

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-FIVE

Lockney, Texas, Thursday, September 24th, 1925

Number 1

WILL EMPLOY COMMERCIAL SECRETARY

TELEPHONE POLES TO BE REMOVED; WILL EXTEND FIRE LIMITS; 4 FAIR EXHIBITS

At the meeting of the Chamber of Commerce Monday noon, a commercial secretary, sending exhibits to four fairs, the removal of telephone poles off main Street, city sanitation, extension of fire limits were the chief topics for discussion.

A. R. Meriwether, of the agricultural committee, reported that a joint meeting had been held with the Floydada committee; and that it had been decided to show exhibits at Lubbock, Amarillo, Dallas and Waco fairs this fall. That the towns of Floydada and Lockney had agreed to go fifty-fifty on an all county exhibit, which was to cost about \$750 for the two towns in expense money, being \$375.00 to Lockney's part. A committee was appointed to raise this sum and a good part of those present raised more than one-third of the total amount. Geo. Meriwether, R. F. A. Truett and C. R. Wikerson were appointed to raise the remainder of the fund.

A. B. Brown reported he had had a conference with the Santa Fe Officials in regard to an extension on the cotton warf and the building of an auto unloading warf and that material was now being assembled in Lockney for these warves.

Frank Ford made a motion that the City Council be requested to pass ordinances removing the telephone poles off main Street and extending the fire limits from their present boundaries North on Main Street to the site of the Denver depot and South on main Street to the proposed site of the new Santa Fe depot, and the secretary was instructed to draw up resolutions and present them to the City Council in regard to these items.

C. R. Wikerson, Drs. R. E. L. Mewshaw and S. M. Henry were appointed as a standing grievance committee to look after the telephone service and securing proper facilities, and securing of proper facilities in the town at all times.

Drs. S. M. Henry and R. E. L. Mewshaw made talks regarding the sanitary conditions of the town and urged the city council be requested to take some action on cleaning up the allies in the business part of town and in regard to unsanitary toilets in the business and resident parts of the town.

A. B. Brown made a motion that the president of the Chamber of Commerce call a meeting of that body for next Monday night at which time they would appear before the City Council to see about certain propositions concerning the advancement of the town.

Upon resignation of H. B. Adams as secretary, it was decided that the secretary be instructed to write Porter Whaley, secretary of the West Texas Chamber of Commerce to employ a full time secretary for Lockney, and that arrangements be made to raise several hundred dollars per month to pay salary and expenses of a Commercial Secretary.

Those present were: A. J. Crager, L. H. Gruver, D. C. Lowe, R. E. L. Mewshaw, S. M. Henry, C. R. Wikerson, Harrie Meek, R. F. A. Truett, Geo. Meriwether, A. B. Brown, A. R. Meriwether, R. M. Champion, Cecil Cope, Z. T. Riley and H. B. Adams.

LOCKNEY'S WHITE WAY ASSURED NOW

COUNCIL SIGNS CONTRACT FOR LIGHTING OF CITY AND NEW FIRE HOSE

At a call meeting of the city Council Monday night a contract was signed with the Texas Utilities Co. for a system of electric light to be distributed over the business and residence sections of the town. Messrs. Ed Reeves, E. Guthrie and A. J. White were designated as a committee for properly distributing the lights over the town, and a rough estimate is that forty-five street lights will be put in to care for the town at the present time.

The Council also signed a contract for additional fire hose to care for the town.

The lighting system was endorsed by the Chamber of Commerce and most of the citizens of the town, and the aldermen were unanimously in favor of the proposition.

This will prove one step toward the upbuilding of Lockney, as heretofore the town has practically been without lights, and getting over the town at night has been very difficult, especially to strangers.

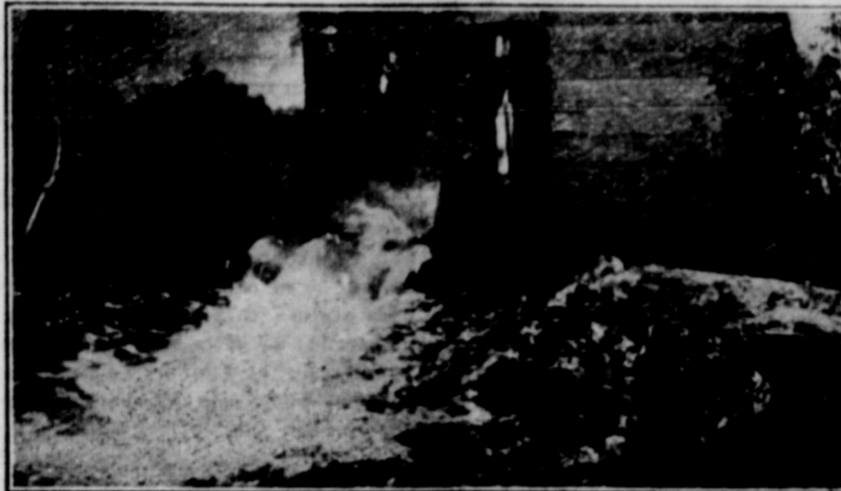
LOCKNEY GETS CHAMPION COTTON GIN PLANT

The McClesky Gin Company has installed several new batteries to their Lockney plant, which makes the Lockney plant the pride of the Company, and among some of the new equipment is a complete battery of HART HIGH EFFICIENCY BOLL EXTRACTORS AND CLEANERS, which are recognized as the last word in extracting and cleaning machinery, and among other improvements is the installation of new and complete unit of Government tested HARDWICK-ETTER COTTON SEED SCALES.

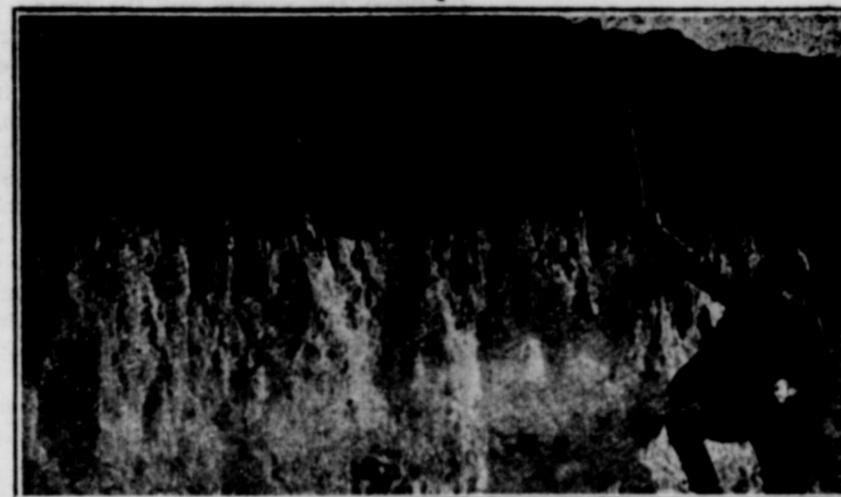
The Company is especially proud of its storage facilities. Their cotton house has a capacity of 30 bales and is equipped with a HART HIGH EFFICIENCY AUTOMATIC ELECTRIC UNLOADING BOLL BREAKING AND CLEANING DEVICE, thus giving those who prefer to store their cotton rather than wait their turn, the advantage of double cleaning, only a few of the Gin Plants in Texas are prepared to give the service that the West Texas Plant can give. And every thing in the way of machinery in rendering service has been installed. Two complete screws for day and night service is one of the main features of the Co. and every caution is being taken to give uninterrupted service, a complete supply of extras is now in stock, so if any part of the Machinery breaks repairs can be made immediately, and without any delay in service.

LOCKNEY is better prepared to serve the farmers this year than any other TOWN we know of any where in TEXAS, as all of our gins are right up to the minute, and every thing possible is being done by these men to give the very best service. The capacity of the FIVE BIG GINS is approximately SIX HUNDRED BALES of picked cotton every twenty four hours, and the combined storage capacity of the FIVE BIG GINS is approximately ONE THOUSAND BALES, which means the farmer can bring his cotton to town any time and get it unloaded and go back home, thus enabling the FIVE BIG GINS to run day or night RAIN OR SHINE. In the construction of the FIVE BIG PLANTS especial attention

TWO THINGS THAT MAKE THE LOCKNEY COUNTRY SURPASS ALL OTHERS



Irrigation well pumping 2,000 gallons of water per minute.



Chocolate loam soil from three to five foot deep all over the Lockney country.

Mix these two essentials and you can grow the best crops to be produced in the entire Southwest. The Lockney country is more than 95 per cent tillable, yet not more than 40 per cent of the land is under cultivation. Mix the water with the soil and use your brains and you can make money farming in the Lockney Country.

FLOYD COUNTY TO SHOW FOUR FAIRS

LOCKNEY AND FLOYDADA JOIN IN ALL COUNTY EXHIBIT FOR THIS YEAR

At a meeting held in Lockney Wednesday afternoon, September 16, a joint committee of Lockney and Floydada Chambers of Commerce and the Farm Bureau Association decided to gather an all County exhibit for Floyd County and show same at Lubbock, Amarillo, Wichita Falls and Dallas fairs, which are to be held within the next sixty days.

R. A. Highsmith of the Floydada Chamber of Commerce, and T. Scott Wilson of the Farm Bureau were present at the meeting and executive committee men were named from both towns.

In addition, Mr. Downs of Lockney will be sent to the Waco Cotton Palace by the towns of Floydada and Lockney. The Farm Bureau will finance the Amarillo trip.

Bulletins or other appropriate literature will be distributed at each of the fairs by special representatives from both Floydada and Lockney and the secretaries of the commercial clubs from both towns request everyone that possibly can to bring in exhibits from different parts of Floyd county.

A budget of \$375, above the cost of getting the advertising literature, has been voted and a joint committee from each town was appointed to look after financing the exhibits. R. E. Fry and Lon Davis were appointed as committee men from Floydada, and A. R. Meriwether, R. F. A. Truett and Tom Stewart will represent Lockney.

Attention has been given for a MAXIMUM TURNOUT, and to the securing of a PERFECT SAMPLE.

JOE NEELEY GETS COLLAR BONE BROKEN PLAYING BALL

Joe Neeley, one of the players in the Lockney Foot ball team, got his collar bone broken, while practicing at the school house last Thursday afternoon. Drs. Reed and Henry gave medical attention and he was getting along fine at last reports.

A. J. Crager returned the last of last week from a visit with relatives at Lufkin, Texas.

D. P. Carter returned Sunday from Houston and Dallas. He reports rain had fallen over practically the whole section where he had been.

Carter Thompson of Post City was here Sunday visiting friends.

EXCESSIVE RAINS FALL PAST WEEK

MORE THAN THREE INCHES OF RAIN HAS FELL SINCE SUNDAY MORNING

The frogs are all drowned in the Plains country, it has become simply to wet for the croakers.

The rains began with the week end as has been their habit ever since last April, and Sunday night 1-2 inch fell, Monday was clear and pretty, but very muddy, but Monday night another 1-2 inch rain fell, and then on Tuesday night, a rain began that fell most of the night and at intervals all day Wednesday, the fall being more than two inches. This morning (Thursday) the clouds began to break, but at this time it is still cloudy, and we may receive more rain before it clears up.

The rains have been general all over the Plains country, and in places there has been exceedingly heavy rains.

This brings the total rainfall for September in the Lockney country up to more than seven inches, and the continued rainfall is proving a detriment to the cotton and feed crops, as sunshiny weather is needed to open the cotton and ripen the feed crops. The rains are good, however, on the wheat crop that is planted, and have put lots of moisture in the ground for the planting of wheat, but dry weather is needed now, so the wheat farmers can get their seed into the ground.

TO EX-SERVICE MEN

We have been requested by Judge Nelson, of Floydada, to state that he now has a new supply of forms for adjusted compensation insurance, and desires that as all soldiers are entitled to the insurance, that all those who have not made out same, will call on him and get blanks, and fill them out at once. He requests that each soldier bring his discharge along with him, as there will be information in the discharge necessary in making the application. Judge Nelson says he will be very glad to assist the ex-service men in making out their applications.

MOTHERS CLUB WILL MEET FRIDAY, OCTOBER 2nd, 3 P. M.

The Mothers Club will meet Friday afternoon, October 2nd, at 3 o'clock at the high school auditorium. This is the first meeting of the school year and all teachers are requested to be present and take membership in the club. The club also desires that all the mothers of the town be present, and those who are not members, are urged to join and help with the work of the club.

Vitis of The Stork.

Born to Mr. and Mrs. W. G. Bishop, living on Callahan ranch, Sunday, September 13th, a boy. C. A. Mooney, living on Callahan ranch, Monday, Sept. 14th, a boy. Harve Vanlandingham, Lockney, Friday, September 18th, a boy. Claude Anderson, Lockney, Friday, Sept. 18th, a boy. Oran Beall, Lockney, Saturday Sept. 19th, a girl.

COUNTY FEDERATION MEETING POSTPONED

On account of the continued rainy weather and the condition of the roads the County Federation of Women's Clubs, which was to meet at Aiken tomorrow (Friday), has been postponed indefinitely.

TRI-STATE FAIR TO OPEN SATURDAY

Big Program Has Been Arranged for Week of Fair—Ringling Bros. Circus First Day

Final preparations have been made for the Tri-State Exposition, those in charge now busying themselves with putting on the final touches for the big opening day Saturday. The gates will swing wide at 9 o'clock on the biggest fair ever attempted in Northwest Texas.

One feature of this exhibition is that the two first days will be among the greatest. Programs have been scheduled, especially for Saturday, which will occupy every minute.

Listed among these for Saturday is the down town concerts of bands at 10:30 o'clock, the parade of college students coming to the game starting at 11 o'clock. The game, itself, at 12:30 o'clock. Ringling Bros. circus in the fair grounds at 2 o'clock. Motorcycle and automobile races at 4 o'clock. Evening performance of the circus at 8 o'clock. Vaudeville in front of the grand stand at 7:30 o'clock. The day will close with a mammoth display of fireworks Saturday night.

Sunday, in observance of the day, will not have the race or athletic features, but the exhibits will be open and there will be the band contests, concerts, old fiddlers contest and various musical features of a quieter nature to fill in every minute of the time.

Amarillo will consider herself the host city and she will be in gala attire. To those who wish to bring their lunch and remain on the grounds convenient provisions have been made. The rest room tent has been especially prepared for this and individual programs. There they will find privacy and exclusion from dust and wind.

Monday the automobile and motorcycle races will be resumed and Tuesday will give way to three days of horse racing.

Each and every one of the features scheduled could be gone into at length. But it is sufficient to say that the board of directors co-operated with by the people of the Panhandle have arranged a fair of which thousands will attend. All should see that first day.

Amarillo is issuing her invitation for all to come and spend the week with her. When you buy your ticket for the gate do not forget to vote for your favorite in the popularly contest, in which some young lady will carry off high honors.

NORTH SIDE SINGING CONVENTION MEET

TO BE HELD AT PRAIRIE CHAPEL OCT. 4—ALL DAY SINGING, BASKET DINNER

The Northside Singing Convention will be held at Prairie Chapel School house Sunday, October 4th, this being the last convention this year.

Everybody is invited to come and bring a well filled basket, and help to make this a great day in the song work. There will be singing all day. E. G. Foster is president of the Northside convention and C. W. Denney is the secretary.

John Stapleton left Monday morning for Canyon to enter the West Texas State Teachers College for this term.



LOCKNEY HIGH SCHOOL BUILDING, SHOWING 1924 ANNEX More than 530 bright boys and girls in attendance at school this year.



A 1925 Keffr Corn Field—One of the many fields that will make more than two tons of heads to the acre this year.

The Lockney Beacon

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

H. B. ADAMS, Editor and Owner

TERMS OF SUBSCRIPTION

One Year \$1.50
Six Months .75
Three Months .40
Subscription Cash in Advance

MEMBER OF TEXAS PRESS WEEKLIES, Inc.

ADVERTISING RATES

Display, per column inch 33c
Classified Advs. per word 2c
No Classified Adv. less than 25c

All advertising matter will be run until ordered out, unless otherwise arranged. All advertising charged by the week. All bills payable first of each month.

Cards of Thanks, Obituaries, Notices of all kinds of meetings and suppers where an admission charge is made, go at regular classified adv. rates.

IS LOCKNEY READY TO ADVANCE?

At the Chamber of Commerce meeting Monday, it was decided to secure the services of a salaried secretary for the Commercial work of the town. The first thing to be considered in the matter is whether or not sufficient funds can be obtained to pay this secretary his salary and to defray the expenses that would be incurred in order that his work might be of real value to the town. No Commercial Secretary who is capable of handling the job can be obtained for less than \$200.00 to \$250.00 per month and for him to properly carry on the work he will have to have expense money to the amount of his wages or even more than his wages each month. This will mean Lockney must have a commercial secretary budget of from \$500.00 to \$600.00 at least. To hire a secretary without providing for funds to carry on his work would be rank foolishness, and a waste of the money paid for his salary. The writer has served as secretary the past year, and we are acquainted with the real situation in Lockney. We resigned the post as secretary—which we served without one cent remuneration—because we have no time to give to the secretary work, as our own business needs our attention. But we do know if a secretary must properly handle Lockney advertising and civic affairs, looking after prospective businesses and industries that far more money must be raised for the purpose than has been at any time in the past, and then

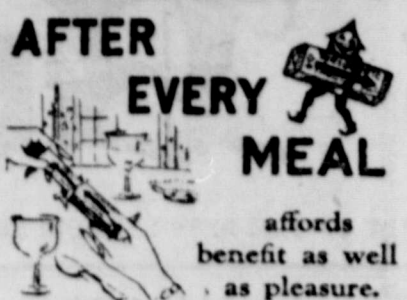
more than that, there must be far more interest taken in the Chamber of Commerce work than there has been in the past. Not more than twenty business men are present on an average at the Chamber of Commerce meetings, and a majority of the business houses of the town are never represented in a meeting. Neither does the City Council members attend these meetings, and there are very few private citizens present—in other words, a handful of your business and professional men are trying to do something for the town with a very unsatisfactorily interest taken by the town at large. One of the reasons that Lockney is no larger than it is today is because too many of the residents want the other fellow to build Lockney, and don't give their support to the organization that is solely for the purpose of doing something to better the living conditions of the town and telling the outside world the benefits to be derived by living in our town and country.

Now, brethren, if you expect Lockney to build you are going to have to help build it. You needn't think for a minute you can sit with your arms folded and that the businesses and industries will come and hunt you up. Not in the least. Other towns are going out and hunting for them, and they never know anything about the town who is not live enough to help itself.

Lockney faces one of the brightest futures of any town on the Plains today; first, because we are backed by the best farming country in the entire State of Texas; second, we are to receive a second line of rail road that will eventually give us direct connections with Fort Worth, Dallas and El Paso; third, the crops of wheat, cotton and sorghum in the Lockney country are far larger each year than any other points in the western part of the state, as the land surrounding the town in every direction is superior and more productive than any other section of the Panhandle-Plains country, and the rainfall is heavier here by several inches than in any other country in this section of the state; fourth, anything that can be raised in the temperate zone can be produced in abundance in the Lockney country, and all small grains, cotton vegetables, fruits and vine products, and poultry, dairy and hog products can be raised at a profit in this particular locality.

There should be a better organization of the business interests and citizenship of the town, and this better organization doesn't mean simply to be in favor of building a larger and better town, but means to be willing to dig down in your pockets and produce the money to carry on the work with, for if Lockney grows the business men and citizens of the town will grow with it.

WRIGLEYS AFTER EVERY MEAL



Healthful exercise for the teeth and a spur to digestion. A long-lasting refreshment, soothing to nerves and stomach. The Great American Sweetmeat, untouched by hands, full of flavor. SEaled TIGHT KEPT RIGHT.

It is true we have a few pessimists and to the detriment of the town, some of them are so situated that they retard the onward march of the town from the village class to a promising little city. Such men should be steam rolled everytime they get in the way of progress, for if a man is not a booster for his home town he should go to a place where he can boost.

These things and many more should be seriously considered at this time by the people of Lockney. As today we are standing on the great divide and we are going to travel either up or down from this time on. We have a prospect that can reach to very high ground. It is possible that under the existing conditions of this whole country that Lockney could be one of the cities of the Plains, as there will be in time several towns in this section that will stand head and shoulders above the others, and there is no reason why Lockney should not be one of these towns, as we have a farming country to back us up that no other town in this section has. If we want Lockney to take its proper place in the affairs of West Texas, it is up to us to get behind the town to a man and see that the world finds out the possibilities and resources of this wonderful section. It is just as much the business of one citizen as it is another to help build his home town, and if you fail to do so you are not doing the just and right thing by your neighbor. You may not be able to help as much as some one else, but your mite is just as essential as the more prosperous person's influence and wealth. Each person can do something, and if each person lends a helping hand the load will be lightened and the town will grow and prosper much faster.

Make Lockney a 100 per cent booster, and see what results we will accomplish.

THE PAVING PROPOSITION

At this time there is more agitation in regard to the paving of main street from the middle of the block near Baker Mercantile Co. to the Santa Fe track south and from the north end of the pavement to the site of the Denver depot to the north. This piece of pavement would do a great deal for Lockney in the way of improvement, and will be very badly needed when the two depots are built. The paving from the north end of the present pavement to the site of the Denver depot was promised to the Denver Road by the railroad committee if the depot was located on the proposed site, and the pavement on South Main to the Santa Fe depot has been promised to the Santa Fe railroad, provided a brick depot is built in the center of the street at the railroad tracks. This pavement with the depots at each end would mean a well balanced business section for the town of Lockney, causing the main business section to remain on the Main Street. It is proposed to pave main street from the Laundry to within one block of the Santa Fe track by paving on each side of the street and parking the center of the street. By this means the expense of paving a long stretch of street would be very low, yet we would get the benefits from the paving just the same. It would be well that when the paving proposition reaches the final stages, and the election is called, to also include the two blocks from Main Street to the high school building, parking the two blocks. And it might be arranged so that Locust and possibly other streets in the town could be paved satisfactorily along the line of parking the center of the streets and paving each side. In the building program of Lockney the paving question is one of the first things to be disposed of, and it is hoped some action will be taken at once on same.

FARMERS SHOULD TOP COTTON

On account of the excessive rains falling at this time, cotton plants are more or less putting on a rank top growth, and as it is so late in the season now that it is impossible for the late top growth to mature, it has been suggested by those who know cotton conditions that it would be a good idea for cotton farmers to top their coon, in order that the rank growth of the stalk and foliage be stopped and the strength go toward maturing the bolls now on the stalks. Also it will allow the sun to ripen the bolls faster and cause them to open sooner. With a heavy top growth the sun will not have a chance to shine on the lower growth of bolls, but if the cotton is topped it will clear away the top foliage and give the sun a chance to develop and open the bolls on the stalks. Topping cotton is not a very hard job, as a person can cut the top of the stalks off two rows at a time with cythes or knives as they walk down between the rows of cotton. We are sure that topping the cotton will prove quite profitable to the cotton farmers who practice it during such years as this one is proving to be.

BIBLE TO BE TAUGHT IN TENNESSEE SCHOOLS.

The State Board of Education at its meeting June 19 authorized the teaching of the Bible in all schools. The following resolution was adopted on the motion of Governor Peay: "Resolved, That the Board of Education of Tennessee hereby approves the inclusion of the Bible in the curriculum of elective studies for which schools may give credit. "To this end the commissioner of education is authorized to appoint a committee of five representatives of the Protestants, Catholic and Jewish faiths of our State, all of which have the Bible as the basis of their moral and spiritual instruction, to formulate a syllabus of Bible study, and a plan for teaching same which committee shall report as promptly as convenient to the State Board of Education for final approval of its recommendations."—Tennessee Educational Bulletin.

Lots of trouble in this life is caused by somebody's hasty action. A most terrible incident occurred over near Shamrock last week when a young farmer mistook the occupants of a car for some young men who had mistreated him, and fired point-blank into the faces of neighboring friends, with the result one has lost his sight completely and two others will lose the sight of one eye—possibly both. The result of that action is shocking, and the perpetrator can never forget the agonizing moans of his victims. Hasty actions are seldom founded on sanity and the Shamrock tragedy should cause us all to give heed to what we do and what we say. Even marriage in haste, seldom brings us happiness.—Clarendon News.



Any one can roll down hill.

SERVICE

Our service consists of more than merely taking in and loaning out money.

To lend you a helping hand—to give you advice and counsel—to be strictly accountable for your deposit—that is what we wish our service to represent to you.

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.

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PLAINVIEW, TEXAS

THE BEST IS NONE TOO GOOD

"The Best is None Too Good" for our customers, that's why we handle BELLE OF WICHITA FLOUR and SCHILLINGS COFFEE AND TEAS. These two items will please the most exact housekeeper, and the re-order from our grocery department become a sure thing. Let your next order include a sack of Belle of Wichita Flour and a can of Schillings Coffee or Tea. You will be delighted with the results you will get.

Our Market is up to the minute, that why we installed the Big Freezer Counter, so you can have at all times the very best and freshest of meats, and all kinds of Packing House Products and Fresh Butter and Eggs. It is a pleasure to us to be of service to our customers.

RILEY & BREWSTER

GROCERIES AND MEATS. PHONE 10.

Firestone

will ALWAYS give Most Miles per Dollar

No matter where crude rubber prices may go—Firestone advantages in securing raw material, in manufacturing and distribution are always active to make good the pledge of Most Miles per Dollar.

Racing drivers—hill-climbing and endurance record holders—taxicab, motor truck and bus operators—and hundreds of thousands of car owners—are daily emphasizing the unheard-of mileage and service delivered by Firestone Gum-Dipped Cords.

Gum-Dipping is one of the biggest factors in tire performance and long mileage, making Firestone Gum-Dipped

Cords the most economical tires ever offered motorists.

The cord from the fabric mills is first delivered to a separate plant where it is treated in a solution of gum, which insulates every fiber of every cord. This protects against internal friction and heat, giving the sidewalls greater flexibility and additional strength.

Prove Firestone's many superiorities for yourself. If you have never had the safety, comfort and economy of these serviceable, long-mileage tires—go to the nearest Firestone Dealer—for Firestone only builds Gum-Dipped Cords.



OZARK FILLING STATION, LOCKNEY, TEXAS

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER... OZARK FILLING STATION

Your Opportunity

\$50,000.00 OF SEASONABLE MERCHANDISE REDUCED FOR SPECIAL SELLING FOR NEXT 30 DAYS—SALE OPENING SATURDAY, SEPT. 26th, 8 A. M. AND LASTS FOR 30 SELLING DAYS

OUR PURPOSE—to reduce our tremendous stock at least one half and to make room for additional shipments to arrive in October.

In order to induce the public to buy early and their entire bill for Fall we have gone through the stock and made radical reductions in every department, a few of which are noted below:

| FIRST | SECOND | THIRD | FOURTH |
|--|--|--|---|
| <p>\$2,500.00 worth of Schloss Bros Suits—new nifty numbers, will be sold at actual—</p> <p>Wholesale Cost Plus 10 per Cent</p> <p>Invoices on display for your persual.</p> | <p>Ladies' Ready-to-Wear — Coats, Dresses, Slips, etc., most beautiful assortment in Lockney to select from—</p> <p>25 Per Cent Straight Discount</p> <p>ON EVERY GARMENT.</p> | <p>ALL TRUNKS, SUIT CASES AND LUGGAGE—</p> <p>25 per Cent Discount</p> |  <p>10 to 50 per cent Reduction</p> <p>on every Shoes, Overshoe, Rubber, Rubber Boots, High Lace Boots and Cowboy Boots in the house.</p> |
| <p>BLANKETS</p> <p>Everyone knows that E. Guthrie & Co. are headquarters for Blankets. Big Blankets, Little Blankets, Heavy Blankets and Light Blankets, Wool Blankets and Cotton Blankets—we have them all guessing as to how we do it.</p> <p>Robe Blankets and Hudson Bay Extra Heavy All Wool Blankets, priced from \$40 per pair on down the line, to the cheapest cotton blankets that's good.</p> <p>We have Beacon Robes in great</p> | <p>profusion for your selection—All Specially Priced.</p>  |  <p>SWEATERS</p> <p>FAMOUS CADET—known for their quality the world over.</p> <p>25 Per Cent Discount</p> | <p>NOTIONS—STAPLES</p> <p>Notions, Staple Piece Goods, Woolens, Dress Materials in endless variety all of which are reduced in price, with many radical reductions.</p> <p>Sewing Thread per dozen 40c Toil Gingham per yard 25c Everett Shirting 6 yards \$1.00 Tuo Oxen Cheviot per yard 30c</p> |

THE EARLY SHOPPER HAS THE DECIDED ADVANTAGE—STORE OPEN TILL LATE EVERY DAY TO ACCOMMODATE YOU AFTER WORK HOURS.

REMEMBER—THE DATE OF OPENING—SATURDAY, SEPTEMBER 26th, AT 8:00 O'CLOCK A. M.

E. GUTHRIE & COMPANY

LOCKNEY, TEXAS



WHY WAIT? Choicest Selections Are NOW

Everything is here. All the newest and smartest creations of Coats and Dresses for Fall and Winter are ready for you here.

All the new fabrics—all the new colors—all the choicest styles. Beautiful garments with distinctive and individual style points that will be instantly recognized by smart dressers.

And best of all are the moderate prices which have been paced on these Coats and Dresses of high quality and tailoring.

Just received a full stock of Ladies Suits and Fall Merchandise.

E. L. AYRES, DRY GOODS

For—EXPERT INSURANCE SERVICE

Reliable Companies—Prompt Service—
All Kinds of Insurance

GRUVER INSURANCE AGENCY

Phone 148 "Trade in Lockney" Lockney, Texas

Personal Mention

R. J. Harris and family returned last Friday from a week's visit with relatives at Crayton, Wise County.

Leo Turner of Crayton, Wise County here visiting H. O. Sherbet and others this week.

Bob McGuire and Herbert Sparks of Floydada were visiting in Lockney Sunday.

Otis Harris and Ralph Ashworth moved to the E. L. Marshall duplex Saturday afternoon. The duplex has just been furnished and this is the first of such buildings to be erected in Lockney.

Z. T. Riley attended the meeting at the Church of Christ in Plainview last Sunday.

Mrs. Z. T. Riley and three sons, and daughter, Mrs. Dewey Floyd and baby went to Canyon Sunday. Mrs. Riley will remain there during the school term while the boys go to school. Mrs. Floyd went to take treatment under a doctor for some time.

Mrs. Ruth Homer of Lubbock was here over Sunday visiting her parents, Mr. and Mrs. Frank Ford.

Miss Rose Stewart of Canyon has been here this week visiting T. H. Stewart and family.

J. S. Baxter and wife of Fort Worth are here visiting their daughter, Mrs. Homer Howard, this week.

Dr. N. E. Greer and family left the last of last week for Fort Worth, where Doyle will enter T. C. U. and Wayne will also attend school. Mrs. Greer will remain with the boys for the winter. Dr. Greer will return home this week.

Mr. and Mrs. Colvern Henry left

last week for Oklahoma City, to finish their courses in the State Medical college at that place, after a visit of several days with Mr. Henry's parents, Dr. and Mrs. S. M. Henry.

M. P. McClesky and family returned last week from a three weeks vacation trip to Mineral Wells and Eastland County. Mr. McClesky stated he got back safe and sound but had spattered with mud, as it had rained down in that country. However, Mr. McClesky states that east of Post City crops are very poor and that maize will no average 100 pounds of heads to the acre.

FOR RENT—3 furnished rooms for light housekeeping, down stairs. Phone 65. 1-tf-c

FOR RENT—Good bed room, Mrs. Ed Reeves. 1-tf-c.

WHAT'S DOING IN WEST TEXAS (By West Texas C. of C.)

Quanah, Texas—Natural gas for Quanah and other cities of the "Green Belt" is assured. The Upham Gas Co. of Texas has secured a franchise to supply gas to Quanah and expects to supply Memphis, Childress, Wellington, Vernon and Chillicothe. Gas will be piped from the Texas Panhandle.

Vernon, Texas—Contract for a modern hospital to cost \$50,000 was let here by Dr. Garland. This institution will give Vernon four modern sanitariums with 125 bed total capacity.

Anton, Texas—The Anton Progress is a new publication for Hockley Co. It is a weekly local newspaper devoted to the work of telling the world

about Anton and Hockley County.

Midland, Texas—Business men of Midland have been boosting for Midland County farmers but the farmers turned the tables and tendered a big picnic entertainment in honor of Midland business men particularly honoring Midland's three ginners.

Porter A. Whaley, Manager of the West Texas Chamber of Commerce addressed a meeting of the Brownfield Chamber of Commerce on the "Importance of a Chamber of Commerce to each community". He pledged the assistance of the West Texas organization to every community of West Texas.

San Angelo, Texas—Two new hotels are in prospect for San Angelo to replace the recently burned Landon Hotel. L. W. Walker is pushing to completion a three story 38 room structure to be built on the Landon site.

Alpine, Texas—The potash deposits of Foard and Cottle Counties are to be developed. The National Potash Company has taken leases on a large tract of land off Herring & Johnson Ranch and will sink several wells at once.

Stamford, Texas—The service of the West Texas Chamber of Commerce to West Texas has been increased by the addition of a publicity department, whose work will be to give proper publicity to West Texas resources and institutions. E. H. White head of Cisco is appointed subject to confirmation of the Executive Board.

Lamesa, Texas—Lines are being run for the new highway from this place to Brownwood via May. This is but one of many highway improvements under way in Texas. Gaps in the Bankhead Highway are rapidly being closed through Palo Pinto County while progress is being made on plans for highway improvement in Taylor County where funds are available to pave the Bankhead. Castro County has voted a fifteen cent road tax and petitions are signed for bond elections in both Hale and Young County for Highway construction.

Crosbyton, Texas—A high line is under construction from Ralls to Crosbyton. The Texas Utilities is supplying the service.

Current Styles in Hats Reflected in Neckwear



Many handsome autumn hats present themselves in the company of neck pieces made to match. This pretty whim of fashion reveals scarfs, chokers or collarettes of silk, velvet, felt or velours, endlessly varied and very chic. The hat and choker pictured are made of black velvet, brightened by gray coin dots of narrow silk braid in three colors.

Mrs. M. L. Penniger and children returned the last of last week from a visit of several weeks to various points down in the state.

J. B. Scott of Plainview and E. S. Billings, Chief engineer of the Texas and New Mexico Utilities Company, were here on business last week.

MEETING OF GOVERNORS ON FLOOD CONTROL IS TALKED

Oklahoma City, Sept. 19.—Acting on the suggestion of E. E. Blake, chairman of the state irrigation and reclamation commission, Governor Trapp announced today the probable calling here of governors of the southwestern states to consider the problem of flood control.

Executives of Oklahoma, Arkansas, Texas New Mexico, and probably Colorado will meet here within the next few weeks to discuss protective measures for the flood endangered districts of the south, according to plans.

Under a tentative outline suggested by Blake for discussion, rivers flowing through this state would be dammed in New Mexico and Texas and the flood waters impounded. These would be used later to irrigate the arid portions of the states affected.

MAY REDUCE SIZE OF UNITED STATES PAPER CURRENCY

CONSIDERABLE ECONOMY WOULD BE EFFECTED BY PLAN, SAYS SEC.

Washington, Sept. 19.—Reducing the size of all paper money by one-

third, is being considered by the United States Treasury.

Saving of 33 1-3 per cent would be effected in the manufacturing of paper money at the bureau of engraving should 12 bills be printed on a sheet of silk paper instead of eight as at present, Assistant Secretary of the treasury, Dewey said tonight.

"Sixteen government experts have been making a complete investigation of our currency problem and their report will be delivered to Secretary of the treasury Mellon before the first of the year."

One of the major questions studied by the experts was circulation of the \$2 bill. Superstition they found, caused the public to shun this denomination in fear they will pass it for a \$1 certificate. To overcome the old fear, this bill may soon be printed in a different color.

Currency production this year will be \$3,102,000 in national bank notes of various denominations and about \$3,000,000 federal reserve bills. It costs nine tenths of a cent to manufacture each note and eight-tenths of a cent to put each bill into circulation.

CALM AT C. I. A. AFTER ATTACK ON PRESIDENT

Full Hearing On All Charges By College Faculty Members Is Held

Denton, Tex., Sept. 19.—Calm descended over the campus of the College of Industrial Arts here tonight after a week of turbulence centering around attacks upon Dr. Lindsay Blaney, president of the college. A full hearing of the charges and counter charges that have been hurled back and forth during the week of heated discussion apparently ironed out all difficulties, according to a brief statement issued following the board meeting. The latest upheaval was discussed

PANHANDLE SOUTH PLAINS FAIR

NEXT

Wednesday, Thursday, Friday and Saturday
September 30th, October 1st, 2nd, 3rd, 1925
LUBBOCK, TEXAS

Prepare to Exhibit
Bring all of
This is
Write Manager for

YOUR

Products
Family
Fair
Premium List

MORE THAN \$15,000.00 GIVEN AWAY FREE

In premiums and free prizes. Come and get your share.—IT IS HERE FOR YOU.

\$5,000.00 WORTH OF FREE ATTRACTIONS FOR YOUR ENTERTAINMENT—

3 Aeroplane Exhibitions Daily—Stunt Flying, Wing Walking, Parachute Jumping.

2 Balloon Ascensions Daily—Double Parachute drop in Afternoon with Fireworks at Night.

Gordon's Fireworks at Night—withrockets that glare and shells that burst, dazzling and spectacular.

FIVE FOOT BALL GAMES

BIG BAND CONCERTS

A MERRY MIDWAY

GENEROUS PREMIUMS

COMPLETE WOMEN'S DEPT.

SO. PLAINS FARM PRODUCTS

LARGE LIVE STOCK SHOW

FUN BY THE TON

4—AUTOMOBILES GIVEN AWAY—4

One Automobile will be given away absolutely FREE each afternoon of the Fair.

WE MOST CORDIALLY INVITE YOU TO COME

PANHANDLE-SOUTH PLAINS FAIR

Geo. E. Benson, President—Lubbock, Texas—A. B. Davis, Manager

WE HAVE A COMPLETE STOCK

OF SUITS

Price range from

\$15.00 UP

ALSO HAVE THE NATIONAL "M. BORN" LINE OF MADE TO MEASURE, AND THE "INTERNATIONAL" LINE. SEE US.

FLOYD HUFF
THE CLOTHIER

WET OR DRY

We solicit your account on this basis.

We are here with the goods and the price is our pass word.

See us for your wants—big or small. All business appreciated.

CASH GROCERY

SELL FOR LESS.

LOCKNEY GIN COMPANY ANNOUNCING THE OPENING OF THE 1925 GINNING SEASON

We have the Air Blast Double Picker Roll Lummus Gins, famous for turnout and sample.

We refer you to our many pleased customers of 1924. The first bale to Lockney was ginned and wrapped FREE.

Our cement gin is now ready and the sheet iron gin will be ready within a week.

Your business solicited on the basis of a square deal.

LOCKNEY GIN COMPANY

At the end of South Main Street.

SAND HILL DEMONSTRATION CLUB

The Sand Hill Home Demonstration Club met Wednesday, September 16th in the home of Mrs. C. C. Green. We had a large number present with several visitors. We are always glad to have visitors for we know we always have something of interest and will help all of us if we only put it into practice. The roll was called, each woman answering; "How to make our flock more profitable." There were a number of good suggestions and ideas given. Miss Faulkner gave us an instructive talk on how to cull for egg production. Then she took a few hens to demonstrate, showing us the characteristics of a good laying hen. The demonstration was made on the White Wyandotte and found some very good hens.

Our next meeting will be October 7. Hostess—Mrs. Mason Riley.
Roll Call—What Kind of Floor Covering Do You Prefer for Your Various Rooms and Why?

Order of Business
Leader—Mrs. C. C. Green.
Subject—Furnishing and Decorating the Home. Pictures on the Wall; Mrs. A. B. Masterson.
Curtain and Other Hangings—Miss Alice Holmes.
Simple Home-Made Furniture—Mrs. W. E. Miller.

Arrangement of Furniture in the Various Rooms—Mrs. V. C. Scott.

How can we as club members develop in our children a love for beautiful things—Mrs. H. O. Shurbet. Adjournment.

INTERMEDIATE LEAGUE WILL ENTERTAIN

The Intermediate League will entertain at the basement of the Methodist Church, Friday evening Sept. 25 with a Measuring Party. Everybody come and have a good time. The games and entire entertainment will be in charge of the recreation supt. for the Intermediates, Miss Irene Ritchey, and she knows how to entertain.

The Cabinet of the Senior Epworth League met in regular monthly Business session Sunday afternoon. Vacancies in the cabinet, caused by members leaving for College, were filled and other items of business transacted.

Among other things they decided to study "In Wembo-Nyama's Land" as Mission Study book. This class will begin the first Sunday in October and will be taught by Mrs. Jake Griffith. Every body is invited to attend this class.

McGhee-Phillips.

Mr. Ben McGhee and Miss Mamie Phillips, of north of Lockney were married last week. Immediately after they were married they left for Dickens and Knox counties on their honeymoon. They will make their home on a farm Mr. McGhee is farming north of town.

MARRIAGE LICENSES

License to marry issued recently from the office of County Clerk were to:

Clayburn Carr and Miss Ruby Margaret Hays, September 5. They were united in marriage at Lockney at the parsonage of the Methodist church with the Rev. J. P. Patterson officiating.

Frank B. Wallace and Miss Ipeila York, both of Plainview, September 7. County Judge E. C. Nelson, Jr., performed the ceremony here.

Autra James and Miss Bertha Webb, September 8. Justice of the Peace J. C. Gaither officiated at the wedding.

Glen Jones of Roaring Springs, and Miss Beatrice Mason, September 10. They were united in marriage by county Judge E. C. Nelson, Jr.

Maddox Closes Slot Machines.

Sheriff J. R. Maddox was over from Floydada Saturday night and forbid the future use of slot machines and punch boards in the various business houses and restaurants of the town.

T. J. Gilbert Has Good Feed.

T. J. Gilbert, of 5 miles Northeast of Lockney, brought some specimens of feed in Monday and placed them on exhibit at the First National Bank. Mr. Gilbert brought in some heads of maize, Darso and never-sour cane. The maize was planted in July and the heads were well developed at this time, being extra heavy. The Darso was very fine and well headed, and the never-sour cane was about 8 feet high with good heads on it. Mr. Gilbert has a very fine feed crop this year, however, the feed crop as a whole over the Lockney country is extra fine with heavy heads this year.

LOCKNEY AUTO GETS NEW FORD MODELS

The Lockney Auto Company is this week showing the new Ford models of cars, which have been recently put out by the Ford Company.

IF YOU GET UP NIGHTS YOU'RE OLD BEFORE YOUR TIME

Prostate and Bladder Trouble Makes Many Men Feel Twenty Years Older Than They Are.

It is said that fifty per cent of men past forty and many younger ones are victims of prostate trouble. One of the commonest symptoms of this dangerous disease which saps vitality and makes you old before your time is the necessity of getting up several times a night. Other symptoms are dull, dragging, aching at the base of the spine, pain in groin, burning sensation of organs, lack of vigor and frequent attacks of the blues. But there is hope for you, no matter how old your case, from a wonderful new formula. It seemingly brings new health, vigor and freedom from these troubles to both old and young. This wonderful treatment is known as Walker's Prostate Specific, and is prepared in convenient, pleasant tablet form. All you need do is take one tablet after each meal and the symptoms seem to vanish like magic. To prove these statements the Walker Institute, 1888 Gateway Station, Kansas City, Mo., generously offers to send a 14 treatment under plain wrapper, postpaid and free of charge to any sufferer who will write for it. If it cures you tell your friends and pay whatever you think is fair, otherwise the use is ours. Remember that you are the Judge, and you pay nothing now or at any time unless you wish, so send your name today before the introductory offer is withdrawn. It is good for only 10 days and guaranteed in every way.

A CORRECTION

In the write-up and advertisement of the Baker Mercantile Co., in reference of taking over and operating the Leslie Floyd Elevator, it was stated that Baker Mercantile Company had bought the elevator, when it should have been stated that they had leased the elevator. The elevator is owned by the Lockney State Bank, which is now in liquidation.

ACCIDENTAL GUN SHOT ENDS LIFE OF AMARILLO MAN

Edison A. Johle Killed While Taking Gun Out of Car To Shoot Doves

Amarillo, Sept. 22.—While hunting four miles south east of McLean Sunday afternoon, Edison A. Johle, 22 years old, 306 North Pierce street, was killed when his gun was accidentally discharged while he was taking it out of his car.

The right of his face was badly mangled with the shot. He was rushed to McLean and then to Amarillo but died on the way.

Funeral services were held in the Chapel of the Griggs Undertaking Co. at 4 o'clock yesterday afternoon, with Rev. G. H. Bryant of the Buchanan Street Methodist Church officiating. The body was sent over the Santa Fe to Brownwood for burial.

Johle was an employe of the Herring Furniture company. He was riding with his wife and cousins, Mr. and Mrs. Earnest Kramer, of McLean, when seeing some doves he got out of the car to shoot them and was taking his gun out of the car when it was accidentally discharged.

PLAINVIEW GETS FIRST BALE OF COTTON SATURDAY

Plainview, Sept. 19.—Plainview received her first bale of cotton for this season Saturday. The bale was raised by W. F. Lowe of Plainview and weighed 523 pounds. It had not been sold late Saturday.

Mr. Harry Caylor, of Liberal, Kansas, where he has been connected with the First National Bank, has accepted a position with the First National Bank of Lockney.

- DIDJA -

Ever send your suit to the Tailor Shop on a rainy day and fail to get it back for several days, due to the unfavorable weather conditions for sun drying

If so, send that suit to us we are fully equipped to give you the same service on a rainy day as on a bright day by the use of our

MODERN STEAM DRY ROOM.

No smell or gas after we clean it.

City Tailor Shop

Phone 133 • Otis Harris



LOCKNEY DRUG COMPANY

The REXALL Store

We are qualified by law to fill your Prescription, as your Doctor wants it filled. To obtain the best results it is necessary that a man who understands his business should fill your prescription.

There is a registered Druggist at our store at all times.

JUST PHONE 50
OR AT NIGHTS PHONE
103 OR 129



GOOD PUBLIC UTILITIES MAKE A GOOD TOWN

EVERYBODY in every Texas town has an answer to the question; What makes a good town?

Naturally, the answers are not all alike.

Good citizens working together for their mutual interests and the common welfare are community builders. But there are basic factors of modern community life that must exist to make a good town.

For instance, without adequate telephone service according to size and conditions, no town can be a good town.

As a community's public utility service is good or bad so is that community a good place or a poor place to live in.

SOUTHWESTERN BELL TELEPHONE COMPANY

Groceries and Meats That Please

We are prepared to serve you with the most choicest line of Groceries and Meats to be found on the market today. We have provided the latest conveniences so that we can at all times keep our groceries and meats in the very best possible shape and in a most sanitary way. When you buy your groceries and meats at this store you can always rely upon them being fresh and clean and of the very highest quality. We appreciate your trade and make every effort to retain it, when you give us a trial.

CITY MARKET

GROCERIES AND MEATS

PHONE 26 T. L. GRIFFITH, Prop.

SOMETHING DIFFERENT

WE SELL TIRES ON 60 DAYS TIME

On 4, 6 or 8 Monthly Installment Plan.

SESE US IF YOU ARE IN NEED OF TIRES.

MONTGOMERY BROTHERS

GARAGE, MACHINE AND WELDING SHOP

PHONE 17

J. C. Dickney

A. C. Goen

DICKEY & GOEN

REAL ESTATE AND LOANS

Farm Lands, Ranches and City Property

Agents for Floyd County of First Texas Joint Stock Land Bank of Houston, Texas, 6 per cent Farm Loans Prompt inspection. Loans made up to \$10,000.

DICKEY & GOEN

Room 4, Surginer Bldg., North Side Square, Floydada

COTTON PICKERS GROCERIES

We are prepared to take care of your grocery needs during the Cotton Picking and Maize gathering season. You will always find here a supply of fresh groceries, and everything that the market affords in fresh vegetables and fruits. Come here and get our prices on your grocery supplies for feeding the extra hands, and we assure you you will find that it will be a money saving proposition for you.

We appreciate your business and will prove it by giving the the best goods, best service and most courteous treatment.

LOCKNEY GROCERY

RADIO SEASON IS CLOSE AT HAND

And we will have a nice stock of Sets to select from.

We will also carry TUBES, BATTERIES AND ACCESSORIES for your RADIO.

PENNINGTON MOTOR CO.

PHONE 57

FREE! FREE! FREE! FREE

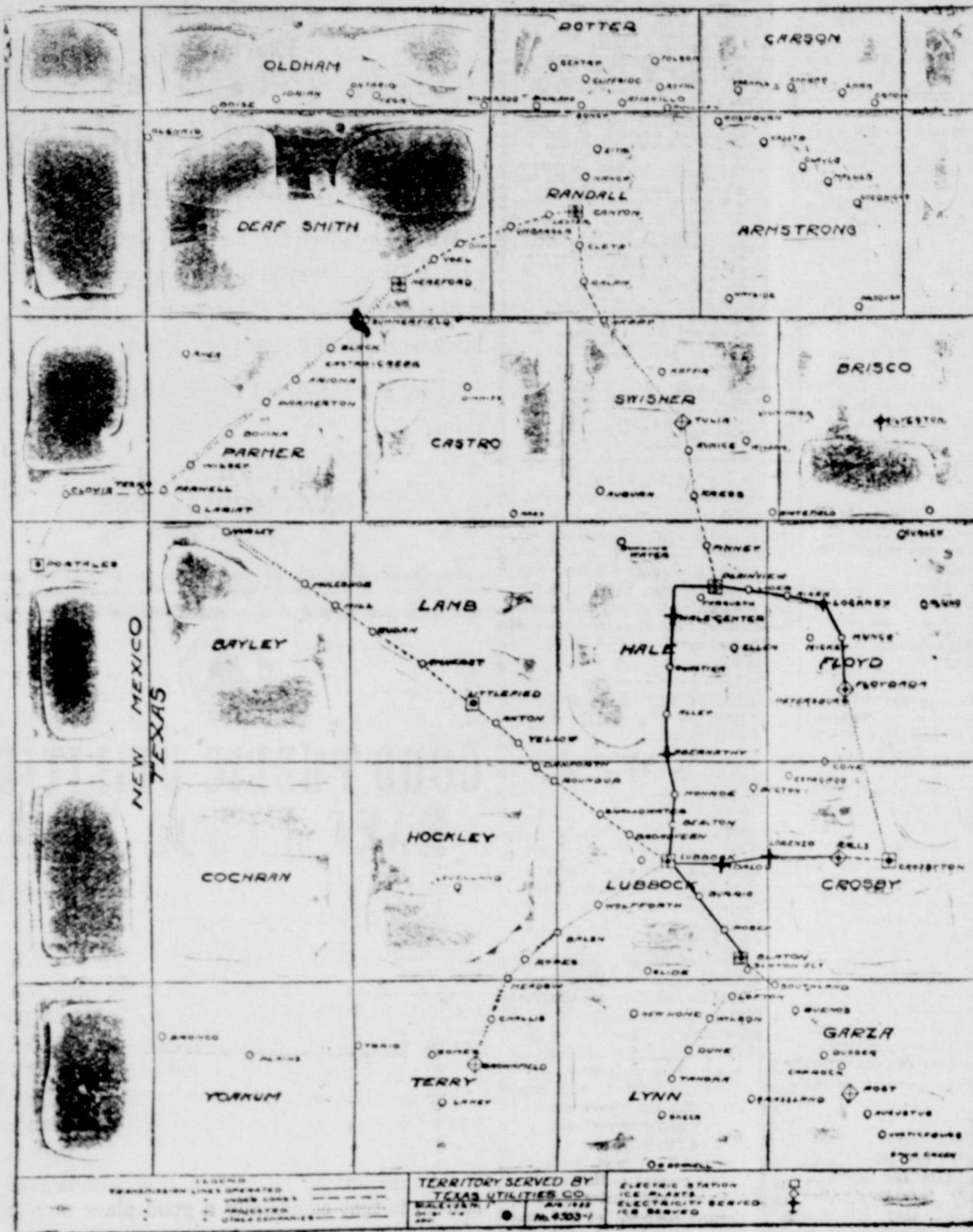
We will give absolutely FREE to every person who pays his subscription for one year in advance to the Lockney Beacon, a year's subscription to the

DALLAS SEMI-WEEKLY NEWS

\$1.50 on subscription will get both papers for one year. Only a limited number of papers to be put out in this deal, so get your order in early.

THE LOCKNEY BEACON

Electric Map prepared for use of Texas Utilities Company and New Mexico Utilities Company, shows contemplated plans for inter-connecting towns in the territory served by constructing approximately five hundred miles of transmission lines.



Texas Utilities Company has caused to be prepared a utility map, a copy of which is in this issue of The Beacon.

The map shows contemplated plans of owners and operators of Texas Utilities Company to develop territory by acquisition of electric properties as an entirety, as well as by construction of transmission lines and distribution systems.

The owners of Texas Utilities Company have recently organized a corporation under the laws of New Mexico known as New Mexico Utilities Company, and at the present time the New Mexico company owns and operates the electric plant and system recently acquired from the city of Portales, New Mexico.

The officers and managers of Texas Utilities Company and New Mexico Utilities Company are the same persons, or selected from the same group of individuals.

I. R. Kelso, President of Texas Utilities Company has been identified with and actively interested in the management of Texas Utilities Company since the date of its organization in 1915, and is President of the New Mexico Utilities Company. J. B. Scott, District Manager of Texas Utilities Company at Plainview has been identified with the Texas Utilities Company's management since the date of the organization of the company, and is Secretary of the New Mexico Utilities Company. C. R. Wilkinson of Lockney has also been identified with the Company since its organization and is the manager in charge at Lockney at this time. E. S. Billings, Chief Engineer of the Texas Utilities Company and the New Mexico Utilities Company has been chief engineer for Texas Utilities Company since the date of its organization, and has been in charge of the building program and supervising the operations of the company since the date of organization, and has been in charge of the building program and supervising the operations of the company since the date of its organization in 1915. Texas Utilities Company management is not only experienced in the management and operation of utilities in the West, but in a number of other states. This company is a

pioneer in the development of the utilities industry in West Texas and has recently entered into the business of developing the electric industry in East New Mexico.

Explanation of Map.

The map shows electric service supplied at the present time; transmission lines to be constructed, additions and extensions as follows:

Texas Utilities Company Electric Service.

Texas Utilities Company at the present time is supplying electric service to the following cities and towns in the State of Texas:

Hereford, Deaf Smith County; Canyon, Randall County; Plainview, Hale County; Hale Center, Hale County; Abernathy, Hale and Lubbock Counties; Lockney, Floyd County; Floydada, Floyd County; Crosbyton, Crosby County; Ralls, Crosby County; Idalou, Lubbock County; Lorenzo, Lubbock County; Slaton, Lubbock County; Silvertown, Briscoe, County; and Littlefield, Lamb County.

Transmission Lines Under Construction at Present Time.

Texas Utilities Company has under construction at this time additional electric transmission lines as shown by said map of 169 miles connecting the following cities and towns: Hereford to Canyon, 31 miles; Canyon to Happy, 21 miles; Plainview to Kress, 14 miles; Lubbock to Littlefield, 38 miles; Slaton to Southland, 9 miles; Sudan to Littlefield, 18 miles and Ralls to Crosbyton, 10 miles.

In other words barring unavoidable delays the Texas Utilities Company should have approximately 300 miles of electric transmission lines completed and in operation during the present year.

Additional Transmission Lines to Be Constructed by Texas Utilities Company.

In addition to transmission lines in operation and transmission lines under construction as above indicated, Texas Utilities Company contemplates the construction of additional trans-

mission lines as shown by the construction as above indicated, Texas Utilities Company contemplates the construction of additional lines as soon as such lines can be built connecting the following cities and towns:

Hereford, Deaf Smith County, to Sudan, Lamb County, via Summerfield, Castro County; Friona, Bovina and Farwell, Parmer County and Muleshoe, Bailey County.

Texas Utilities Company Ice Service.

Texas Utilities Company manufactures and sells ice at wholesale and retail and at the present time is supplying ice to a number of communities, including the following cities and towns:

Hereford, Dawn, Umbarger, Canyon, Happy, Tulia, Kress, Plainview, Lockney, Floydada, Hale Center, Abernathy, Lubbock, Idalou, Lorenzo, Ralls, Crosbyton, Burris, Posey, Slaton, Southland, Wilson, Post, Ropes, Brownfield, Meadow, Seagraves, Leveland, Shallowater, Olton, Silvertown and Dimmitt.

It might be of interest to note in this connection that Texas Utilities Company is building for the purpose of taking care of the ice requirements in its territory as well as transmission line service, and for that purpose has constructed eight new ice plants during the year 1925, and is planning to build additional plants during the coming season, including the construction of an ice plant at Littlefield.

Texas Utilities Company also owns ice storage houses at Tahoka, Lynn County and Lamesa, Dawson County.

New Mexico Utilities Company.

As indicated on the above map, proposes to construct approximately 30 miles of transmission lines as follows:

Clovis to Portales, 18 miles and Clovis to Farwell, 12 miles. Clovis and Texico Utilities.

A glance at the map shows the plan of New Mexico Utilities Company to inter-connect its Portales Utilities

with the utilities now being operated in the City of Clovis, New Mexico, by the municipality and with the Texico and Farwell properties now being operated by the State Line Utilities Company. New Mexico Utilities Company entered into a contract with the City of Clovis on September 10th to purchase the utilities now being operated in the city of Clovis by said city.

Briefly summarized the transmission lines of Texas Utilities Company and New Mexico Utilities Company of approximately 500 miles will, when completed, connect Portales, New Mexico with Southland, Texas, as follows:

Transmission line will run from Portales to Clovis, New Mexico and from Clovis to Southland via. Farwell, Texico, Muleshoe, Sudan, Amherst, Littlefield, Anton, Shallowater, Lubbock, Slaton and Southland.

The said city of Portales will also be connected with Southland, Texas over the transmission lines running through the following cities and towns:

From Portales, New Mexico, via Clovis, Farwell, Texico, Bovina, Friona, Hereford, Canyon, Happy, Kress, Plainview, Hale Center, Abernathy, Lubbock, Slaton and Southland.

In addition to the transmission line loop above described the plants and systems will also be connected by transmission lines as follows:

Commencing at Plainview and running through the towns of Lockney, Floydada, Crosbyton, Ralls, Lorenzo, Idalou, Lubbock, Slaton and Southland.

According to the building program for installing generating capacity the Texas Utilities Company and New Mexico Utilities Company will have installed by the end of the year 1926 sufficient capacity in generating units to take care of the double amount of the present requirements of the territories served by these two companies.



Sold exclusively in Lockney by E. L. AYRES DRY GOODS

THE CITY DRUG STORE

The Store of Personal Service SO DIFFERENT

Kodak Finishing—DEVELOPING FREE

Make our Fountain a meeting place with your friends. We are always glad to serve you with the best refreshments, in the most courteous manner.

Come here for your Drug Wants, where the stock is fresh and the service and quality the best.



BUILDING SERVICE

DEVCO 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

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.

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

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager

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

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

Room 7, First National Bank Building

Floydada, Texas

Improve Your Farm Build a House in Lockney

"COMMUNITY INTERESTS"

We the undersigned "GINNERS" of Lockney desire to call the especial attention of our "FARMERS" to our line of Gins.

You will find that Lockney has the best Line up of Gins of any town, there is five Gins in Lockney, four of which are new and the other one is in good shape.

We are seeking good line-ups with cotton buyers and shall hope to have as good markets as the best, which will again make it to your interest to gin in Lockney.

Our Merchants are endeavoring to make it to your interest to trade in Lockney, and our two Banks are prepared to give you good Banking service with safety.

Let's all boost to make LOCKNEY as good as the best by supporting its business firms, which will in turn help them to give us good merchandise at prices second to none.

We are for Lockney which with the coming of the Burlington-Denver Railroad, will grow to be among the leading towns of the Center Plains.

This advertisement is sponsored by the following firms:

Lockney Gin Co. (2 Gins) McClesky Gin Co. (1 Gin)
Knox-Patterson Gin Co. (2 Gins)

Texas News

By a vote of 50 for and 15 against, the resident voters of Holliday in Archer County voted for incorporation.

The Texas Independent Oil Men's Association is to hold its annual convention in Houston October 23.

Teal and sprigg ducks already are arriving in the marshes and low lands in the vicinity of Orange.

The Texas Hotel Keepers' Association will hold its annual convention in Galveston Nov. 16 and 17.

The sewer bond election at El Campo Saturday carried by a vote of 157 to 47.

The city tax rate of Longview has been reduced 25 cents on the \$100 valuation. The rate is now lower than at any time since 1916.

R. L. Daniel, district attorney of the Victoria district, has been named state insurance commissioner, succeeding Judge J. M. Scott, who retires Oct. 1.

The attorney general's department has approved \$350,000 City of Houston waterworks bonds and \$100,000 paving bonds. Both issued are serial 5a.

Houston is to get the 1926 convention of the American Institute of Park Executives, it was decided last week at the 1925 convention in Rockford, Ill.

About \$1,500,000 worth of rice has been marketed in Bay City so far this season, and it is estimated that this represents about one-half of the total for the year.

Tax rolls of Lavaca County, as certified to in delivery to the tax collector, show property of value of more than \$18,000,000, which is an increase over the assessed value of 1924.

Hearing on the proposed revision of freight rates on crushed stone, sand, gravel and commodities taking the same rate has been set for October 12 by the Texas railroad commission.

Work of setting the poles for the electric transmission line from El Campo to Edna was started this week and the work will be rushed to completion. The cost of the line will be about \$40,000.

Peach trees in the orchard of W. W. Shirley, Wood County farmer, are producing a second crop of fruit this year. The first crop of peaches in Shirley's orchard this season was above the average in yield.

A truck growers association has been organized at Cushing with F. J. Pittman as president and W. E. Carnes, secretary. Through efforts of the association it is thought that a larger acreage of truck crops will be planted next year.

Fire insurance companies did \$2,125,226,132 worth of business in Texas during 1924, according to the statement issued this week of annual underwriting experiences by classes, as reported to the state fire insurance commission.

The railroad commission Saturday set for hearing October 13 application of the North Texas Petroleum Traffic Bureau of Fort Worth for a revision of regulations, so as to allow mixing or blending in transit of naphtha and natural gasoline in tank cars at refining points in the state.

The rate on reserve deposits of from \$5,000,000 to \$7,000,000 of state funds will be increased one-fourth of one-half per cent December 1, when the present 2 per cent contracts expire, Treasurer W. Gregory Hatcher announced, following the meeting of the state rate-making board. The reserve rate is now 2 per cent. This board re-established the 4 per cent minimum interest rate on state deposits in Texas banks, for time deposits.

Exactly 14,748 more automobiles were registered in Texas during the first six months of 1925 than during the year of 1924, when 837,445 automobiles were registered, according to figures compiled by the state highway department. More than a million machines are expected to be registered during this year, highway officials indicated.

Through an error in paying the Beaumont-Houston Road it was found that the County of Jefferson had crossed nine lots at Nome belonging to the Texas Townsite Company and had also used Southern Pacific property. This was brought out when the Texas and New Orleans Railroad and Texas Townsite Company filed a claim for damages.

To express their high appreciation "for the many acts of executive clemency repeatedly shown Mexican citizens serving prison terms, and whom you were kind enough to pardon," the Mexican Blue Cross, headed by Consul General A. P. Carrillo, presented Governor Miriam A. Ferguson the cross of merit. A huge floral offering was also given to the governor.

Sin's Dread Effects
Look life over from what point you will, and you will find that it has been sin that has tripped men up and held them back and spoiled health and happiness and hope.—Washington Gladston.

Chinese Punishment
The cangue is a heavy wooden collar or yoke, worn around the neck by convicts in China as a punishment. It is sometimes combined with a cage.

WANTED: every person who has never had a bank account, to have on with this institution.

THE

YOU need not have a large amount—ONE DOLLAR will start you off.

BANK

JUST step into the bank any time and make known that you wish to open an account, and we will do the rest—THAT'S ALL THERE'S TO IT.

FOR

THE thousands and thousands of dollars that have been saved, accumulated through a bank account.

YOU

WE will be glad to have you begin baking with us.

SECURITY STATE BANK

Small enough to know you, large enough to serve you
The Bank for Everybody

"Good Equipment Makes a Good Farmer Better"

Do You Know That a Small Down Payment Puts a New McCormick-Deering Primrose on Your Farm?



Our liberal time payment plan lets every farmer buy the McCORMICK-DEERING Primrose Ball-Bearing Cream Separator easily, paying for it out of his increased income, 12 full months to pay—and you don't have to pay much!

Earn as You Turn—Ball Bearings Make It Easy!

The McCORMICK-DEERING Primrose is a wonderful machine—a mechanical masterpiece, its fast-moving parts spin easily on high-grade ball-bearings, eliminating hard work and minimizing vibration. It goes about its work faithfully twice each day and turns out a grade of rich cream beyond compare. No farmer can afford to be without it a day longer!

Ask Us to Demonstrate

It's up to you. Say the word and we will set up the machine on your farm, show you how to use it, adjust it perfectly, and ask only a small down payment. You'll find it the world's easiest-running cream separator and you'll like it better every day.

12 Full Months to Pay

J. W. PLATT, Colesburg, Iowa, says:

"I do not believe there is another cream separator of any other make in this community skimming so close and giving as high a test as our Primrose."

"Anyone looking for a close-skimming, economical cream separator does well to buy a Primrose—for it's a machine that can't be beat."

McCORMICK-DEERING (Primrose) Ball-Bearing Cream Separators
—SOLD BY—

N. W. MORGAN & CO.

The Home of the McCormick-Deering Line

FREE! FREE! FREE! FREE!

WITH EVERY TON OF COAL PURCHASED FROM US WE WILL GIVE YOU ABSOLUTELY FREE A GOOD COAL SHOVEL
PURINA COW, HOG AND CHICKEN CHOWS

We carry a full line of Purina Chows, for your Cows, Hogs and Chickens. These specially prepared feeds will make your cow give more milk, and richer milk; will fatten and make your hogs more healthy, and will make your chickens grow faster and lay more eggs. Even the Rooster will cackle when you feed him Purina Chicken Chows.


Remember we are always in the Market for your Grain and Hay, and carry a good line of feeds for those who want to buy.

Phone No. 60 when you need anything in our line and we will be more than glad to serve you.

LOCKNEY COAL & GRAIN CO.

PHONE 60

BURTON THORNTON, Manager

for Economical Transportation
Check 
Price for Price
Value for Value



The World's Finest Low Priced Coach

Chevrolet offers you more coach quality for less money than you can get anywhere else in the world. Note these points of superiority:—
QUALITY CONSTRUCTION—typical of the highest priced cars.
POWERFUL MOTOR—all the power and speed that you need.
LONG SPRING SUSPENSION—chrome vanadium, semi-elliptic springs give great comfort and roadability.
FULLY ENCLOSED CLUTCH—single plate, dry disc type, the easiest you have ever handled.
FISHER BODY—of high quality, with fine car construction and appointments.
V V ONE-PIECE WINDSHIELD—easily raised or lowered, with full cowl ventilation, absolutely water-tight.
DUCO FINISH—in beautiful sage-green and black, color and lustre last indefinitely.
ALUMITE LUBRICATION—a modern very convenient lubricating system.

These are but a few points that indicate the superior quality of this fine coach. To build such a coach at so low a price is the most outstanding coach achievement in the automobile industry—the world's greatest coach value. See it today.

Only \$695

F. O. B. Flint, Michigan

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| Touring | \$525 |
| Roadster | 525 |
| Coupe | 675 |
| Sedan | 775 |
| Commercial Chassis | 425 |
| Express Truck Chassis | 550 |

ALL PRICES F. O. B. FLINT, MICHIGAN

OZARK FILLING STATION
LOCKNEY, TEXAS

Quality at Low Cost

MARLIN HOT WELLS

WHERE LIFE GIVING WATERS FLOW

Come to Marlin, the year-round health resort, for rheumatism, neuritis, stomach trouble and all chronic diseases. Modern up-to-date hotels, clinics and bath houses. Golfing and dancing. Ask your neighbor who has been here or write,

THE MARLIN CHAMBER OF COMMERCE
MARLIN, TEXAS

WE HAVE MOVED OUR BARBER SHOP

I have moved my barber shop, which was known as the "Laboring an's Barber Shop" to the basement of the Security State Bank, entrance near Dud's Cafe.

I have changed the name to "Basement Barber Shop." I will appreciate your business.

BASEMENT BARBER SHOP

G. D. ADAMS, Proprietor.

WANT COLUMN

FOR RENT—Nice bed room. Phone 108.

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

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

FOR SALE—12 disc Emerson Drill. Terms.—Geo. T. Meriwether. 49-tfc

Full line of Lunch meats for school lunches. City Market.

WANTED man to collect Old Sale Notes. Perry Roofs, Sunshine Valley, New Mexico. 5-1-3t-p.

FOR SALE—Seed wheat, at my place 20 miles northeast of Lockney. Test 60. Wade Davenport 52-2t-p.

The First Texas Joint Stock Land Bank of Houston, Texas, wants your loan business. 6 per cent interest. Prompt inspection. Dickey & Goen Floydada, Texas.

Drop in at the Lockney Auto Co. and see the New Ford.

Car of Furniture has just arrived. Your wants can now be filled at economical prices. Crager Furniture Company. 1-tf-c

NOTICE

I am moving my studio on October 1st to the balcony of Griffith's Grocery. Anyone interested in art lessons please see or phone. Will have an announcement in regard to China painting soon.—Mrs. C. L. Cowart. 1-tt-c

FOR SALE—320 acres good smooth land within 12 miles of Friona, Farmer county. Price \$16 per acre, \$1920 cash; balance good terms, 6 per cent.—M. A. Crum, Friona, Texas. 1t

FOR SALE—About half mile of hog wire, also enclosed school buggy.—J. M. Cox, 4 1-2 miles north Lockney. 2t

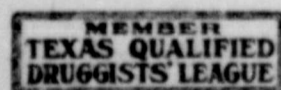
The 1926 Model Ford is here. Come in and look it over.
Lockney Auto Co.

BLUE BUGS

Fed MARTIN'S POULTRY TONE to your chickens and paint your hen house with MARTIN'S ROOST PAINT to kill and keep away insects. Money back. Guaranteed by: Stewart Drug Co.

FOR SALE—Gae Emerson drill. See L. H. Gruver. 51-tf-c

The Texas Qualified Druggists' League Says:



Legally Registered Pharmacist

STEWART DRUG COMPANY
U TELLUM "STEWART HAS IT"

Member Texas Qualified Druggists' League

Read the League's messages in Farm & Ranch and Holland's Magazine

KILL SCREW WORMS

Instantly, heal wounds quickly and keep off flies with MARTIN'S SCREW WORM KILLER. Mort for your money and your money back if not satisfied. Ask Stewart Drug Co.

If you need a loan come to see us. 5 per cent money beats 8 & 10. Dickey & Goen Floydada, Texas.

Full line of Lunch meats for school lunches. City Market.

FOR SALE—Good car cheap. C. R. Graves, Blacksmith. 52-tf-c.

FOR SALE—320 acre well improved farm 6 miles S. E. Lockney and 5 miles North Floydada. This place is a bargain. Terms good. See or write, A. B. Muncey, Lockney, Texas.—52-tf-c.

Full line of Lunch meats for school lunches. City Market.

FOR SALE—Several sows with pigs. Wm. McGehee, 2 miles Southwest of Lockney.

Don't forget to stop in and see the New Ford at the Lockney Auto Co.

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

TUBBS AGAIN NAMED ASSOCIATION MISSIONARY

Floyd County Baptist Association Has Had Fine Year, Reports at Convention Last Week Proved.

The Floyd County Baptist Association, which held its annual meeting with Center Baptist Church, closed its session on Thursday, September 10 at 4 o'clock, after an inspiring three-day session in which reports from churches over the association showed a great year for the Baptist Church. The meeting opened Tuesday night,

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

when the introductory sermon was preached by Rev. J. C. Scott, pastor of the Crosbyton church. The association went into permanent organization Wednesday morning at 10 o'clock. Rev. R. E. L. Muncey, was elected moderator, Rev. C. J. McCarty, of Lockney, clerk, and W. B. Jordan, of Center, corresponding secretary and treasurer. Rev. G. W. Tubbs was re-elected missionary of the association for another year.

Other officials chosen at the association included the selection of Rev. C. E. Ekridge, of Floydada as associational organizer for the 1925-26 State work campaign, and A. Kelley, of Ralls, as associational director of publicity for the state campaign.

More than 300 persons were added to the church in this associational year, and about 400 by letter, statistical tabulation of the reports of the churches in the association showed. Over \$31,000 was expended for general and local work of the year.

5 HUNDRED ENROLLED FOR TECH OPENING AT LUBBOCK

LUBBOCK, Texas, Sept. 19.—More than 500 students have been enrolled in Texas Technological College here. Registrar E. L. Doheny announced today. Officials estimate that the new school, which opens September 30, will start with 1,000 attendance.

Every effort is being made to arrange class schedules to permit students to do outside work to defray their expenses.

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

F. M. KESTER
REGISTERED OPTOMETRIST
EYES CAREFULLY TESTED
GLASSES FITTED
Broken Lense Duplicated
LOCKNEY, TEXAS

DR. R. E. L. MEWSHAW
Physician and Surgeon
Office in City Drug Store
Residence Phone 113; Office Phone 126
LOCKNEY, TEXAS

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

DRS. REED & HENRY
Physicians and Surgeons
Special Attention Given to Women's Diseases.
Office Lockney Drug Co.
Office Phone 50—Res. 87
Lockney, Texas

Dr. HARRIS H. BALL
DENTIST
LOCKNEY, TEXAS
Office, Room 1, First National Bank Building. PHONE 72
Office Hours, 8:30 to 12; 1 to 5.30

Grady R. Crager

UNDERAKER AND EMBALMER
Hearse to all parts of the Country
Day Phones 126 and 121; Night 79
In Crager Furniture Co.
Day and Night Service
LOCKNEY, TEXAS

SELLING GLASSES

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.

DR. WILSON KIMBLE
Floydada
Eyesight Specialist Phone 254, Box 518

HOW'S THIS?

HALL'S CATARRH MEDICINE will do what we claim for it—rid your system of Catarrh or Deafness caused by Catarrh. It consists of an Ointment which Quickly Relieves, and the Internal Medicine, a Tonic, which acts through the Blood on the Mucous Surfaces, thus restoring normal condition.
HALL'S CATARRH MEDICINE as a Blood Purifier gives wonderful results. Sold by druggists for over 40 years.
F. J. Cheney & Co., Toledo, Ohio.

FALL WEATHER

has put us to thinking about the things we need for Fall and Winter wear.

This store has been working on this problem for several months, that we might offer just the right styles, and that the quality of our stock for Fall should be second to none in style, quality and price.

We are ready with a magnificent showing of wearables for every member of the family.



This Novelty in Black Kid at \$7.50



This New Turn Style in Tan Kid at \$8.75

WE ARE FEATURING THE NEW SUNSHINE AND PEGGY PARIS GARMENTS



If you would be stylishly attired you will not overlook this wonderful line of ready-to-wear garments. Visit our Millinery and Ladies and Misses Ready-to-Wear Departments and see the many New Things we are unable to tell you about.

HARDWARE AND GROCERIES

THE FALL EVENINGS make every family wish for a dependable RADIO and due to the fact that they are lower in price, we expect a large number of people to want an ATWATER KENT Set. Phone us to send one of these sets to your home, that you may know how superior in quality is the ATWATER-KENT.

A full supply of STOVES in Heaters, Oil Burners and Ranges. When it is HARDWARE you need, we have it.

Maize Heading and Cotton Picking will be on hand in earnest, and we are prepared to feed them all.

Our Grocery is a Busy Store for Busy People.

COTTON PICKERS BOOKS FREE to those who need them.

We desire to assist you in the sale of your farm products, and will appreciate the business you turn our way.

BAKER MERCANTILE COMPANY

"THE STORE WITH THE GOODS"