated today that there would be about two hundred and fifty girls in the camp. The ten days outing will be used for serious pursuits as well as recreational. Mrs. Eldridge of Tahoka, will conduct classes each day in mission study. Mrs. Louis Stuckey of Abilene will give lessons in story telling and act as platform manager.

Mrs. George W. Truitt, assisted by Gwendolyn Price of Hereford, and Eula Hancock of Canyon, will have charge of Physical activities. The Y. W. C. A. and the band of the West Texas State Teachers College will furnish special programs. L. F. Sheffy, superintendent of the Canyon Methodist Sunday School, will give a lecture on the subject, "Why I Like Young People."

Official chaperons of the camp will be Mrs. J. Frank Potts, of Abilene; Mrs. Garvin, of Dalhart; Mrs. Stocking, of Plainview; and Mrs. Clements, of Shamrock. Groups of girls from any denomination are invited to join the Methodist group if they are properly chaperoned. Several scout groups and Sunday school classes from denominations other than the Methodist expect to attend the camp. Happy, Texas, will be the camp's post office and Miss Corine McReynolds, of Canyon, will be the official post-mistress for the camp. A small store will be maintained on the grounds for the accommodation of the campers who are instructed to bring their own cots, tents, bedding, and food.

BUMPER CROPS IN PAN- HANDLE IS FORECAST

Amarillo, Aug. 1.—With July rainfall setting a record for a 14-year period, the row and cotton crop of the Panhandle country is far above normal at this time of year and gives every indication of a bumper yield this fall.

Precipitation in the Panhandle during the past month averaged about six inches, totaling 5.53 in Amarillo against 3.17 as the normal since 1909 and is sufficient to mature kafir, maize, and other sorghum and row crops in addition to giving ample moisture for planting of Fall wheat on a large scale.

Those who follow farming conditions in the Panhandle see in the recent rains a big wheat crop in 1925. They point out that Winter snows and Spring rains are all that will be needed to produce a large grain yield next Spring. The July moisture has thoroughly seasoned the country and Fall rains for wheat, once it is up, are not desired.

Acreage this year in maize and sorghum crops is unusually heavy. The cotton acreage is about the same as in 1924; however, the condition of the crop is far ahead of that last year at this time.

J. H. McGehee and wife of Ontario, Calif., arrived for a visit with their son, Wm. McGehee and wife. Mr. McGehee is an old-timer in the Lockney country, having lived here for many years, and still owns considerable property near town. Mr. and Mrs. McGehee will be here for three or four months on this trip. Mr. McGehee states that if the charter is granted the Denver railroad, he will cut the section he owns north of town into 80-acre tracts and sell it out for farm homes. The McGehees were residents of Floyd county before the county was organized.

\$1,500 to \$2,000. The average rainfall over a period of 20 years in the Lockney country has been 26 inches annually, and good crops are raised most every year, but with irrigation the yield can be doubled and this section has an inexhaustible supply of underground water and all that has retarded the irrigation possibilities has been the high cost of pumping machinery, and when this problem is solved by getting cheap electric power there will be hundreds of small 20 to 40 acre truck farms around the town of Lockney. Truck farming in this section has been proven and most all truck that can be grown in a temperate zone makes abundant yields in the shallow water belt of the Plains.

THE ISIS THEATRE T OOPEN AUG. 13TH

CHANGE NAME OF THEATRE
WHEN C. R. WILKINSON AS-
SUMES MANAGEMENT

Beginning next Thursday, Aug. 13, C. R. Wilkinson will again be in charge of his theatre, which has been leased out for the past six months.

Mr. Wilkinson will change the name of the theatre from Olympic to "The Isis Theatre." The entire house in and out side is undergoing a thorough overhauling and repairing and will be in first class shape to receive the patrons when Mr. Wilkinson assumes the management again.

Mr. Wilkinson has signed contracts for the best line up of pictures that have ever been shown in West Texas, the contract calling for Paramount's "Golden 40," including the "10 Commandments;" 24 pictures picked from 40 of Metro-Goldwyn's best pictures, Warner Bros. "Big 20" pictures, none better, and 20 pictures picked out of 80 Fox Film Productions, including Tom Mix pictures, making 84 of the very best pictures that money can buy to be shown here within the next few months.

Mr. Wilkinson states there will be no more cheap pictures shown in his theatre, and the pictures shown there from now on will be of the highest type, morally, all being clean and educational, played by the very best talent and from the very best senior writers.

J. M. ADAMS BURIED AT PLAINVIEW FRIDAY

The funeral services and burial of the remains of J. M. Adams, editor of the Plainview News, were conducted in Plainview Friday afternoon. The funeral services were conducted at the First Christian Church at 3:30 o'clock and interment followed at the Plainview cemetery.

The remains arrived in Plainview Thursday afternoon from France, having landed at Freeport on Wednesday.

J. M. Adams died in Toulon, France May 10th, and was shipped to Plainview on June 6th, being en route one month and 23 days.

PANHANDLE COTTON CROP BE 523,700 BALES, BELIEF

Amarillo, Aug. 1.—Thirty-six counties in the Panhandle of Texas will produce 523,700 bales of cotton this fall, according to a story to be carried Sunday in the Amarillo Globe.

The figures are based on estimates by the Globe following a tour of the section by a member of the staff. The reports show that the Panhandle will produce the greatest row and cotton crops in its history.

The sorghum grain crops are said to be the finest ever and the prospects for winter wheat are excellent.

The cotton estimate announced is around 80,000 bales above the production in this territory last year.

ARREST MADE AFTER FATAL CRASH

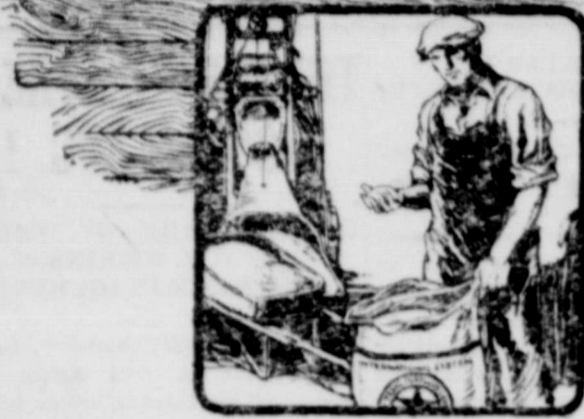
Wichita Falls, Aug. 2.—J. S. Sisson, a painter, was instantly killed; his wife and 6-year-old son and D. V. Weems and Mrs. M. Ray were painfully injured at 2:30 o'clock Sunday morning when the touring car in which they were riding was struck from the rear by a high-powered car. The Sisson car was hurled 125 feet and Sisson is believed to have been killed instantly. The injured were rushed to a hospital where it was discovered that none was seriously injured.

Later in the night, D. L. Tipton, a former drug store owner of Wichita Falls, was arrested and placed in jail. Sunday morning a charge of driving an automobile while intoxicated was filed against him. Further investigations are being made.

According to the information obtained by officers, the Sisson family was returning home from Holiday, and at a point about three miles from Wichita Falls, their car was suddenly struck from behind. The high-powered car which figured in the case did not stop, Weems told officers.

Fragments of broken parts of the automobile were found at the scene, and later a car was found which gave positive evidence of having figured in a smash, officers report.

The car in which the Sissons and their friends were driving was completely demolished.



**A Super-Grade Cement
—It Even Looks Different—**

Take a handful of LONE STAR Cement out of a sack—feel it—look at it. It even looks different than ordinary cement.

20 years' experience in cement making, combined with years of painstaking research has resulted in the perfection of the International Wet-Blending Process, now used in the manufacture of LONE STAR Cement.

Cement manufacture, as carried on in the mills of the Texas Portland Cement Company at Dallas and Houston, is an exact science.

With the International Wet-Blending Process of manufacture, the chief chemist and mill superintendent can always come within 1/10 of 1% of the quality at which they aim. Guesswork has been eliminated.

The International Wet-Blending Process, regarded as the last word in cement production efficiency, results in a quality 50% above the requirements of the U. S. Standard Specifications.

Yet this super-grade cement costs no more. It has our unqualified endorsement.



HIGGINBOTHAM-BARTLETT CO.

LOCKNEY, TEXAS

LONE STAR Cement Lumber Plaster
Paint Lime Brick Roofing

Ask us for cost figures and other facts on repairs, improvements and construction of any kind. Valuable information supplied without obligation.

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.

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It is but natural for you to want your own little home, but the necessary capital is often hard to get. We are in a position to help you finance a home, and you will find our years of service in planning and building will be of great benefit to you.

The money that you would spend for rent will easily and quickly pay for the new home. Let us explain how easily this can be done.

**HIGGINBOTHAM-BARTLETT
LUMBER COMPANY**

PHONE No. 55

LOCKNEY, TEXAS

Personal Mention

Wilson Cope of Desdemona is here this week visiting with relatives.

Miss Constine Guest of Haskell is here visiting Wm. McGehee and wife. Song service will be conducted by Prof. R. M. Morgan. Everybody invited to attend these services.

Henry Miller and wife of Weatherford, Texas, were here this week visiting M. H. Ragle and family.

T. L. Griffith and wife returned Friday from a three week's vacation spent in Colorado and Wyoming.

Mrs. Ola Brower of Texarkana, arrived Wednesday for a visit with her brother, G. S. Morris, and family.

Elder C. W. Stubblefield will preach at Lone Star Church of Christ Friday night, Saturday night and Sunday.

Fred Bruce and wife of Hooker, Okla., are here this week visiting the families of Floyd Huff and W. C. Watson.

Mrs. M. H. Ragle and children returned from Santa Fe, N. M., this week, where they have been visiting relatives.

C. W. Jones of Faulkner, Miss., has been here visiting L. A. Rogers and family, but has returned to his home in Mississippi.

Mr. and Mrs. Wm. McGehee and Mr. and Mrs. Ross Stark, and Miss Constine Guest visited with relatives at Olton Sunday.

Mrs. Thelma Brazzel and children of Slaton, have been here this week visiting her parents, Mr. and Mrs. Theo Griffith.

J. M. Dobbins of Seymour, who has been here visiting his daughter, Mrs. J. H. Brooks, left the last of last week for Idalou to visit.

W. A. Dobbins, of Seymour, brother of Mrs. J. H. Brooks, who has been here visiting her, left Saturday for points in Colorado on a visit.

Misses Ruby and Melba Collier and Master Isam, Jr., of Crosbyton, are here visiting their grandparents, Mr. and Mrs. M. H. Ragle, this week.

John Cone of Wise county, who has been here visiting his brother-in-law, E. R. Harris, and also prospecting, left Tuesday morning for his home.

Mrs. W. A. Hood, who lives east of Lockney, was carried to the Plainview sanitarium by Dr. S. M. Henry Monday, where she was operated on for appendicitis.

Mrs. A. H. McGavock arrived this week for a visit with the Baker families. She spent the summer at Lyon, Colo., but will return from here to her home in Littlefield.

Noah Smalley and W. B. Ferguson returned Monday night from points in Oklahoma, where they have been visiting Mr. Smalley's sister, and relatives of Mr. Ferguson.

Dewey Floyd came down from Amarillo Sunday, where he has been at the bedside of his wife, Mrs. Floyd is improving very fast now, and it is hoped she will be able to come home the last of this week.

Grady Crager returned Monday from a trip to Altus, Oklahoma City, Lawton and Medicine Park, Okla. While away Mr. Crager attended some lectures in Oklahoma City on embalming.

Preaching at Lone Star

Mr. and Mrs. Ben O. King of Collinsville, Texas, have been visiting their cousin, Albert King, north of town, also looking the country over for a location. They were very much pleased with Lockney.

Lockney Home Demonstration Club
The Lockney Home Demonstration Club met Thursday, July 23, in the home of Mrs. W. L. Whitt. The attendance was fairly good. In the absence of our president, Mrs. Dines presided.

Miss Faulkner gave a very interesting talk. She urged all to be preparing something for the fair. We hope every member will make something for the fair. It will be beneficial to you whether you hope to win or not. It will show your loyalty to your club. Look over the fair exhibit list in the back of your year book and decide what you want to make.

The demonstrations on pickling and drying vegetables by Mrs. McGehee and Mrs. Savage were very interesting and instructive.

Our next meeting will be Aug. 13th, and the following program will be rendered.

Hostess—Mrs. R. O. Starks.
Rol Call. Order of Business.
Leader—Mrs. H. B. Adams.
Subject—Jellies and Preserves.
Demonstrations by Mrs. Theo Griffith and Mrs. Collier.

The second meeting in this month will be omitted and we will visit the winners in the Better Kitchen Contest Aug. 26th.

The next meeting, Aug. 13th, will be in the home of Mrs. R. O. Starks.—Reporter.

**A. F. & A. M. Meet
Saturday Night**

Regular meeting of the Blue Lodge Saturday night. All members urged to attend.

**Gives Wife Adlerika
For Stomach Trouble**

A merchant whose wife had stomach trouble finally gave her Adlerika. It helped her at once. The pleasant and QUICK action of Adlerika is surprising. It helps any case gas on the stomach unless due to deep-seated causes. It is excellent as an intestinal evacuant and a wonderful remedy for constipation—it often works in one hour and never gripes.—Lockney Drug Co.

Happy Go-Lucky Club

The Sewing Club met Tuesday, Aug. 4th, at 3:30 o'clock in the home of Loreta Dagley.

We again report one new member, who is Glenna Collins. This makes a record of sixteen members.

We are very sorry to report that Nell Kester, one of our members was sick and did not get to meet with us.

After all sewing was finished, sandwiches, cake and lemonade were served to the following: Elsie Meriwether, Sallie Middleton, Edith Hughes, Frances Savage, Loreta Dagley, Margaret Collier, Winnie Grace Hughes, Mary Lou Hammonds, Glenna Collins, Ellie Lee, Grace Harper, Mayme Lou Jarigan, and Ruth Lee.

The next meeting will be held in the home of Frances Savage at 3:30 o'clock on Tuesday, Aug. 11th.

All girls from 13 to 16 be present.—Reporter.

Young Men

If you are interested in the latest, snappiest merchandise for Young Men—

—COME TO—

**The Men's Store
WE HAVE IT
"Everything for Men"**

The Little Store that appreciates your business.

PHONE 133

**The Men's Store
OTIS HARRIS**

**BOSTONIANS
Shoes for Men**

BLOOD PURIFIER

HALL'S CATARRH MEDICINE, a Combined Treatment, both local and internal. It has given wonderful results in the treatment of Catarrh and Blood Diseases for over 40 years. Ask your druggist. P. J. Cheney & Co., Toledo, Ohio.

ANNOUNCEMENT

We are pleased to announce, effective June 1st, 1925, the Texas Utilities Company has reduced the first step in the lighting rates one cent per Kilowatt Hour.

TEXAS UTILITIES COMPANY



Looking good never counts as much as making good.

With the growing recognition by our farmer friends of poultry as a means of increasing the cash income, this bank feels that the level headed farmer will do well to increase his flock this year.

Raise more birds for market than ever—cull out the non-layers and feed more carefully for egg production.

On many farms—cream and butter are now the best currency in hand. The price is relatively high and staple.

THE FIRST NATIONAL BANK

"The Bank Behind the Farmer"

"There is no Substitute for Safety"

WHITE SEWING MACHINES

ELECTRIC AND FOOT POWER

We have accepted the agency for White Sewing Machines, and have them in both Electric and Foot Power machines. Come in and let us show you these machines, they are they very best that can be made.

G. S. MORRIS

Groceries, Hardware and Undertaking Goods

"Where Price and Quality Meet"

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INSURANCE SERVICE

For the best service in ALL KINDS of INSURANCE See—

GRUVER INSURANCE AGENCY

Fone 148 "Trade in Lockney"

BELLE OF WICHITA FLOUR

We are expecting a car of BELLE OF WICHITA Flour the last of the month, and as we have bought this flour at the right price we can save you money on your flour bill, and ask that you let us supply your flour needs on th earrival of this car.

PLENTY OF FRESH GROCERIES AND MEATS AT ALL TIMES.

RILEY & BREWSTER

GROCERIES AND MEATS. PHONE 10.



Away From The Crowds

America is still undiscovered, still waiting to be discovered—by you!

into the delights of the unknown. Leave the beaten path to others. Go where you will—whether the road is paved or not.

It is the car of the true adventurer; the car that no going—be it sand, dirt or rocky road—can halt; the car that will take you safely, certainly and happily to where nature hides her true loveliness.



Runabout - \$260 Tudor Sedan - \$580
Touring Car - 290 Fordor Sedan - 660

On open cars demountable rims and starter are \$85 extra
Full size balloon tires \$25 extra. All prices f. o. b. Detroit

SEE ANY AUTHORIZED FORD DEALER OR MAIL THIS COUPON

Coupe \$520 F. O. B. Detroit

Please tell me how I can secure a Ford Car on easy payments:

Name
Address
City State

Mail this coupon to Ford Motor Company Detroit

W. M. U. Met With Mrs. Walker
The W. M. U. met in a business and social meeting July 27th at the home of Mrs. Y. F. Walker, with Mrs. Mack Whorton as joint hostess.

Eastern Star to Meet
Friday Night
The Order of Eastern Star will

meet in regular session on Friday night of this week. All members are urged to attend.

After the business meeting we spent a very pleasant time socially, after which we were served with delicious pear La-mode and wafers.—Reporter.

PALACE BARBER SHOP
Successors to Brooks' Barber Shop
WELLS & MUNCY, Props.
We will appreciate the continuance of the patrons of this shop, and invite all our old friends as well as new customers to let us serve them in our new location.

Bring Me Your Battery and Tire Work

I have opened my battery and tire repair shop in the rear of the Lockney Auto Co., where I will be better prepared to handle your Battery and Tire work.

Batteries Recharged and Repaired. Tires and Tubes Vulcanized and Repaired.

BRING YOUR TROUBLES TO ME
SAM LIVINGSTON

PLAINVIEW SANITARIUM NEWS

Aug. 3.—Marion Crouch of Hale Center is in the sanitarium suffering from a broken leg, caused in an automobile accident.

The 7-year-old child of Edwin Ragley of Dimmitt, underwent a tonsil operation last Sunday at the sanitarium and is doing nicely.

Mr. and Mrs. H. B. Walker of Hale Center are the happy parents of a fine baby boy, which came to them in the sanitarium on last Thursday. Mother and babe doing nicely.

Earl Simpson of Silverton is doing fine since undergoing an operation for Hernia.

Miss Bertha Holloway of Turkey is doing nicely after undergoing an operation for appendicitis.

Mr. A. M. Brownlee of Dimmitt, Texas, is in the sanitarium under medical treatment.

Mrs. G. W. Whitehead is in the sanitarium under care of physicians.

Wayne Boyd of Hale Center, who recently underwent a spinal operation is doing quite well.

Geo. Smith of this city, who is in the hospital will soon be able to leave since an operation for appendicitis.

Mrs. Joe Cox is resting well since an operation of a few days ago. Mrs. Cox lives north of Lockney.

The young son of M. D. Herring of Matador, Texas, was in the Plainview sanitarium last Thursday and had his tonsils removed.

Carrol Cox, son of L. P. Cox, was carried to the sanitarium last Thursday where his finger was removed.

Mildred and Earnest Lawson of Hart, Texas, both had their tonsils removed last week.

Mr. and Mrs. L. B. Rose of Olton, Texas, are the happy parents of a little baby girl, which arrived at the Plainview sanitarium on last Wednesday. The mother and baby are doing fine.

Mr. E. Dial of near Plainview, had his left arm amputated on last Friday. Mr. Dial is doing well.

Miss Vena Hamm of Turkey underwent an operation for appendicitis last Thursday, and is recovering nicely.

Mrs. J. C. Owens of this city underwent a successful operation for appendicitis recently.

Mrs. R. F. Frye of Floydada is in the sanitarium at present for medical treatment.

A. H. McGavock of Littlefield had an operation last week and is resting well since.

Mr. B. H. Warren's little daughter was in the Plainview sanitarium where she had her tonsils removed last week.

Miss Lora Hancock of Tulia is in the Plainview sanitarium under medical care of physicians.

Mr. W. H. Robertson of Hale Center had a successful operation for appendicitis on last Thursday.

Mrs. R. C. Alvey of this city is in the Plainview sanitarium for medical treatment.

Mack Peret is resting well since an operation for appendicitis.

Mrs. J. F. Burgess of Kress will undergo an operation for appendicitis Aug. 3rd.

Aiken Home Demonstration Club
The Aiken Home Demonstration Club met with Mrs. Henry July 8. There were about twenty members present.

The demonstration on cold desserts and beverages was given and was enjoyed by all, especially the serving of the delicious ices.

The next meeting will be at Mrs. A. P. Shugart's.

The Aiken Home Demonstration Club meeting, which was to have been held at the home of Mrs. A. P. Shugart, was postponed on account of the Methodist revival.

The next meeting will be held the second Wednesday, Aug. 12th, time, 2:30 p. m.

Hostess—Mrs. Dick Parish. Roll call. Order of Business.

Leader—Mrs. Dr. Jones. Subject—Jellies and Preserves. Demonstration by club members. Adjournment.

Everyone come, let's make this meeting interesting.—Reporter.

PROVIDENCE
Aug. 3.—Mother Kennedy and Donald Morter of Fort Worth arrived Saturday night to visit at the Kennedy home a few weeks.

A fine shower fell here Wednesday of last week, about one inch fell.

Mrs. Boedeker is entertaining her sisters from Brenhen this week.

Doris Ooley of Plainview is spending the week with Gladys Smith.

Quite a crowd attended the party at Sam Wright's Saturday night.

Mr. and Mrs. Gilbreath of near Whitfield spent Sunday with their son Wes and family.

Mr. Dieter and family arrived home from Olney Wednesday, after a two weeks' visit there.

Quite a few attended the play at the school house Saturday night.



TALK IT OVER WITH HIM

Since the boy of today is the man of tomorrow, you owe it to him as well as to yourself to talk over the problems of life with him and give him the benefit of your experience.

One of the most vital lessons is that taught by the Bank Book. A marked step in your boy's life is recorded when you show him the value of a Savings Account.

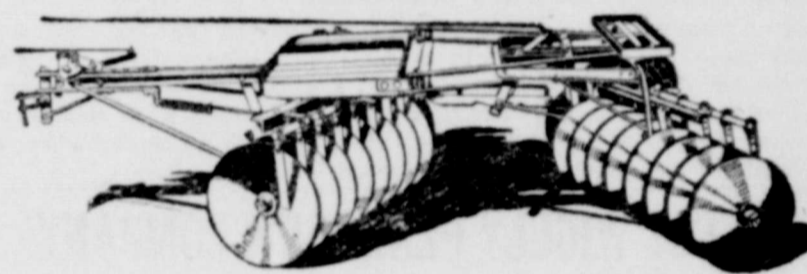
We invite you to come here and have your talk where surroundings will give added weight to what you say.

SECURITY STATE BANK

Capital \$25,000.00 Surplus \$2,500.00
Carl McAdams, President, Mrs. W. D. Long, V.-Pres.
Geo. T. Meriwether, V.-Pres., J. C. Broyles, Cash.

WE WILL APPRECIATE YOUR BUSINESS.

Good equipment makes a good farmer better



A McCORMICK-DEERING DISC HARROW FOR YOUR TRACTOR

Made Exclusively for Tractor Use.

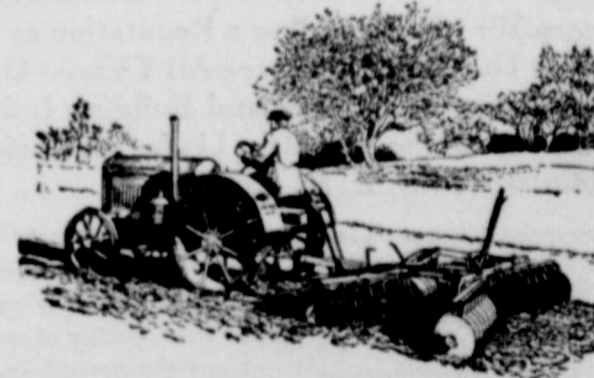
McCormick-Deering Tractor Disc Harrows are built in 5, 6, 7, 8, 9 and 10 foot sizes, and can be equipped with 16 or 18 inch disks.

Tractor Discing is hard, rough work, so McCormick-Deering is built with big, durable bearings that are equipped with oil-soaked, hard-wood bushings. These are very durable, and almost frictionless. They are also reversible to four positions, which makes them wear just four times as long as non-reversible bushings.

Compression grease cups insure efficient lubrication. These bearings are completely closed against dust and sand.

McCormick-Deering is Built Equal to Hard Work

Its sturdy construction and provision against twisting strains insures a frame equal to the heavy working conditions to which a tractor disc harrow is often subjected and without unnecessary weight.



N. W. MORGAN & CO.

The Home of the McCormick-Deering Line

HERE TO STAY

The Old Reliable Jeweler and Optometrist. First-class work and satisfaction over a period of years is our best advertisement.

F. M. KESTER, Jeweler and Optometrist
At Lockney Drug Company.

The Isis Theatre

NO MORE OLYMPIC, NO MORE CHEAP PICTURES — NOTHING BUT THE BEST.

I wish to announce to my friends and old customers that I will open up for business Thursday, August 13th, and my house will be overhauled in and out side, and will make every effort possible to give the good people of Lockney and her territory the cleanest, best and most educational pictures that money can buy.

I have made a very careful study in the selection of 84 pictures which I have picked from 240 pictures of the "Big Four" Film Companies, consisting of Love Dramas, Northern Stories, Outdoor Stories, and Educational pictures, and must say these 84 pictures as a whole are the most expensive pictures on today's market. C. R. WILKINSON.

WILL OPEN AUGUST 13th & 14th
With Warner Bros. Big Special
"RECOMPENSE"

Featuring two of our old stars that everybody loves, Marie Prevost and Monte Blue, assisted by John Patrick, John Roche, Etta Lee, Wm. C. Davidson, Virginia Browne Faire, Charles Stevens, Geo. Siegman.
ADMISSION 10c and 30c

SATURDAY, AUGUST 15th—
WARNER BROS. "RIN-TIN-TIN,"
The Wonder Dog of the World, in
"FIND YOUR MAN"

A rapid fire action drama of the adventure of two loyal pals, which is even more startling than "Where the North Begins." Presented by an exceptional cast headed by June Marlowe, the screens most beautiful and talented discovery, and Eric St. Clair.
ADMISSION 20c and 35c

Big Band Concert in Front of Theatre
on Thursday Night
FREE Everybody Invited

PLAINVIEW ABSTRACT COMPANY

Located in Plainview in the O'Keefe Building on North Broadway, One of the Most Prominent Professional Firms of the Community—Scientifically Equipped to Shut Out All Possible Errors and Omissions by Having Systems of Abstract Equipment Made from Public Records, Under the Efficient Direction of Mr. W. A. Morter.

In this review of the community it is highly important that we give commendable mention to the very excellent service rendered the public by this efficient abstract and title company, in the fact that it gives a service that is complete and reliable.

The progress of the community promises during the next few years to proceed by great leaps and bounds and during this term of expansion there will be thousands of sales of property, and this company offers the people a service that will eliminate all element of risk on the part of the purchaser. In this section of the country, as in all counties, the question of title often causes the new purchaser an endless amount of trouble. This concern has all the information at hand so if you are thinking of mak-

ing a purchase all you have to do is call at the abstract office and interview either of the very efficient manager or assistant and explain to him what property you desire to purchase. Or a card or a letter will answer the same as a call at their office. Either will take the matter in hand and look up the title and give you all the information and data including all claims and irregularities.

There is a great satisfaction in knowing that when you consult this firm you are in conference with an authority upon the matter of abstracts and titles. Their clients have found their service not only satisfactory and courteous, but also reliable and there is little wonder that the number of people placing matters in their hands steadily increase.

COOPER ELECTRIC COMPANY

Located at 813 Broadway in Plainview, is Operated Under the Able Direction of Men Who are Expert Electrical Engineers and Who are Thoroughly Conversant with Every Feature of This Important Business.—They Offer the Public Metropolitan Stock, Service and Work.

Superior to the vast majority of electrical establishments and surpassed by none either in general excellence of work or superiority of materials used, this well-known firm has continued its successful career because the management and assistants are among the most efficient electricians of this part of the state.

They have a most complete stock of fixtures and appliances and have a line that has been chosen with a view to furnish anything you might want in this line. Here it is possible to select fixtures that are in keeping with the rest of your furnishings and they are offered at very reasonable figures, the quality and market conditions

considered. If you are going to have any electrical work done or need any new fixtures see and talk the matter over with them.

One might devote much space to a further description of their modern place and high grade stock, but let it suffice to say that you will find there just what you would expect to locate in the headquarters of such an establishment as they maintain. We are pleased in this business review to compliment this well-known concern and suggest that our readers take it into consideration when making purchases or desiring work in the electrical line.

PIGGLY WIGGLY PLAINVIEW COMPANY

Located at 710 Broadway in Plainview, One of the Most Popular Food Emporiums in Plainview. Under the Management of Mr. J. W. Walker.

There are many reasons why the name PIGGLY WIGGLY has become so popular with the people of Plainview and surrounding territory. It can be easily seen why they have grown from the initial store and are continuing to grow. All stores have same prices, same service, just more convenient for the economical shopper.

There is nothing mysterious, no secrets that competing imitators are unable to survive with Piggly Wiggly just more groceries for less money. Although the groceries are of the best and are always fresh and of popular brands. But groceries aren't all that you get when you buy of Piggly Wiggly, you get the best kind of service because you help yourself, you get money in your pocket because you pay the lowest prices, you get no bothersome bills because you pay cash you get immediate delivery because you carry home your purchases.

That's why they have grown so rapidly.

Why other grocers can't compete is no mystery or secret either because of their enormous buying power, no clerk hire, no delivery expense, no credit losses, telephone or order clerks. The purchaser gets the advantage of these savings.

In a Piggly Wiggly store you don't have to out talk a clerk to keep from buying what you don't want and you don't have to ask prices on any article in the store for their goods are attractively and conveniently arranged with price tags in plain figures. Although the checker in charge is always glad to answer questions.

We take great pleasure in referring our many readers to call on their Plainview store and be convinced of the exceptional low prices and their system of Piggly Wiggly metropolitan service "All Over the World."

HIGGINBOTHAM-BARTLETT LUMBER CO.

In Plainview at 306 East 6th Street, Under Competent Direction of Most Experienced Lumbermen is a Concern Which is Building a Reputation as Well as Houses That Will Stand for All Times—One of the Leaders in the Lumber and Building Industry in This Part of the Country, Under the Efficient Management of Mr. E. M. Osborne.

One of the essential features of any house, store or other structure is that it will stand the wear of years. The same is true of the reputation of any business firm, and that is why this concern enjoys an ever-increasing volume of business and popularity.

At the outset it realized that a satisfied customer is the best influence for more business, and it determined to build for this establishment a reputation that would be the envy of the lumber and building material trade. That it has succeeded in evidence by the large amount of patronage that it now receives and the amount of territory that its activities cover. With a knowledge of their business that always breeds success, they have gone into the world's largest markets and have purchased their supplies of the best quality and in quantities.

Therefore the people of the territory for many miles around are offered at very reasonable rates lumber and building materials of every description and of the very best grade. We will not attempt to detail the very

large stock that they carry. Suffice it to say this establishment of the metropolitan centers in point of extent of stock, quality of work and material and the general excellence of everything in the field of the lumber and supply business.

The contractors and builders, the farmers and the people generally have come to know that they can depend on this well known firm for just about everything that there is in the lumber and building material business. The reputation that they established for stock of quality and for straightforward dealing is bringing thousands of dollars to town that would go to some other trade center were this establishment not located here. It may be truly said this establishment is a valuable asset to the country, and in this edition, which calls to mind our forward progress we wish to direct your special attention to their commendable activity as one of the distinct features of our business and industrial efficiency.

PLAINVIEW WELDING COMPANY

Located at 6th and Baltimore Streets in Plainview, is One of the Leading Welding Concerns in This Part of the State, and Specializes in Work for Farmers and Other Out-of-Town Customers. They Give Prompt and Satisfactory Service. W. J. Lohman, Proprietor.

This is the most complete and efficient welding plant in this section of the state and enjoys a large patronage on account of the fact that they turn out work of class, get it done when promised and that their charges are reasonable.

The manager realized when starting into business that it was necessary to equip his place in the most complete modern style and has installed the latest of scientific machinery for the welding of steel and other metals of any size and shape. This service is a great accommodation to the people, such as autoists, manufacturers and farmers, in fact everybody has found the work will not only be executed correctly, but that the part will be as strong, if not stronger than originally, be welded at much less cost than the getting of a new part and that it can be done in a

short time, thus saving the public endless delay in ordering new parts.

In charge are welding craftsmen of unusual skill and ability and the work has the commendation of everyone. No matter what may be broken you should take it to them and they will tell you what can be done. If for any reason it cannot be repaired or is not worth the cost of repair they will tell you.

In arranging for your work if you find any of your machinery broken take it to them and you will find they can repair it quickly and at a reasonable price.

This firm is one of the largest welding concerns in this part of the state. It is known throughout this district for the efficiency and promptness of its service. It is headquarters for welding and machine work for all the people of this territory.

Spencer & Dallinger, Plumbing and Heating

Which is Located on Broadway in Plainview, is an Expert Heating and Sanitary Engineering Firm That Has Kept Abreast the Times—They are Prepared to Equip the People of This Territory with Heating and Plumbing Systems That are of the Highest Quality and Efficiency.

Metropolitan service of the highest order is offered the people of this section by the Spencer & Dallinger Plumbing and Heating Co.

No matter what problem you may have in the heating line, all you have to do is to consult with them and they will be able to solve it to your satisfaction and advantage.

Efficient and dexterous by reason of the knowledge that comes from having mastered all the intricate technical problems of this profession and supreme in the prestige that comes from the use of the finest materials, they have built up an extensive patronage in this section of the state and have won for themselves and their establishment in Plainview high regard. Here you will find equipment and fixtures scientifically correct and latest designs in the greatest variety and a stock that is full and complete.

Bath tubs and bath room necessities there are in great profusion and you will find in this department that

the wide experience of the firm will accrue to your advantage.

Anyone interested in the most modern and efficient and reasonably priced plumbing and heating systems will do well to have a consultation with them.

All of the other features of the plumbing and heating trade are well handled by them and every detail is given the most painstaking care. Honest and straightforward in their business policies, they are among the prominent men in the commercial world in this section and we wish to commend them to all our readers who may be in need of anything in this line.

You will find that they are competent to qualify as experts, while the wide knowledge gained through years of experience and efficient service will enable them to save you no small sum in estimating work of every character.

J. C. GOODWIN, ARCHITECT

With Offices in the 3rd National Bank Building in Plainview, is One of the Most Experienced Members of this Important Profession Who Has Participated in the Work of Many Modern and Costly Structures and Homes and Who Now Enjoys a Large and Ever Growing Clientele Because of His Most Satisfactory Service as One of the Most Progressive and Reliable Members of His Profession.

In the solving of the problems of the day there is no profession that has come into prominence more in the past few years than that of the architect, and in this respect we desire to refer you to this well-known architect which has greatly aided in the emergency by reason of his craftsmanship and ability to grapple with the building problems of today.

He is thoroughly competent to solve all your building problems for you. He is a practical man at the business and receive the training through study and practical experience. In addition to this he keeps thoroughly abreast of the changing times by wide reading of the new and approved methods in building as well as in the styles of the architecture of the day. He employs men who are workmen of ability, and this coupled with the use of the best of materials, gives his jobs a caste of class. No matter what kind of work it may be that you

desire accomplished, big or little, he will give you the best of service at reasonable prices.

This well-known architect is thoroughly conversant with all the details of this important profession, and the publisher wishes to compliment him upon his efficiency and superior service.

Among the noteworthy examples of Mr. Goodwin's work might be mentioned Wayland College, First National and Security State Bank in Lockney.

J. C. Goodwin has advanced rapidly in the profession and does house planning and home building work as well as public and semi-public building. He is most prominent and well known in the profession throughout state and has hundreds of clients in Plainview who rely upon his judgment and advice in all building matters, large and small alike.

G. G. MCKINNIS, CHIROPRACTOR

Located at 629 1-2 Broadway in Plainview, is One of the Prominent Professional Persons of This Locality and Enjoys a Large Clientele from the City and Adjoining Territory. Mr. McKinnis is a Graduate of the Celebrated Palmer Chiropractic School. Phones: Office 146; Home 738J.

The practice of this well known chiropractor is increasing by rapid strides until he is today considered one of the leading professional persons of this section and consulted by many engaged in the same line of work, being a man of years of experience in the profession.

Science has made great advances in the last few years, and many of the old fashioned ideas have been discarded for the new results of science.

His practice has increased by rapid strides, and people go to his office weekly to consult him from all parts

of this and adjoining counties and the great work he is doing in the relief of the suffering is phenomenal. Then again, his patients come from the very best class of people, people of standing in the community in which they live.

We are pleased in this review to compliment him upon the merited success he is making and upon his excellent standing in the professional world and assure our readers at his office they will receive the very best of spinal adjustment.

FLAXMAN'S STYLE SHOP

Plainview's Home of Styles, Values and Real Service is Admirably Conducted in Plainview at 711 Broadway, is a Most Dependable Store, Featuring Ladies' and Misses' Ready-to-Wear and Millinery and Rendering a Personal and Distinctive Service to Each Individual Patron—Specializes Not Only in Superior Quality at Reasonable Prices, But Also in Courteous and Efficient Service—So Wide is the Selection That One May Suit Their Personality and Still Follow the Latest Modes.

With the approach of each season the thought of the modern person naturally turn to clothes for the new season, and in this vicinity that means that they take a new interest in the activity of this popular store, which is under the able direction of people thoroughly familiar with every detail of the business, for this establishment is the mecca for people from every walk of life who give more than casual attention to their personal appearance.

Every department in this establishment offers not only the highest quality, but at the most reasonable price possible.

The interior of this exclusive establishment is perfectly appointed and harmonizes with the exclusive vogue offered at such reasonable prices. An air of the metropolitan prevades the atmosphere, while at the same time one feels that they have entered the luxurious home of a friend rather than a mercantile establishment. This is not only because the utmost care and diplomacy has been exercised in the selection of the salespeople.

Here you will find garments for women and misses of all styles. There

is not another line on the market today that surpasses them and few have been able to approach either in style or quality the values offered in their line at such reasonable prices. Therefore it is not strange that this establishment is now the center of interest for many.

Throughout this entire store you will find the same high quality and whether it is one of these many little accessories of dress that are so necessary to the toilet of the woman of today or a selection from the comprehensive stock of ready-to-wear and millinery, the customers invariably find this establishment has provided a large assortment from which to choose. Another courtesy and accommodation which marks their very satisfactory service and distinguishes their's from the average store of this kind.

It is a pleasure for us to direct your attention to this store as one of the important features of the community's commercial efficiency. Its management is progressive and public spirited and numbers its patrons by the thousands. It is truly a modern and popular establishment.

J. W. BOYLE & SON MUSIC STORE

At 625 Ash Street in Plainview, Brings the World's Greatest Artists to You—All You Have to Do is to Go There and They Will Sing for You the Selections That Made Them Famous—Sales Agents for the Famous Brunswick Phonograph, and Records, Radiolas, Baldwin Pianos, Band Instruments, String Instruments at All Times for the Convenience of Their Customers.

Through the progressive efforts of one of the city's most popular firms the people not only of that city, but of all of the surrounding territory are afforded the opportunity of hearing the country's greatest opera stars. Many of the most renowned artists of the world are at your service and you need only step into this popular place and they will render the selections that have made them famous. This establishment is the agency for phonographs, which represent absolutely the latest in the world of music, and the greatest achievement of the world's greatest musical manufacturers.

The department for pianos and players and other musical merchandise is very complete, carrying standard line and the very latest of the day in all models and designs of the Famous Baldwin. They also carry a complete line of sheet music and player rolls.

There is only one Brunswick. Many have imitated this superior product, but the Brunswick has won it right to a distinctive class of its own. This popular talking machine not only faultlessly reproduces the work of both individual artists and musical organization but it offers exclusively the greatest artists in each particular field of music. These artists have chosen Brunswick as a means of bringing their charm to the public because they know that the Brunswick reigns supreme in the talking ma-

chine field. The Brunswick gives records an excellent interpretation. It is furnished in all the various models which represent the highest class of cabinet work. You can get it in any size and any finish.

The Brunswick Co., in selecting a Radio outfit, decided in favor of the Radiola, manufactured by the Radio Corporation of America. This popular radio combination will be found at this store.

The popular record department has attained a well merited name as being one of the most modern and complete in this section. They transact an extensive business in carrying a most complete line.

As a service to customers they conduct a mail department through which any record is sent parcel post insured. There are many times that it is impossible to get out of your home and this service is meant to meet this need. Either by calling him on the telephone or dropping a postal card with your request plainly written, you will receive your wants by return mail.

Therefore, we take pleasure in directing your special attention to the enviable record of the J. W. Boyle & Son Music Store and its spirited patriotic and progressive management. To the manager we wish to extend our compliments for their having maintained such progressive and reliable policies.

PERKINS & BLAIR, MEN'S CLOTHING

Whose Location is on Broadway in Plainview, Conduct a Modern and Up-to-Date Store in Every Respect and Maintain a Large Stock for the Accommodation of Their Patrons. Their Modern and Progressive Policies are Increasing Their Patronage Daily.

Clothing does not make the man but it does reflect his traits of character and gives a lasting impression, as to the part he plays in the affairs of life. The man of today requires that stock carried for his selection be replete and appreciates very much the efforts made by any dealers to supply his wants. This well-known store has made a genuine effort to give the men of this territory the service they demand and as a consequence this establishment adds to the efficiency of the community as a trading center.

Their store is modern in every respect and the stock carried, both from a standpoint of quality and assortment, would do credit to a much larger store. In the ready-made clothing department, lines nationally famous are featured. The selection of these lines shows their efforts to serve for it is found only in leading establishments and they have at all

times the newest and most attractive designs, and are now showing new summer styles.

The highest grade materials and most expert workmanship are used in making up these garments and in selecting one you will have a suit that is a distinct style and of the highest quality and at the same time at a reasonable price. They have given special attention to the furnishing department and the latest collars, ties, shirts, hats, socks and under garments are carried.

This progressive store is headquarters for Korrek Klotzes, Davis hats, Packard shoes, Harry Berger shirts, and the Fitz line of working clothes.

We want to direct the attention of our readers to this store and to assure them that whatever their demands in the way of clothing can be more than satisfied here.

FIRST NATIONAL BANK

The Plainview Bank That Prides Itself on its Courtesy in Addition to its Splendid Service—Is One of Texas' Foremost Financial Institutions Conveniently Located and Affords Adequate and Modern Banking Facilities Not Only for All Present Needs but is Designed to Take Care of the Needs of the Public for Banking Facilities for Years to Come.

This bank has proven to be a great convenience to the people of this section generally as it renders a metropolitan service in all financial matters. It is one of the important and essential features of the organization of the community which has given added impetus to the growth and development of the city and the community. It has materially assisted in the up-building of the country and has become indispensable to the community. It has always been known as strong, safe and conservative and its history of long and continued successful service to the people in every walk of life makes it an attractive institution. It renders bank service that is ably

presided over to render service in personal, social, domestic, industrial or a financial way to anyone. The First National Bank has enjoyed a splendid business and the officers look for a greater continuance of the steady growth it has enjoyed since its organization. The officers are among the community's most successful and well known men of affairs, who have for years intimately associated with the progress of not only the city but the community. In this comprehensive review of our onward progress we cannot fail to compliment them upon having a financial institution such as this well known bank.

GEM CAFE

Located at 610 Broadway in Plainview, is one of the Most Delightful Places in which to Eat in This Section—The Best Food is Served and the Service is Unexcelled.

This well-known cafe, has gained a name that has spread far and wide as a place where both the local and traveling public can more than satisfy their demands in the matter of obtaining good food. The menu consists not only of the prime necessities of life but many delicacies are offered that are inviting and tempting to the taste of the most fastidious. Cleanliness is one of the outstanding features of this modern cafe, and is not confined to the tables and silverware that are brought to the attention of everyone, but it extends to the kitchen and those places only frequented by the management and assistants. The food is prepared in such a way that to the uninitiated the thought at

once comes that here never was such a good place to eat. Poor restaurants are not the exception by any means, and it is a pleasure to have such a modern and up-to-date place as this to refer the stranger as well as local and every precaution has been taken to make it the best in this part of the country. The proprietor has made a special study of the restaurant business and consequently is striving to give the local people something just a little better all the time. He has arranged his place so that it is very attractive and insists that the service be prompt and courteous. We take great pleasure in complimenting the manager on the high order of his place and refer it to our readers without hesitation.

L. D. RUCKER, HIDES, POULTRY AND EGGS

One of the Well Known and Reliable Institutions of the Town, Operating at 212-14-16 East 5th Street in Plainview, that Pay the Top Price of the Market at All Times for Poultry, Eggs and Hides. They are Known for Their Reliable and Live Policies. Mr. Rucker Has Been Established in Plainview for Nineteen Years.

This is one of the institutions that has materially aided in the development of this section of the state and has especially been instrumental in aiding the progress of diversified farming in the community. They furnish the farmer with a most advantageous market for hides, poultry and eggs and therefore operate an institution that is of great economical value to the public. Their prices are far more favorable than would be secured by the people if they had to ship elsewhere, for it is a well known fact that this house pays the top market price at all times. Another feature of the very satisfactory service and accommodation which marks their dealings with the producer. The establishment is un-

der the direction of a conscientious and competent business man, and he has associated with him only such assistants as he can depend upon to render the most courteous and magnanimous service. They are always ready and willing to give you the latest quotations, and those wishing to market their produce to the best advantage will do well to get in touch with this well known house. We are pleased to compliment them and to give them in this review the prominent position that their progressive and reliable policies have merited. We assure our readers that at this establishment they will receive the best of treatment and the highest market prices.

JARVIS, TULL & CO., FARM MACHINERY

With Extensive Establishment in Plainview, is the Most Extensive Dealer in Implements in This Territory, and Features Such Well Known Lines as the McCormick-Deering, International Harvester Lines. Webber Wagons and Full Lines of Plows, Cultivators, Planters, Mowers and Binders, Trucks and Tractors. They Carry a Most Complete Line of P. & O. Tillage Tools.

This immense implement store is one of the most complete stores in this section. The stock of this well known store is an exemplification of the triumph of modern civilization over savagery. Man is no longer satisfied with the crude implements of the stone age, but insists that his implements be of the latest pattern. That is why this store has so large a patronage for it carries lines that are standard all over the country. They are prepared for proper handling of the goods and the display of the stock to the advantage of their patrons. All the implements and supplies are of the latest pattern and include all of the most recently improved inventions and improvements. The stock is composed of brands of implements and specialties known throughout the world as the best on the market. Men are in charge who are courteous and accommodating and who will be pleased to demonstrate to any farmer who desires to drop into this favorite trading place and keep up on the late models of implements.

In this age it is essential that every farmer procure the latest machinery for the farm in order that he can compete with the modern scientific producer and secure the largest returns from each acre of land. This concern has not only provided machinery but it has selected lines that are known the world over and are being used as standards of design and quality by the farm industry. These all have stood up under every test and have proved to be of the most correct construction for all classes of farm work. In making this review of the onward progress of this section of the country we wish to compliment this store upon the admirable manner in which the business of this valued institution is operated; upon the progressive and public-spirited policies. We wish to refer this establishment to all of our readers as one of the distinctive features of the commercial and agricultural efficiency of this part of the state and as headquarters for high-grade implements of all kinds.

SOUTH PLAINS MONUMENT COMPANY

Located at 206 West 7th Street in Plainview, is One of the Best Monument Establishments in this Section and Enjoys an Extensive Patronage Over a Wide Territory, Under the Management of Mr. T. O. Collier.

In a review of business interests of the county there is no one concern more worthy of extended mention than this popular house. The plant of the company is very extensive and is equipped with the latest of scientific machinery for the production of high class work. Their name stands for quality, reliability and progress in the monumental lines of this section of the country, and as the advances of the periods have marked improvements in the monument makers' art this company has adopted these late scientific products as rapidly as they were approved by the trade. That the management has been especially active along these lines is evidenced by the most mod-

ern and up-to-date plant. Anyone desiring or expecting to want anything in the above line should consult them. Call around and look over their large stock and get their prices. The manager will be pleased to show you whether you desire to purchase or not. It is a pleasure for us to point to this concern as one of the leading enterprises of this section and say that they have always been eminently fair and honest as well as progressive and up-to-date and that they have won for themselves the reputation of being the leading concern engaged in this special field of endeavor and to point out the advantages of transacting business with them.

Garner Bros. Furniture & Undertaking Co.

Located at 702 North Broadway in Plainview, is Replete With Furnishings For the Home and is Popular With the People From All the Surrounding Territory.

What is more important than the building of a happy, comfortable home? We venture the statement that because they contribute probably to a larger degree than any other institution in this important work, this justly popular firm is one of the most essential features of this section. The immense establishment, under the efficient direction of a latter-day business man, is replete with furnishings for the home, and no matter what may be your need in this line they have it for a reasonable price. Standard makes will be found throughout this immense store. Library tables, rugs, davenettes, mattresses, beds, furniture of all kinds, all of the articles for the home are represented by standard brands that are known the country over. It is hardly possible for us to give

a concrete idea of the immense stock that this firm carries for the accommodation of the public or of the high quality offered at reasonable prices. A visit to the store, however, will readily prove to you that it is the proper and most advantageous place to buy. This establishment and the man who directs its affairs has contributed in no little measure to the progress and development of this section of the state, and especially to that portion within a radius of several miles around. This community is more progressive and more attractive by reason of their activities, and in this review of our onward progress we wish not only to compliment them but to urge all our readers that they can do no better than to visit this establishment when in need of anything in this line.

PLAINVIEW LAUNDRY COMPANY

With Offices and Plant at 400 Austin Street in Plainview, is Known Throughout This Section as a Reliable and Trustworthy Firm—A Popular and Well Managed Concern Receiving a Most Tremendous Custom. Under the Competent Management of Mr. J. W. Gray, Jr. They Pay Parcel Post Charges One Way on Out-of-Town Work.

This well-known laundry is one of the best equipped industries in this section of the country that transacts an extensive business over this and adjoining country, and the reputation of this work for general excellence is spreading far and wide over this part of the state. The work is turned out in such a manner that you will be more than pleased if you give it a trial. The most delicate fabrics are handled as carefully as they would be in your own home as they take the utmost care with all work. Cleaning clothes is not only taking out the dirt, but also consists of turning out clean, smooth garments which one would be proud to wear. New machinery and sanitary methods are necessary to wash comfort into clothes and this laundry surpasses all others. While the old-fashioned method of dumping a bunch of laundry into a tub and swishing it around a few times in a few gallons of water doped up with

some washing powder may suit some laundries and their patrons, this popular institution thoroughly cleanses your linen by the latest sanitary methods and returns them to you fresh and free from all germs and dirt. The business of this laundry is spreading all over this part of the state and is by no means confined to its home city. The rapid increase in the business is due to the more than ordinary ability in the conduct of the affairs of the institution. The manager knows this business from the ground up and through his progressive and efficient activity has made many friends as well as many patrons for this establishment. We wish to refer all our readers to this progressive and modern institution and to suggest that as regards dependable laundry work they can not do better than to entrust their work into the care of this well known firm.

Lippert's Practical Business College

Located in Plainview on East 6th Street, Successors to Watson's Practical Business College, is One of the Most Modern and Progressive Educational and Business Institutions in This Section that is Founded Upon the Modern Principle in Business of Specialization and Thus Offers the People a Service That is Built Upon the Solid Foundation of High Efficiency—Under the able Management of Mr. R. J. Lippert.

This school is founded upon the idea that the highest scholarship and business efficiency can only be obtained by the modern method of specialization. The teachers employed here represent the very latest and the very highest type of modern methods. They have made an exhaustive study of the various systems used in the country's largest institutions and have thus prepared themselves most ably for the work of training the future business men and women of this part of the state. The very best of equipment has been provided and nothing has been left unturned to make this institution a leader in its line. Old and cumbersome methods and systems have all been discarded for the modern and up-to-date methods of this school. Their graduates have gone out into the business world and have been promoted over stenograph-

ers of the old method, and have in most instances received the highest remuneration for their services. The success of the students is the result of the efforts on the part of the instructors who are able and efficient. In the business and educational circles of the nation there is no one institution more worthy of extended mention than this prominent and modern school, which is a great force in the encouragement of education of the younger generation in the various courses they offer. In this review of the onward progress of the day we desire to compliment the management and to refer Lippert's Practical Business College to all our readers. The people are fortunate to have a school of this character at their very door and its wonderful opportunities should be taken into consideration by all.

MID-WEST CREAMERY COMPANY

Supreme Ice Cream Prairie Gold Butter Whose Interests Center at 708 Broadway in Plainview, have One of the Most Sanitary Institutions in This Section and Whose Superior Products have Met With Universal Popularity. They Buy Cream from the Farmers and Pay Highest Market Prices. Under the Personal Direction of Mr. Frank Hassel.

This ice cream factory for the production of pure Supreme Ice Cream is a model sanitary establishment that is transacting a large business and is an institution that has helped produce one of the paradoxes of the high cost of living. A decade ago ice cream was considered a delicacy that was only to be used on Sunday and holidays. Today while everything else along this line has advanced in price, ice cream has remained about the same and you get with it a generous helping of your choice of numerous flavors. It has come to be recognized as a food and not a delicacy. Without question this plant is one of the cleanest and most sanitary and here a grade of ice cream is manufactured that is the equal to anybody's anywhere. They get their supply of cream from some of the healthiest and best cows in the country paying farmers prices for the cream that enable them to feed and care for their stock.

This Supreme Ice Cream is not only health protecting but health giving as well. Only the purest of cream and flavors are taken to make the product delicious and healthful. The machinery is of the latest model and strictly modern and up-to-date. They make a specialty of furnishing cream for the trade and do an extensive wholesale business and are prepared for special orders for parties, weddings and banquets. This popular plant employs a number of people who are boosters. They have always taken an active interest in all matters that pertain to the good of this section of the state and have aided in the betterment of local conditions, realizing that a larger city and community would be a benefit to the people. We wish to compliment them upon their successful and progressive policies and to refer their establishment and its products to all our readers.

Harvest Queen Mill and Elevator Company

Located in Plainview are Manufacturers of "Cream of The Plains" Brand of High Grade Flour. Every Sack Fully Guaranteed, and the Leading Buyers of Grain, Paying the Top Market Price at All Times.

The city that provides the farmers in the surrounding country with a market for their grain is the one that will attain the greatest measure of popularity and prosperity. The fact that the Harvest Queen Mill and Elevator Company pays the highest market price at all times brings thousands of dollars worth of business to the town and vicinity and adds in no small degree in making Plainview a live and prosperous city. They maintain a modern mill in which their popular brand of flour is manufactured and the uniform good quality of Cream of the Plains flour, which is fully guaranteed, has made this product genuinely popular with housewives throughout this section. This mill and elevator is modernly equipped with the latest milling device for the production of the best flour. Every known precaution is taken and the flour they produce is without a peer. In this comprehensive review of our industrial progress it is essential that prominent mention be made of the vital factors in the development of this section of the state. Their

plant is strictly modern and up-to-date in every particular and is equipped with the latest modern machinery throughout. The scientists who have given this matter careful study have decided what is most efficient and this company has adopted these methods just as soon as they have been approved. The Harvest Queen Mill and Elevator Company is under the able management of Mr. A. G. Hinn, who is prominently known and who is at all times ready to assist in any way possible in the betterment of agricultural conditions, at the same time paying the high market price for grain, and in the past this industry has stood as a barometer in this section of the state. As quite a great deal of their business is transacted out of the city one might think that such a concern would take little interest in the affairs of the city in which it is located. The years have proven, however, that it is one of the important features in local commercial affairs and that its management is at all times actively interested in the further progress of the agricultural development of the Plains.

PLAINVIEW FLORAL

Located in Plainview, is One of the Most Popular Flower Houses in This Section of the State—They Serve the Public With Floral Offerings of Superior Natural Beauty. Phone 195.

In making this review of the onward progress of this section of the state we deem it proper that prominent mention be given this popular floral establishment. As is well known this establishment embodies in its construction all the requisites necessary for the successful propagation of the various plants grown and they may be seen there in all their glory. To give an adequate idea of the extent of the operations we can state that the interesting industry covers an immense territory. Since establishing this flourishing

industry, they have with each succeeding year increased their business until today the splendid enterprise is not only a credit to the community, but a tribute of their untiring energy and honest business endeavor. Few of our citizens are better known or more highly regarded or have taken a keener interest in the progress and welfare of this section of this great state than they and in a comprehensive review of this character it affords us pleasure to give this representative industry extended mention and to refer it to all readers.

CARTER-HOUSTON'S DRY GOODS CO.

Which is Located in Plainview at 619 Broadway, is One of the Leading Establishments in This Section and Carries at All Times Complete Lines of Dry Goods, Ready-to-Wear, Millinery and Furnishings of All Kinds—A Visit to This Store Will Prove a Revelation in Possible Economy.

How necessary it is to have in our midst an up-to-date store. It affords the buying public a medium where they may purchase practically all their wants under one roof. For this reason we deem it proper that this store should occupy a prominent place in this edition. The buying power enables the management to stock the many departments with the latest styles on the market. They are very anxious to have at all times the newest of the season's creations and these styles are shown here in variety of materials and shades. The modern and progressive woman demands that the choice of stock be carried for her convenience be replete, and in this store this detail is one of the important features of the business. This fact the public has realized and as a result the store numbers among its customers people from every walk of life. It has come to be known for miles around as the

trading headquarters in this section. It would be impossible to give adequate idea of the immense stock carried here but let us say that no department has been slighted and the people of this community are taken care of in such a way as is seldom found in cities much larger. Taking care of every little detail has been one of the prides of the management in their store and they insist that the service be as near perfect as possible and that the price be most reasonable and consistent with market conditions the prosperity and progress of this section is aided in no small measure by this modern enterprise and the men in charge are to be congratulated on the methods they have pursued in the conduct of their business. We can only say that the future will see even greater success and predict that this community will continue to support this model establishment for years to come.

NEW ARRIVALS

We invite the Ladies to inspect our New Arrivals in Dresses and Coats for Fall. The material is beautiful and workmanship superb.

A big shipment of Dress Woolens and Gingham are expected any day. The choicest of patterns will be features.

Our entire line of Spring and Summer Silk Dresses for Ladies and Misses will go at cost.

For the men we have one lot of Straw Katties, values up to \$4.00—

FOR \$1.00

E. GUTHRIE & COMPANY

LEADERS IN LOW CASH PRICES
LOCKNEY, TEXAS



NYLOTIS TALCUMS

(Mayflower, Rose, Bouquet, Baby) delightfully refreshing and soothing to the skin. Mayflower is a man's talcum. Baby talcum is prepared especially for little tots. It will not irritate the most tender skins. Rose and Bouquet will suit the "Sub-deb" as well as her older sister and her mother.

In attractive tins—25 cents

Lockney Drug Co

Texas Items

Amarillo has announced as a candidate for the 1926 convention of the Texas American Legion. The 1925 meeting will be held at Fort Worth.

Mineral Wells, in the picturesque hill country of Palo Pinto County, is mustering its resources for a mighty drive, having as a goal the building of a \$1,250,000 hotel.

Approval of the title and abstracts on 20 acres of land purchased for an addition to the campus of the College of Industrial Arts at Denton has been given by the attorney general's department.

Charles Seagraves, who was awarded a silver star by the war department for gallantry in action against the Moros in the Spanish-American war, now lives in Lockhart, and is a justice of the peace.

In the Rio Grande Valley the annual rainfall is so light that it is impracticable to grow most crops without irrigation. As a result, water from the river is lifted by pumps and carried in ditches over the fertile valley lands.

Members of the Rio Grande valley chamber of commerce a few days ago followed the lead of the San Antonio group when they met at McAllen and endorsed the petition of the Southern Pacific to extend their road from Falfurrias to the border.

J. T. Robison, land commissioner, has left Austin for Culberson county, where he will begin revaluation of 500,000 acres of public lands in nine counties west of the Pecos river. The half million acres were forfeited to the state because of failure of owners to pay interest.

At night after the evening meal is the "Wright hour." Then read aloud to the family

Harold Bell Wright's

latest and best story, "A Son of His Father." Several hundred thousand families are doing this within a week after publication. Be one of them. \$1.00 a copy of 15 books. E. Appleton & Company, Publishers, 35 West 57th Street, New York.

MATTRESS AND BROOM FACTORY

We make Brooms of the very best quality broom corn and want your patronage for this home enterprise.

We make new mattresses and make-over old mattresses, and our work is fully guaranteed to please you.

Help boost Lockney by patronizing your home institutions.

W. E. CANNON

First Door South of City Hall

Cleaning and Pressing.

We are experts in cleaning, Pressing and Altering Clothes.

LADIES' Work a Specialty Suits made to measure Call us for service.

D. F. McDUFFEE

Phone 114 City Barber Shop

BIG CASH SALE ON FURNITURE

Our Creditors must have Some Money, and we have the goods and you know them, so we will give you for cash a REAL BARGAIN on Anything you buy and WILL GIVE YOU A \$1.00 COUPON FOR EVERY CASH DOLLAR YOU SPEND, which will entitle you to a cash prize of \$500.00. So get busy and let's go.

Living Room Furniture from \$75.00 to \$285.00 Per Suite and in addition to a 10 Per Cent Discount, will give a \$1.00 Coupon.

Rugs from \$16.50 to \$50.00, Less 10 Per Cent Discount. Chairs, Tables, Library Tables, Trunks, Cedar Chests, Buffets, Chiffes, Stoves, all kinds and makes, lots of things too numerous to mention.

SALE COMMENCING ON SATURDAY, AUGUST 8th, 1925, Promptly

Crager Furniture Company

HARDWARE, FURNITURE AND UNDERTAKERS

NOTICE TO CONTRACTORS

Sealed bids will be received by George Graham, chairman of board of trustees, Irick School District 6, Floyd county, until 2 p. m., August 15th, at the First National Bank building, Lockney, Texas, for the furnishing of all labor and materials in the construction of a four-room and auditorium brick and tile school building. Plans and specifications may be obtained from Kerr & Walsh, architects, Plainview and Amarillo, Texas, by depositing \$15.00. A certified check for \$1,000.00, payable to George Graham, chairman of board, shall accompany all bids. The board reserves the right to accept any or reject all bids.

Floyd Huff and wife spent Tuesday and Wednesday in Lubbock visiting Tuesday for a visit with his daughter, Frances Baker and family. Mrs. Clyde Cummings.

SINGER SEWING MACHINES

\$5.00 DOWN, \$3.00 PER MONTH

We will bring machine to your home and demonstrate them. All machines leave our store in perfect shape.

M. P. McCLESKEY, Agent

In Old Ayres Building, Corner Main & College Sts.

PENNINGTON MOTOR CO.

DID YOU KNOW THAT WE SELL—

"THAT GOOD GULF GASOLINE,"

MAGNOLIA GASOLINE,

"GARGOYLE" MOBILOIL,

GULF SUPREME MOTOR OILS.

"PHILCO" DIAMON DGRID Storage Batteries.

FISH BALLOON AND HIGH PRESSURE CORD TIRES.

A FULL LINE OF ACCESSORIES.

We do Expert Auto Repairing and We Guarantee Our Work.

We appreciate your business.

PHONE 57

CITY MARKET

GROCERIES AND MEATS

PHONE 26

T. L. GRIFFITH, Prop.

OLEOMARGARINE

A healthy substitute for Butter, extra fine for cooking, per lb. 35c

A complete line of fresh Vegetables Every Day. Our grocery stock is complete and we give you service.

We prove our Meats are better, because it is properly kept.



for Economical Transportation



New Low Prices

The Chevrolet Motor Company announces the following reductions in the prices of Chevrolet closed models:

The Coupe - \$675
former price \$715

The Coach - \$695
former price \$735

The Sedan - \$775
former price \$825

ALL PRICES F. O. B. FLINT, MICHIGAN

Ozark Filling Station

Lockney, Texas

QUALITY AT LOW COST

Plainview Building and Loan Association

Located at 703 Broadway in Plainview, Is One of the Most Progressive Building and Loan Associations in the State and Offers a Safe Investment for Money at a Good Return. Under the Capable Direction of Mr. E. H. Perry, Secretary and Manager.

One of the most reliable Building & Loan Associations in the state is this well-known institution, and it is a striking example of substantial and conservative progress. The officers have been years in the service of the people and the wide experience thus gained has added to the growth of the community and to the attractiveness of its service. Familiar with the needs and demands of the general public in this section of the country by reason of their long identification with local interest, it is not strange that the institution they head has become one of the most popular of the reliable and conservative financial deposits of this section.

The various departments are so arranged as to facilitate the rapid prosecution of the association's business as well as for the convenience of its patrons.

The great success of this institution is due to the untiring energy of its officials, who have guided its affairs wisely. Its position today is an

example of more than ordinary financial ability on the part of the officers and directors who have directed its activities and guided it to success.

We cannot fail to compliment them upon their successful effort in giving the country an institution of the character and stability of this association, which requires thorough training and progress.

The company has a large amount of deposits for immediate use in building and buying homes in Plainview and surrounding territory.

If you have any money that you would like to invest safely the Plainview Building and Loan Association has a very attractive proposition. They have clients from all the territory surrounding the city as well as from various parts of the state. Money invested with them is as safe as possible. We suggest that when you are in the city you call and get acquainted. The officers will be pleased to go into the matter with you.

PLAINVIEW UNDERTAKING COMPANY

Whose Modern Mortuary is in Plainview on West Side of Square, is a Prominent Professional Firm of the Country, Possessed of That Inherent Ability which Distinguishes the Natural Endowed Funeral Director and Who have Provided a Most Modern Equipment of the Finest Character for a Clientele Which Extends Through All This Section of the Country. Under the Direction of Mr. W. H. Lindsey, Day Phone 6; Night Phones 650 and 646J.

In all the professions there are men who stand prominently at the front because of their inherent ability combined with a thorough knowledge of the profession in which they are engaged and their ability to study each individual attainment and give it a touch that is not "just ordinary." Such is the position of this well-known firm in the professional world of this part of the nation.

In the way of equipment they have complete equipment for all classes of funerals, having the most distinctive auto equipment that can be built to order and thus offer their patrons autos of all sizes and classes. All equipment connected with their establishment is of the very best and they are in a position to furnish every-

thing, thus relieving their clients of the many little details.

They have been called upon to conduct funeral services in many of the leading families in the country and the hundreds of funerals under their direction have been noted for the distinction of their marked professional ability and unusual attainments, giving the occasion that air of solemnity that according to our ideas of civilization should prevail in the line of sorrow.

It is quiet proper that in this edition we give prominent mention to this progressive professional firm on the very commendable and satisfactory success they have obtained and the service that they have rendered to their increasing clientele.

PLAINVIEW MATTRESS FACTORY

At 718 Broadway in Plainview, Feature a Most Complete Service in the Manufacture, Repair and Renovation of Mattresses. Under the Direction of Mr. C. E. Draper, Who Features Real Service.

This establishment is a latter-day business house that determined when they opened their doors to the local public to see that people in this part of the state were given all of the advantages of metropolitan mattress service and positively there can be no question but that they have succeeded.

This is one of the strictly metropolitan institutions and is equipped with all the equipment necessary for the operation of a modern and complete service.

That there is no one firm in this part of the country which has given closer study to the demands of the present day than this well known establishment is evidenced by the popularity that their progressive and latter day policies have won.

The mattresses manufactured by this factory are recognized by the trade as made of best materials and

of the very best workmanship. They are very popular around here and the users have always been well satisfied and demand this brand when buying again.

They make tailor made or mattresses to order and thus offer a service that is most complete. In addition they have on hands mattresses that will fit every requirement and you should examine their stock before making a purchase.

The Plainview Mattress Factory has a renovating department for pillows and mattresses that has a large patronage and turns out the very best class of work.

In making this review of the progress of our community we wish to compliment the management upon the efficiency of his work and to direct our readers to him when in need of anything in this line.

LOANS

CITY PROPERTY, FARMS AND RANCHES

H. W. SADLER

PLAINVIEW, TEXAS

ANGEL & CHILDERS

LOCAL AGENTS

We represent the Old Hartford Fire Insurance Co. the biggest writing fire insurance company in the U. S., none to large to handle and none to small to be appreciated. Let us put a Hartford policy on your farm, you will like the service.

We also represent the Southwestern Life Insurance Co., with Life Insurance and Farm Loans. Get your Farm loan with a company with a Hart, they give real service.

W. W. ANGEL W. R. CHILDERS

McGLASSON-ARMSTRONG RUBBER CO.

Located at 7th and Austin Streets in Plainview, Has the Largest and Most Efficient Tire and Vulcanizing Plant in This Section. They Feature the Famous Federal Tires and Tubes. Also Furnishing High Grade Gasoline, Motoroils, Greases and Giving Excellent Service, One of the Essential Factors in the Business Organization of the Community.

This is one of the institutions of the country where the most motorists know they can learn real tire economy. This is under the direction of expert tire men and is headquarters for a full line of tires, which are offered at reasonable prices.

Here you will find a tire business that has succeeded because of technical knowledge, experience and good business judgment. The patronage has steadily increased because they do business on the principle of treating all customers honorably and fairly.

Another special feature is the large stock. Thoroughly abreast with the times, they have secured for the trade a vast array of Federal tires, the very best on the market today. Whatever you may need in the way of tires, they have it for you and they are always ready to give your requirements personal attention.

We are pleased in this section to di-

rect the special attention of our readers to this firm as one of the most distinctive features of the commercial efficiency of this section, and to assure them that at this establishment they will always find excellent and expert tire men, competent and ready to serve them. In charge are well known men of the community who have merited the success that has been theirs and we wish to suggest that as regards tires and expert tire service, especially Federal tires, you will find they save you money.

When you patronize their popular service station you will not only receive superior gasoline, motoroils and greases, but a service that includes inspection of your oil, filling your radiator, free air service, and other courteous service rendered without charge and in the most satisfactory and reliable manner. Truly a concern that merits your business.

CITY BAKERY

Located in Plainview at 107 East 6th Street, Operates a Model Plant to Which the Public is at All Times Invited to Come and Make a Tour of Inspection, For This is a Baking Institution That Would Do Credit to Any Metropolitan City—Producers of Butter-Krust Bread and Other High Grade Bakery Products.

This model baking institution does more than a business about town as the proprietor has reached out during the past year and practically doubled the business of the place, transacting a large business and rendering the best of service to the patrons.

The baking industry is practically as old as the discovery of fire, but the methods used in ancient times have greatly changed from the baking on stone and in rudely constructed ovens. Today it is quite different and at this bakery here the latest style of machinery and ovens are used for the production of baking goods for the public.

BUTTER KRUST bread is the product of this popular bakery and is unsurpassed for its excellence and always uniform in texture, it makes friends wherever used.

The bakery is equipped to take care of the wants of this section for some time to come as the limit of production has not been reached.

The very best of materials enter into the high-class products and so

great has been the care to render the best service that the place has been equipped from a mechanical standpoint so that the bread is touched very little by hands.

The bread produced at this popular bakery is in great demand not only in the city but in the surrounding territory. Truly has it been said, "The taste tells the tale" and that is why the bread from the City Bakery is so popular.

The manager of this institution has provided the very latest of scientific equipment and only uses the purest of ingredients with the fact that he has the most acute taste and employs master bakers who follow his directions explicitly accounts for the excellent bread that is meeting with such great success in this section of the country.

In this review, embracing as it does the most salient features of our onward progress, we wish to compliment this firm upon the valuable service it is rendering the public.

TEXAS UTILITIES COMPANY

With Offices in Plainview at 114 West 7th Street, are Providing Electric Service for Plainview and Vicinity and is One of the Model Public Utility Concerns of the Country Furnishing Excellent Service at Nominal Rates. Under the Local Management of Mr. J. B. Scott.

There is not a more difficult or a more thankless task than the successful operation of an electric company. And the disadvantages under which such a concern must labor have been increased several hundred per cent by the almost prohibitive advances in the cost of supplies, labor and everything else that pertains to the conduct of a public utility company.

Therefore we wish to direct the attention of all our readers to the admirable manner in which this company has served its many subscribers; to the extremely low rates that have been charged; to the modern equipment and the continuous improvements made to keep each and every branch of the service up-to-date; and to the public spirited policies that have characterized the management's direction of this important public utility concern.

The operation of modern and successful electrical plants is an undertaking that requires the services of men of vast experience and a comprehensive knowledge. This can not be acquired in a day but must come from long study and practical experience.

This company has this work in charge of experts. It is a large concern with ample capital, organization and resources. It has made electric light and power service its business. Therefore any community is fortunate in having such a modern and efficient concern to solve the difficult problem of adequate and efficient service so satisfactorily as this company is able.

Mrs. Dick Bean of Denver, Colo., Mrs. N. J. Ray of Pawnee, Okla., and Mrs. Jean Criswell of Matador, Tex., have returned to their homes after a two week's visit with their brother, David King, of Lone Star community. It was the first time in 47 years that the three sisters and brother had been together.

ing it for the cities which it supplies. It appears to us that they have evidenced a civic economy and municipal wisdom which is conducive to progress and expansion.

Nothing adds more to the pleasure of the home than plenty of light. Electricity also places at your disposal the electric iron, the electric washing machine, electric cleaners and many more time-saving and labor-saving devices. Best of all, electricity is inexpensive. A family washing and ironing can be done for only a few cents. It is a handy helper, thoroughly instantaneous, dependable—always on the job ready to serve you.

To this company must go no small portion of the credit for the progress and expansion of this part of the state for it has been a most important factor in our civic development. The presence here in active operation and under expert supervision of such a metropolitan utility company is really a factor that adds to the attractiveness of all of the territory it serves as a most desirable community in which to live or locate.

The officers are of the well-known men of the community; in the development of the company's business here they have given their personal attention to every branch of the service. The management is courteous and accommodating, making every effort to render the best service that modern science and human ingenuity can devise.

Robert Harrell, wife and daughter, of McRae, Ark., has been here this week, visiting Mr. Harrell's cousin, H. B. Adams, and family.

D. J. Morgan and wife of Merton, Texas, spent Saturday and Sunday in Lockney, visiting with F. M. Kester and family.

VUNCANIZING WORK

We now have charge of the Tire repairing at our station and are prepared to give you first class vulcanizing and tire service. Bring us your work and we will give you perfect satisfaction.

We also carry a complete line of—
Tires, Tubes, Gas, Oils and Accessories

F. F. F. FILLING STATION

J. L. BELT & SON, Proprietors

JUST RECEIVED

CAR OF AMARYLLIS FLOUR

We have just received a car of Amaryllis Flour. Come in and get you a supply of this good flour at once.

We have a complete line of Fresh Groceries to supply your wants. Phone us your needs and get prompt and efficient service.

LOCKNEY GROCERY



BUILDING SERVICE

DEVOE PAINTS AND KYANIZE VARNISHES

DEMPSTER SELF-OILING WINDMILLS

2 gallons of Oil furnished with each mill to start it off on.

PLENTY OF WELL CASING, PUMP PIPE, PUMP ROD, ALL SIZES.

FLOYD COUNTY LUMBER CO.

PHONE 9

WE WANT YOUR WHEAT AND OATS

Bring us your Wheat and Oats, we pay the highest market prices and give you the very best of service.

We are in the market for your grain at all times and our prices are always the highest the market affords. Come in and give us a chance to figure with you or phone us about your crop.

If you need anything in the Feed line for your Cows, Hogs, Chickens, Horses, etc., phone us your wants. We are the authorized agents for the Purina Chows, and have a full stock of this feed on hand at all times.

LOCKNEY COAL & GRAIN CO.

PHONE 60

BURTON THORNTON, Manager

NEW SHIPMENT OF TIES JUST RECEIVED

BIG ASSORTMENT OF SHIRTS

New peppy stuff—also plenty of regular patterns.

We have been receiving new goods to replace our shelves since The Sale, and can supply your wants.

FLOYD HUFF

THE TOGGERY

WE STILL HAVE LEFT AT A BARGAIN SOME OF THOSE GOOD BROOMS, ONLY 50c

- 1 gallon Peaches 50c
 - 24 Bars Grandmas Laundry Soap \$1.00
 - 20 Bars Crystal White Laundry Soap \$1.00
 - 20 Bars P. and G. Laundry Soap \$1.00
 - 1 gallon White Swan Syrup 90c
 - 1 gallon New South Syrup 90c
 - One lot of Mixed Candy per lb. 20c
- And a house full of other bargains at the

CASH GROCERY

SELL FOR LESS.

MILK

In any quantity from a gill up. Cream in limited quantities.

PHONE US YOUR ORDERS.
GROVES' DAIRY

PHONE No. 9002-F3

WANT COLUMN

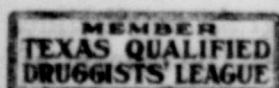
Notice to Public
I am still in the dray business and will haul anything anywhere.—O. T. Prickett, the Old Reliable, phone 90.

FOR RENT—Nice bed room. Phone 108.

FOR RENT—Nice car body for sale, suitable for delivery body, \$15.00.—D. D. Langford.

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

The Texas Qualified Druggists' League Says:



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You can find at this qualified drug store, all the choice articles to be found in a high class drug store, and every article sold in this store can be depended upon to be just as we represent it. Our prescriptions are carefully and accurately compounded from the purest of drugs.

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FOR SALE—17-30 Minneapolis Tractor, in A1 shape, good as new, at bargain. W. J. Meyer. 39-tfc

FREE—A shampoo with every Marcel during July. Please call 121 for appointments.—Mrs. Arch Crager.

FOR SALE—Good 12-20 tractor to sell cheap, on good terms.—N. W. Morgan & Co. 45-tf-c

FOR SERVICE—Jersey Male. See W. R. Sams. 45-2t-c

FOR SALE—2,000 bundles of good Kaffir, cheap for cash.—E. B. Rankin, 10 miles north of Lockney. 45-tf-c

FOR SALE OR TRADE—The Prickett Bay Horses.—See W. A. Moore & Son. 45-2t-p

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

FOR RENT—Suite of unfurnished light housekeeping rooms, bath in connection, vacated the 1st. couple only.—Mrs. D. C. Lowe.

I am teaching piano lessons at my home, if interested call 87. 46-4t-c

WILL BUY First Vendor's Lien notes on good farm land, might consider good Second Lien notes.—J. G. Dougherty, Plainview, Texas. 46-4t-c

STRAYED—One red and black spotted sow, weight about 200 pounds, from my place 8 miles north of Lockney, reward.—Delbert Bybee, phone 9008-F12. 46-1t-p

CARD OF THANKS—Chamber of Commerce, Lockney, Texas.—As one of the four boys from Floyd county to go to the Farmers' Short Course at A. & M. College, I wish to thank the members of the Chamber of Commerce for the nice and instructive time I had. I wish each boy in our county could receive a week's training at the short course each summer.—Sincerely, Herman R. King.

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Is a secondary consideration with me. The thing that interests me is whether your eyes are performing their duty properly. I can only learn this through a complete, scientific examination. Write or phone for an appointment.

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QUALITY FIRST

Before we put merchandise in our stock, we first consider the quality of the product. If the quality is right, a second consideration is the price. We find the public demands merchandise of known QUALITY.

FALL WOOLENS

We are now showing the New Fall Woolens, in all the best colors of the Season—

THE NEW WOOL CHARMEEN THE NEW WOOL KASHA

THE NEW FANCY POIRE
PLAID, STRIPED, PLAIN FLANNELS.

You will find here the very best assortment of the NEW things for Fall, and it is a pleasure to show you these goods.



If You Are Proud of Your Ankles

you will especially appreciate the close-clinging fit of Humming Bird Pure Silk Hosiery. Tapered by a gradual tightening of the stitch, from a well-rounded calf to a narrow ankle, repeated washings cannot impair Humming Bird's smart "lines."

Humming Bird's faultless fitting foot is also secured by an exclusive knitting process—here is no "temporary" fit produced by stretching and pressing, no "sole-racking" fit produced by seaming.

Humming Bird's wearing qualities match their fit. Humming Bird's ultra-smart colors match any costume. Newest Autumn shades now being shown.

\$1.50 Per Pair

Our Hosiery Department features only the most dependable brands of hosiery.

HARDWARE AND GROCERIES

Just received for the Fall Trade—

Shipment of Round Oak Heaters and Ranges

Shipment of Remington Shells and Ammunition.

Just Arrived a Car of Peacemaker Flour.

Just Arrived a Car of Cane Sugar. Just Arrived a Car of Salt.

We are busy supplying busy people.

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