

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-SIX

Lockney, Texas, Thursday, September 23rd, 1926

Number 1

COTTON PICKERS BADLY NEEDED

THE LOCKNEY SECTION—1,000 PICKERS ARE NEEDED

The cotton in the Lockney country is now opening very rapidly and a demand for more than a thousand pickers within the next week is the opinion of the farmers. The cotton is extra good and in many places the cotton will make more than a half of a bale to the acre for the whole county is not over estimated. The writer has visited practically all of the country surrounding Lockney, and while we were raised in a cotton country, we can truthfully say that we have never seen such a good cotton crop in our life time as is the crop in the Lockney country today, or this year.

Farmers are badly in need of pickers now, and many farmers can supply houses for pickers at this time and families are preferred by many of the cotton raisers. This office can place a good many families, and will be glad to direct men with families who wish to pick cotton to these places. The gins are all ready for business and some cotton is now coming in, and within the next week we expect to see the gins running full time day and night. Crews are being arranged for the night work.

We would appreciate it very much if newspapers in localities where there is an oversupply of cotton pickers would direct the pickers to the Lockney country, where they can find all the work they can take care of.

LONGHORNS PLAY SPUR HIGH SATURDAY

The Lockney Longhorns will engage in their first grid battle of the season with Spur High at the Floyd County Fair next Saturday afternoon at the Floydada base ball park. This promises to be a very thrilling game as each have good teams this season, and are both going to do their best.

On the next week's schedule for Friday, Oct. 1st, the Longhorns will play Tulla High at Lockney instead of Floydada as said in last week's paper, and Floydada on Oct. 8th. Do not miss these games as they promise to be the best of the season.

STILL THINKING OF LOCKNEY

We have a letter from Wichita Falls stating that the West Texas Chamber of Commerce will hold the next annual session in Wichita Falls on May 16 to 18th, next year, and that they are looking forward to having the Lockney Ukelele club with them on those three days. This month's issue of West Texas Today carried a picture of the Lockney Ukelele Club, and the Lubbock Avalanche of Sept. 17, carried a picture of the Ukelele Club, with a write up saying that Lubbock was expecting the Ukelele girls to attend the fair this year and making the club one of the main events of the fair. Lockney should be proud of the reputation that has been gained by this organization, and should give the girls their loyal support, for they have done much for the town in a publicity way.

Mrs. E. L. Brotherton Dead

Mrs. E. L. Brotherton, age 26 years, 8 months, and 4 days, died in Greenville, Texas, Saturday, Sept. 18th, following an operation, and the body was brought to Lockney for burial.

Mrs. Brotherton's maiden name was Miss Alice Rebecca Woods. She was born in Oklahoma on Jan. 22nd, 1900, coming to Texas when she was two-years-old, and has lived in this state for the past twenty-four years. She was married to E. L. Brotherton of Lockney, in 1920. Mrs. Brotherton spent her girlhood in Lockney, and was a graduate of Lockney high school, and had been a member of the Methodist church for the past fourteen years.

Funeral services were conducted at the Methodist church at 3 o'clock Sunday afternoon, Rev. T. J. Rea officiating, and interment followed in the Lockney cemetery under the direction of Undertaker Grady R. Crager.

Misses Tommie Merick, Emma Hodel, and Hazel Shelton left Tuesday morning for Lubbock where they will enter Texas Tech for the Fall and Winter school terms.

GIVE SECOND BALE PREMIUM ON COTTON

D. B. LOVE, FOUR MILES WEST OF LOCKNEY, BRINGS FIRST HOME GROWN BALE

D. B. Love, living four miles west of Lockney, brought in the first bale of cotton, that was raised and picked in the territory adjacent to the town. Another bale from the south part of the county, but in Floydada's trade territory was received here the first of last week, and a small premium paid for same, however, when Mr. Love brought in his bale of cotton the merchants and business men of Lockney felt that he was also due a premium, as really his bale was the first ginned that had been raised in the immediate territory, and by a man who does his trading in Lockney, so a subscription list was circulated and a premium of \$44.75 was raised.

This bale of cotton was ginned free by the Lockney Gin Co. There was 1450 pounds of seed cotton, and the turn out was as follows: 530 pounds lint cotton, 920 pounds of cotton seed. The bale graded strict middling, and was bought by the Lockney gin Co. at 17c per pound, bringing Mr. Love \$90.10 for the cotton, and \$44.75 premium, a total of \$134.85 for the bale of cotton.

The list of donors to the premium were as follows:

The First National Bank, \$5.00; Cash Grocery, \$1.00; Lockney Coal & Grain Co., \$1.00; Cozy Cafe \$1.00, O. E. Stevenson, 50c, E. Guthrie & Co., \$1.00, Stewart Drug Co. \$1.00, N. E. Greer 50c, Palace Barber Shop \$1.00, Lockney Drug Co. \$1.00, Crager Furniture Co. \$1.00, Grady R. Crager 50c, Security State Bank \$5.00, Northcutt Grocery \$1.00, T. B. Hill, City Bakery 50c, Harve Pennington 50c, L. D. Rucker Produce 50c, Angel & Childers \$1.00, G. B. Harris \$1.00, W. S. Waller \$1.00, Lockney Beacon \$1.00, Chamber of Commerce \$2.50 paid, Ozark Filling Station \$1.00, Zoel Watson 25c, Floyd Huff 50c, Pioneer Hardware Co. \$1.00, Riley & Brewster \$1.00, E. L. Ayres \$1.00, G. S. Morris \$1.00, Lockney Electric \$1.00, Baker Mercantile Co. \$1.00, D. F. McDuffee 50c, Lockney Grocery \$1.00, Dyer Motor Co. \$1.00, P. E. Schick 50c, Higginbotham-Bartlett Co. \$1.00, Floyd County Lumber Co. \$1.00, Knox-Patterson Gin Co. \$1.00, Floyd Barber 50c, The Consumers Fuel Association \$1.00, J. B. Downs \$1.00.

Uncle Ben J. Smith Dead

B. J. Smith, familiarly known as "Uncle Ben", age 72 years and 6 days, died at the home of his daughter, Mrs. Luther Wofford, one mile west of Lockney, Monday afternoon at 1:45 o'clock, as a result of a stroke of paralysis, which came on him a few days before.

Mr. Smith was born in Van Zandt County, Texas, on Sept. 12th, 1854, and has spent his life in this state. He was married to Miss Josephine Cooper in Van Zandt county on Dec. 24th, 1880. They moved to Lockney from Wheeler county, Texas, in 1906, and Mr. Smith has lived here for the last 20 years, his wife died here 17 years ago.

To this union there were six children born. They are Monroe, Jake, and Robert Smith and Mrs. Luther Wofford and Mrs. C. Callaway all of Lockney, and Luther Smith of California.

Mr. Smith had been a member of the Church of Christ for the past forty years, and had been an Odd Fellow for the past thirty-eight years.

Funeral services were conducted at the College Auditorium at 3:30 o'clock Tuesday afternoon by Elder Alva Johnson of Tulla, and burial was under the auspices of the Floydada I. O. O. F. Lodge. Grady R. Crager was the undertaker.

Jackie Sue Smitherman Dead

Jackie Sue Smitherman, infant son of Mr. and Mrs. Milford Smitherman, passed into the great beyond Wednesday, Sept. 22nd, at the age of two months.

Funeral services will be held at the Lockney cemetery this afternoon, Bro. D. N. Barnett, pastor of the Church of Christ, officiating. Interment will be in the Lockney cemetery under the direction of Funeral Director Grady R. Crager.

Dr. and Mrs. H. H. Ball were Amarillo visitors last week end.

GENE TUNNEY GETS REFREE'S DECISION AFTER 39 MINUTES OF FIGHTING

Gene Tunney, weight, 185 1-2, won the World's Championship heavy weight bout from Jack Dempsey, world's champion, in a ten round bout tonight at the Sesqui-Centennial Exposition in Philadelphia, according to Radio Broadcasting Station, KOA General Electric, Denver, Colorado.

Jack Dempsey, for seven years, world's heavy weight champion went down in defeat at the hands of Gene Tunney after ten rounds of the hardest fighting in the history of boxing. Tunney won his bout by being the fastest, brainiest, hardest hitting man of the two. According to ringside announcements Tunney hit ten hard, punishing licks to Jack's one, and covered himself so well that it was impossible for Jack to get an opening. Tunney's winning punches were upper cuts and left hooks to chin and ears, there being more left hooks than any other. Tunney had Jack's left eye bleeding in the 3d round, and by the end of the eighth round it was almost closed, and bleeding very profusely. Jack staged his only come back in the 7th round, when the gong rang, the referee's decision was a draw. And after 39 minutes of blinding, cruel punishment Jack lost the world's championship belt.

FLORIDA DEATH TOLL HAS NOW REACHED 325

Property Damage Estimated at 50 Million Dollars, Martial Law in Effect Over Storm Area

MIAMI, Florida, Sept. 20.—The known dead in Florida's storm area as a result of Saturday's hurricane and tidal waves stood tonight at 325, the number of injured estimated at over 4,000 and the property damage totaling about 50 million dollars.

Approximately 40 persons were missing.

Miami proper had 125 dead and approximately 2,000 injured; Miami suburbs, including Coral Gables, Miami Shores, Little River and Hialeah total 45 dead and the injured numbered into hundreds.

Pitiful Scenes Enacted.

Hollywood, with 75 dead, and 600 injured, presented the most pitiful scene in the storm area as scores of children cried for their parents, and an equal number of adults, scantily clad, many in bathing suits, searched the wreckage of their homes for traces of loved ones now missing.

At Fort Lauderdale were 13 dead and twenty other persons were probably fatally injured and 503 others less serious injured were being treated by the Red Cross, hospitals and emergency hospitals. It was said by Red Cross officials here that about 7,000 persons were dependent upon them.

At Marion, there had been found ten bodies and 140 persons injured. Virtually every home or business building was wrecked. At Davie, five were killed and 40 were injured.

Reports are that 41 are dead at Moorehaven and Clewiston, across lake Okeechobee. Because of the inaccessibility of the towns and accurate check tonight was impossible. It indicated several hundred injured.

Fifty persons were suffering from injuries at Progresso and at Pampano. Each one reported one death. At Floridannada there were three injured and at Deerfield, two.

Forty Thousand Homeless

Throughout the storm area it was estimated conservatively that 40 thousand persons were homeless and virtually without clothing or food or immediate methods to recuperate their loss.

Martial law has been put into effect throughout the storm area until late evening until restrictions on Miami were modified. None were allowed during the day to enter the stricken area except upon some mission of relief, official business of the Government or State, or for the press of the nation.

Hundreds were turned back by the soldiers despite their pleas that relatives were in the storm area and had been unheard from. It has been estimated that until things better adjusted themselves that the water and food supply be not further strained by additional mouths to feed. It was decided, too, that the work of checking the dead and injured and caring for the housing of the destitute would be hampered by permitting additional

persons within the area.

Sanitary engineers and inspectors were mobilized today to avert a serious epidemic in the path cut by the hurricane.

Huge signs now warn people of the stricken area that drinking water must be boiled thirty minutes. The signs are not advisory, they are orders from all the health departments of the cities affected are posted and enforced by the authorities of the martial government which temporarily rules.

R. T. SPENCE COMPLETES MODERN COUNTRY HOME

R. T. Spence has just completed one of the best, most modern and up-to-date country homes in his section of the country. The house is the latest style modern bungalow, with six rooms, and a bath. The inside is of finished hardwood, and a modern lighting system. The construction work and finishing was done by Mr. E. M. Whorton, and according to Mr. Whorton, Mr. Spence now has one of the most modern country homes in this section of the country.

Visits of the Sork.

Born to Mr. and Mrs. J. B. Wigginton, 1 mile north of Alcino, Saturday, September 18, a boy.

John Williams, 15 miles north of Lockney, Tuesday September, 14 a girl.

Luther Wofford, Lockney, Thursday September 16th, a girl.

LONE STAR GIRLS 4H HOME DEMONSTRATION CLUB

The Lone Star Girls 4H Home Demonstration club met Wednesday, September 8 at the school building. There were three members present, and one visitor who thinks she might later join our club. We will be very glad if any other girl of our community would join our club. We are planning to have our club room equipped soon and can go to work for the good there is in it and have a nice time about Christmas, and make lots of nice Christmas candies. Therefore, we want every girl to be with us and have a good time with us.

We are looking forward to the county fair which will be held on the 25th of this month. We therefore, hope to have some of the prizes, if not the trip to the Dallas Fair.

John Stapleton and Delmer Ashworth left Tuesday for Canyon to enter the West Texas State Teachers College for the term which begins this week.

Mr. and Mrs. Grady Burson came down Sunday from Friona, Texas to visit Mrs. Burson's parents, Mr. and Mrs. John Hodel. Mrs. Burson will spend a few weeks visiting here.

Z. T. Riley returned the first of the week from a visit of several days with his daughter, Mrs. Grady Brewster, at Perico, Texas.

Virgil Threet who is connected with the Woodward Lane Grocery Co., at Pampa, Texas, spent the week end in Lockney visiting his parents, Mr. and Mrs. T. T. Threet.

FRIONA BANK ROB- BED MONDAY MORN.

THREE MASKED MEN LOCK OFFICERS AND CUSTOMERS IN VAULT THEN TAKE MONEY

Friona, Sept. 20.—No trace of the three masked bandits who looted the Friona State bank of several hundred dollars shortly after 9 o'clock this morning, after locking three officials and three customers of the bank in the vault, was reported late tonight by a posse who returned after hours of search.

Although a complete check-up failed to show the exact amount taken by the robbers, it is believed the loss will be less than one thousand dollars.

After looting the bank, the three men jumped into a waiting automobile and sped away. They are believed to have headed toward Amarillo.

The posse was quickly formed and gave chase, and although the bandits have not yet been apprehended, the search will continue, authorities declare.

The robbery was one of the boldest in the history of this section. The doors of the bank had hardly been opened for business when two of the bandits entered, leaving a third standing at the door to guard while the bank was looted. Orders of "don't call for help or attempt to resist for we will shoot to kill" were given by all three of the masked robbers.

Owing to the fact that the time lock of the steel vault where thousands of dollars are kept had not been opened, prevented the haul of the bandits being greater.

After locking the bank officers and customers in the vault the robbers spent some time in looking through desks in the office looking for money. They found none, however, except a few hundred dollars that had been placed in the cashier's cage when the bank was opened this morning.

They seemed to be in a hurry. Two or three citizens of the town passing the door of the bank, did not look in and knew nothing of the robbery inside until the bandits had escaped in a car the engine of which had been left running.

According to Cashier S. T. Anderson, Assistant Cashier Hennesse Osborn and President A. W. Henschel, the bank officials who were locked in the vault, the robbers appeared to be young men. Although handkerchiefs hid the lower part of their faces, the officers believe they possibly could identify the robbers if they should see them again.

A posse was organized soon after the robbery and gave chase but at noon today nothing definite that might lead to the capture of the bandits had been reported.

Officers of nearby towns and cities have been notified. The robbers were headed in the direction of Amarillo. Police Chief C. J. Blackwell and Chief Detective Bert Johnson of the Amarillo department arrived in Friona this morning to assist in the hunt for the bandits.

Friona is in Parmer county, twenty-two miles northeast of Farwell on the Santa Fe railroad. It is about seventy miles southwest of Amarillo.

ARTHUR'S COMEDIANS HERE NEXT WEEK

Starting Monday evening Arthur's Comedians will open a week's engagement in Lockney under their large tent, on Main Street.

This is said to be one of the strongest stock companies on the road, producing the latest plays complete in every detail. Between acts high class vaudeville is put on by artists, favorable mention appearing in nearby newspapers relative to their specialties.

The company carries a strong jazz orchestra and from the beginning to the end there is not a dull moment.

The company will open Monday evening with "Hollywood Madonna" which includes comedy and strong dramatic climaxes. The opening night ladies will be admitted free when accompanied by a paid adult admission.

Sister Died Tuesday Night

A telephone message was received Tuesday night that Mrs. B. F. Ray, sister of B. J. Smith, had died at Paducah Tuesday evening. Mr. Smith was buried in Lockney Tuesday afternoon at 3:30, before his sister died later in the evening of the same day.

DISTRICT COURT NOW IN SESSION

REGULAR FALL SESSION MET LAST MONDAY—HAS HEAVY DOCKET

The regular Fall session of District Court for Floyd County opened last Monday with Judge R. C. Joiner on the bench. The docket has about two cases to be disposed of. The third week will be criminal docket week.

The Grand Jury was empaneled Monday morning and is now at work, and is composed of the following men: E. C. Nelson, Sr., foreman, W. W. Angel, E. C. Austin, Bert Bobbitt, A. H. Monning, D. H. Collins, W. C. Cates, J. S. Collins, A. S. Cummings, Floyd Ewing, W. N. Jones, H. A. Crause. The bailiffs for the grand jury are: M. T. Sanders, L. B. Maxey, H. S. Bolin, M. M. Day and Bob Smith.

Petit Jury for Second Week

The following is the petit jury for the second week of district court, to appear Monday morning, September 27th:

Sam Box, J. W. Pitts, J. C. Broyles, J. W. Taylor, C. W. Booth, E. R. Borum, Frank Busby, Fred Bell, David Bates, J. G. Fortenberry, G. A. Barton, O. C. Bailey, W. W. Richards, D. R. Baggett, G. L. Falver, J. C. Woolsey, D. B. Brown, T. S. McGehee, Chas. H. Blam, W. I. True, A. T. Sweptston, O. M. Conway, Hilborn Casey, R. N. Burgett, J. E. Dickey, J. H. Bynington, A. T. Assiter, O. Cross, B. L. Breed, H. W. Belden, L. Y. Woolsey, P. G. Stegall, W. E. Sims, W. R. Dooley, Joe M. Smith and R. B. Gary.

The Court is working on the non-jury docket this week, and setting cases for the term of court.

SNYDER GIRL IS SUICIDE VICTIM

Shoots Self Because She was Tired of Being An Orphan Relative Believe

Snyder Texas, Sept. 17.—Although Glady Evans, 16, high school student wrote two notes declaring, that, "this is an awful thing to do" and that you "will never know why I did this" friends and relatives Friday expressed belief that Miss Evans shot herself through the heart because she could no longer bear to be an orphan.

The girl's father and mother died on the same day of influenza several years ago and since then she and her brothers and sisters have lived in five different places distributed among relatives.

Thursday Miss Evans was playing the phonograph in a room by herself and Mrs. John Cole, her cousin, with whom she was staying heard a shot. She rushed into the room in time to see the dying girl thrust a revolver under a mattress.

WALTER WILLS, WIFE AND TWO CHILDREN DEAD

ABILENE, Sept. 20.—After he had gone to a field on his farm and informed a tenant that he had killed his wife and a daughter, Walter Wills, 30, well known farmer of Fluvanna, Scurry County, returned to his home, killed his six year old daughter and sent a bullet through his own heart.

"I have just killed my wife and little girl," Wills is said to have told his tenant.

"Jump into an automobile and rush for a doctor."

The tenant did as instructed. When he returned from Fluvanna with Wills' father and brother he found the four bodies. The woman and two children were not shot. Wills is said to have beat out their brains with the butt end of the shot gun with which he ended his own life.

Wills' clothing was covered with blood when he came to the field, the tenant said.

The physical evidence showed that Mrs. Wills and Elizabeth, the older daughter were fleeing from Wills at the time they were killed as their bodies were found about fifty yards from the house.

Wills has always enjoyed a splendid reputation in the county. Since his domestic life has always been happy and his financial condition good the only theory that friends can advance is sudden insanity.

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 35c
Classified Advs. per word 2c
No Classified Adv. less than 25c

WE HAVE PASSED ANOTHER MILE STONE

With this issue of the Lockney Beacon we begin our twenty-sixth anniversary. For twenty-five years this newspaper has been telling the people of the ups and downs of the country and giving to the outside world a mirror in which to judge the community.

This paper has always stood for the betterment of the community and has waged a fight for law and order and the advancement of Christianity and good citizenship, and has always been found on the job or in the firing line in favor of everything that the editors have deemed best for this section of the country, and the editors in these past years have made a successful fight in helping build up this section with good people, law abiding people, progressive people, and people that are of a Christian faith and of the Protestant religion.

Many times the old files of the paper show the struggles of the editors to press forward like the picture portrayed in the spirit of '76' and many time this struggle was an uphill business, and the newspaper men were seemingly left alone to swim or sink, but in each instance and in some way they stemmed the tide and came out victorious.

Today the newspaper business has reached a different plane.

No more can the narrow-contracted business man become angry at the editors, and quit patronizing him without injury to his own business, for no longer is the newspaper on the list of the charitable order, but its space is as necessary to the successful business man as a store building in which to put his stock of goods, as any clerk or bookkeeper he uses in carrying on his business, yes, even more essential to the successful business man than any other thing connected with the successful carrying on of business. No longer do people patronize a man in business for old friendship sake, but they buy goods from the man who sells the best goods at the best price, give the best and most courteous treatment, and lets the people know he has the goods, the price and the service through the columns of the newspaper and is constantly impressing on the people the advantage of trading with him. No merchant makes a success of business unless he advertises. A few men stays in business for a short while just on the strength of the advertising done by the other businesses in the same town or the next door to him, but they seldom last very long, and their success is very limited. Men who study advertising are the newspaper's best friends, and received the most benefit from the advertising, and they are the most successful business men and the men who stay in business for years and years and hand the business well organized and thriving down to their offsprings, to go on down through the ages in a successful manner, for such businesses are systematized and efficiently managed.

Another thing, today the merchants of the town must use the columns of their local newspaper in order to hold the trade of their own community. Good towns are close together in this section of the country, and trade territories overlap each other, and live merchants in the nearby towns are generous patrons of the papers in the adjoining communities, for they know well they will receive results. Lockney people trade in Plainview and Floydada; Floydada people trade in Lockney and Plain section trade in all of the three towns view; Plainview people trade in Lock-

and the merchants offer them the ney and Floydada; and farmers in this best inducements and make the best effort in securing their trade gets the most of their trade, so when the merchant of a town fails to use the columns of his local newspaper to reach his trade, he is not hurting his paper very much, but he is just cutting his own throat and the town's in which he lives. People no longer trade with Bill Jones just because he is Bill Jones but they trade with the merchant who offers them the best buy for the money and keeps the fact before them constantly.

In years past, newspapers have had hard times, for they had to rely solely on the support of the local merchants for their livelihood, but that day has gone forever, today when the merchant refuses to use the columns of his local paper, the editor does not become angry at him, but pities him instead, for he well knows that this man is not going to bother the business world for a very long period, for his substance will soon be exhausted by overhead expenses, while he is sitting and waiting for the trade to come his own way. Then the outside or foreign business has grown wonderfully, men who know the values of using the columns of the local weeklies, who have made their millions in business by the use of the newspaper space, are continually spreading out, and every year this business in newspapers are growing larger, and their yearly production is having to be doubled and tripled on account of the business they are getting as result of using what is known as the Country Press. Mail order houses have begun to use more Country newspaper space, and they find it more profitable, for they find it swells the amount of orders they receive each week and brings them a large amount of business that their catalogues have failed to reach.

A successful business man must advertise, he must be a continous advertiser and study his advertising if he expects to make a success of his business, and if he is running a cash business if he fails to advertise to use the slang expression, "he is just a blowed up sucker."

In the twenty-five years of the Lockney Beacon's life wonderful changes have come to it. Every year has shown a marked improvement in the printing of the paper, better machinery and better methods of printing the paper have brought the Country Paper up to Metropolitan style, and where it took only a few hundred dollars a few years ago to buy printing machinery to run a paper it now takes thousands of dollars to equip a plant that is in keeping with the country press. The Lockney Beacon can boast of the fact that it is equipped with as good printing machinery and in sufficient quantity, to compete with any printing establishment in all West Texas. Our machinery is of the latest improved models, and there is one machine in the house that alone cost \$7,100.00; and our news press is the best on the entire Plains outside of the daily presses in Amarillo and Lubbock; all type and machinery are the best that money can buy, and many times we are made to feel good, when traveling men visitors, etc., visit our office and while looking at the plant remark: "why you have an office here, that is ten years ahead of the town." We hope that we will ever have it said that the plant is ten years ahead of the town, for no town is worth consideration by enlightened people that has a newspaper that is not ahead of the town. A poor, bad printed, skimpy patronized paper is the worst advertisement that any town can have, and the newspaper in each town is the mirror which truly reflects the worth of the town, and silently, but surely, tells the outside world just what kind of a town it is printed in.

We expect the twenty-sixth year of the Lockney Beacon to be the most successful year in its history, and of course if Lockney grows and progresses and is a better town during the coming year than it has ever been in its history, the Beacon will make progress along with it.

We thank the people for the patronage given us during the past three years, since the paper has been under our management, and appreciate all the favors extended to us, we are here to fill the bill in the newspaper business, and any assistance given us in any way at any time is gratefully recieved and appreciated. We will thank you to help us make the Beacon a better newspaper in both news and financial status.

HARVE BOLIN

H. S. (Harve) Bolin is leaving Lockney, and will on the first of Oct. move to Plainview, where he connected with the police force as Deputy Chief of Police. We are sorry to see Harve go, and yet we know that he is making the change for his own financial gain, and not from choice. Harve Bolin has been our deputy sheriff and nightwatchman for a num-



Used by People of Refinement

Because Wrigley's, besides being a delightful confection, affords beneficial exercise to the teeth and clears them of food particles.

Also it aids digestion. After Every Meal

ber of years, and during these years the law has been enforced in the northern part of Floyd County better than anywhere else in all West Texas, and we defy any person, any where to deny this fact. Harve Bolin has no pets, he is an officer and performs his duty without respect to person, arresting his friends just as willingly as he does his enemies, and serving papers that are placed in his hands with dispatch and without regard as to whom they are to be served upon. These kind of officers are few and far between, and Lockney will probably look far and wide before they find another man with the willingness to serve as is Harve Bolin. The writer knows a real officer when he meets one, for he was raised by an officer, and not saying it boastfully, but John Adams, really wrote the prohibition in Central Texas and enforced it to a "T" although it cost him his life to do so, and Harve Bolin is the first officer we have met in years that could make a town clean and keep it clean. Lockney has the name of being the cleanest town in this section when it comes to the violations of the law, few if any bootleggers are to be found here, seldom is there ever an attempt to rob or burglarize in the community. The crooks give Lockney a wide berth, and steer of the town, and their reason is that Harve Bolin has a reputation of being an officer that will get them if they trespass upon his town, and such a reputation has saved for the people of Lockney many thousands of dollars in the way of robberies, fires, etc., far more than it has cost the town to keep him on the job, yes, far more.

Plainview in getting this man for an officer has done the best thing

that her official family could do, for they will find him ready and willing to enforce their laws without fear or favor, and always on the job.

Lockney, as we see it, does not realize their loss, for if they did Harve would not be leaving the town. No officer, that is worth the powder and lead that it would take to kill him, can keep the friendship of the community at large, and if he is any account he is not going to try to. If an officer caters to law enforcement, and really enforces the law, the criminal inclined are going to oppose him; if he don't the law abiding citizens are going to oust him, and men who favor partisanship, arrest one man and excuse another, are not fit for peace officers. An officer who makes good cannot hope to make friends out of those who violate the law, and people who want the law enforced should never abuse an officer for enforcing the law on them. There are no just laws that cannot be enforced, and when a man takes the oath of office to enforce the law, if you or I are the culprit, or if some of our relations are the culprits, if we are the men there should be, we will commend the officer that does his duty, instead of opposing him.

Harve Bolin is leaving Lockney and we hope we will be able to get a man to take his place, for we we know full well we are going to need such a man. We hope for Mr. Bolin much success in his future home, and can say with true sincerity that they

Suffered weak, nervous

"I WAS in a very weakened, run-down condition, surely in need of a tonic and builder," says Mrs. J. R. Wrenn, of Anna, Texas. "I was so weak I had to go to bed, and kept getting weaker."

"I suffered with my back so much. I was very nervous, couldn't rest good at night. I couldn't eat anything—I just wasn't hungry."

"I had read so much of Cardui, I thought best to use it. I took seven or eight bottles, and by the time I had taken them I was stronger than I had been in several years. I can highly recommend Cardui."

Thousands of other women have found that the tonic effects of the purely vegetable ingredients of Cardui were just what they needed to help restore their appetites, to help bring them easily and naturally back to normal health and strength. Its action has been found to be of great benefit in many common female ailments.

Buy it at your druggist's.

CARDUI For Female Troubles



Riding Delight that you never dreamed possible in a low priced car

Handling ease and luxurious comfort that will delight and thrill you—Amazing smoothness at every speed! Sparkling acceleration! Forty to fifty miles an hour, if you like, as long as you like, without effort or any sense of discomfort—such are the riding delights of today's Chevrolet history!

Come in! See these beautiful cars, finished in strikingly new Duco colors and the luxurious closed cars, with "Bodies by Fisher." Arrange for a ride! Enjoy the brilliant performance and unmatched driving qualities that mark Chevrolet as the world's finest low-priced car.

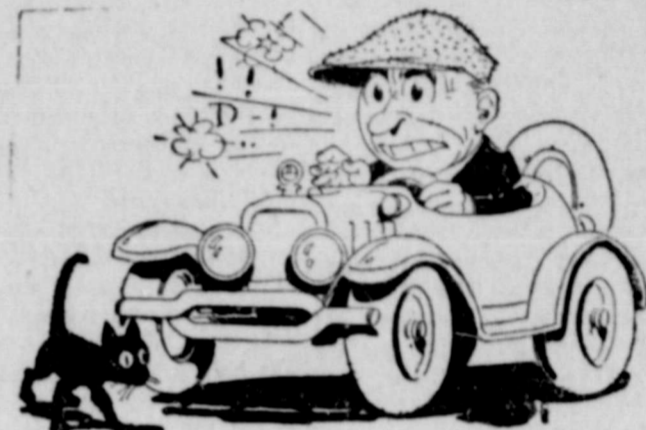
DYER MOTOR COMPANY LOCKNEY, TEXAS QUALITY AT LOW COST

We have claimed the superiority of the Lockney country for the raising of almost all the crops that can be grown in a temperate zone, and we have tried to be fair and not exaggerate the actual conditions. We have truthfully told of the wonderful possibilities of the various crops, but we are free to say that we run up against a crop in our meanderings last Sunday evening that capped the climax, and we would have never claimed the Plains country could surpass the swamps of Louisiana or East Texas on this crop had not we seen it demonstrated with our own eyes. While we were driving over the country we stopped at the home of our good friend M. S. Lusby, who earns his living by the sweat of his brow on a small truck patch a small distance Southwest of the town of Lockney, and while looking over the various crops he was raising each year, our attention was directed to a small windmill pond near his house, in which there was literally thousands of half-grown bull frogs. These frogs were

so thick that when you approached the pond they immediately took to the grass, weeds and fields surrounding the tank, and it looks like when they are hopping that the entire place is on the wing. Mr. Lusby states that it was through no effort on his part that the frogs are there, as they came to his place of their own free will and accord, but the fact remains that he has a bumper crop of bull frogs all in a healthy and growing conditions, and that without any effort on his part he should be able to supply the entire Plains market with Bull Frog legs through the entire fall and winter season, and as most persons are aware that bull frog legs are as about an appetizing a dish as a person could ask for. This we claim is one crop that no other than M. S. Lusby has ever attempted to raise on the great Staked Plains of Texas.

R. S. DOAK OPERATED ON

R. S. Doak, proprietor of the City Barber Shop, was operated on at the Plainview Sanitarium, Monday at 1:30 for appendicitis. At the time he was operated on gangrene had set upon the appendix. He was resting well at the last report.



GET READY TO PAY COTTON PICKERS

In a few days you will bring your first bale of cotton to town to be ginned and marketed. You will receive a check for your cotton on some bank, and it is best that you should have an account at the bank where you can deposit your cotton money and pay your pickers and other laborers off by check. Come in and see us and start an account now, so you can handle your crop in a business way. We offer you safety and courteous treatment—could you ask for more.

THE FIRST NATIONAL BANK

A SAFE DEPOSITORY FOR YOUR MONEY "There is no Substitute for Safety"

Artie Baker D. P. Carter

GOOD PLAINS LAND FOR SALE

ON GOOD TERMS Land situated in Floyd, Hale, Lamb, Bailey, Swisher, Castro, Parmer, Randall and Deaf Smith Counties. If you can make a good cash payment will consider trading for your land worth the money located elsewhere.

BAKER AND CARTER LOCKNEY, TEXAS



JUST AS YOU LIKE IT

If you want to be certain that your daily meat be just as you like it—stop in here and order the kind you prefer. Always the choicest cuts from the prime meats of the market.

We also have a full stock of anything you might desire in staple and fancy groceries. Phone No. 10 and your wants will be cared for.

RILEY & BREWSTER

GROCERIES AND MEATS. PHONE 10.

KNOW YOUR SCHOOLS

About all the average person knows about his schools is what he learns from his children, from his neighbor's children, or from some teacher who happens to reside in his community with whom he comes in contact once in a while. The average person is satisfied if his children pass their grades at the end of the year and seldom stops to ask the kind of work the schools are doing of the kind of habits they are inculcating in his children.

It is clear that one cannot gain very accurate information from children, for children see only the side of the work of a school that is related to them and are easily deceived by shallow methods and practices that seem good on the surface but are highly disastrous in the end.

It is our purpose in a series of brief articles to let people know what we are trying to do for their children why we are trying to do it, and the fundamental philosophy that is guiding our work. The average patron usually looks upon a school system and does not realize that each school system has or should have an individuality or a soul that makes it different from all others. Each school system should have a basic philosophy or aim that guides it in its work and if it doesn't have such an aim, it merely drifts and in the end gets nowhere with the children. The average teacher, too, is usually uninformed as to the purposes that guide the schools in which they work, great underlying principles that are guiding the work of the school in which she is employed, and too frequently resorts to practices that make an impression on her patrons but do not bring the best things ultimately to the pupils. Teachers and pupils should be informed as to the definite purpose in view for its pupils and everything done should help the pupils to the attainment of that purpose.

In a recent survey of the educational system of Texas, one of the charges brought against the Texas schools was that they have no fundamental aim. The report indicates that certain individual school systems have definite purposes, but that the Texas school system as a whole is aimless. This, of course, is a very serious charge to make against our State school system, and it should arouse the educational leadership of the state to formulate a plan in keeping with the needs of our great commonwealth, conducive to the ideals we should establish in the minds and hearts of future generations.

It should not be necessary to say that it makes all the difference in the world in the kind of philosophy a school system has. The extreme importance of the aim of a school system in shaping the destiny of its pupils, makes it imperative that parents know not only what their schools are doing, but also the direction in which they are leading their children. Parents should not leave the vital matter to the school superintendent

or even to the school board, but they should take a direct hand in planning and guiding purposes of their schools. Another generation of the laissez-faire philosophy that is guiding American schools today will mean national disaster.

We are writing this series of articles that the patrons of our schools may know their schools better and be better able to co-operate with us in what we are attempting to do for their children. We want them to know the many difficulties we have to overcome in making the schools what they should be and also the joys that come to us in overcoming these difficulties. We want the people to know what a modern school system is so we may hold their co-operation in the matter and in our endeavor to build here such a school system. With one of the State's largest institutions at our door, we cannot be satisfied with a school system short of the best, and to have such a system, we must all work together in an intelligent co-operation.

BEST OF COUNTY EXHIBITS ARE EXPECTED

LUBBOCK, Sept. 22.—The Show Window of the Plains will be complete when the Panhandle South Plains Fair opens next Wednesday, according to Walter A. Myrick, Jr., president of the fair board. County exhibits, live stock, swine, poultry, agricultural products and other exhibits will be entered from every town and community of the Plains.

Among the exhibits will be, Hale, Floyd, Crosby, Garza, Lynn, Dawson, Terry, Hockley, Lamb, Dallam, Cockran, Bailey, and Gaines. Several other counties are expected to send in their entry blanks in the next few days in order that space may be reserved for them.

Among the community exhibits will be New Hope, Wolfarth, Acuff, Shallowater, Slaton, Woodrow, and Car-

lisle and many others are expected to send in the entry blanks in order that space may be reserved for them.

Livestock exhibitors, poultry breeders, swine breeders are sending in the entry blanks at a rapid rate at this time and big hogs will be seen in all of these departments. Entries in Art, Culinary, Textiles, Plants, and cut curios, relics and curios in the women's building will crowd the building to its capacity, according to Mrs. Roger Q. Preece, director.

A CORRECTION

In the list of Teachers for the Rural Schools of Floyd County, published last week, in setting the type the name of Sunset was left off district No. 8, and the names of teachers were mixed in the Lone Star and Cedar districts, Nos. 14 and 15. Teachers at Lone Star this year are:

Alfred R. Autrey, principal, Misses Lillie Wingo and Marie Luna, Grades. CEDAR—S. R. Austin, principal, Misses Artie Hough and Myrtle Clendenen, grades.

Lyle and Jack Rogers of Austin, Texas were here Saturday and Sunday visiting their uncle and aunt, Mr. and Mrs. T. H. Stewart, while enroute home from a visit at Hereford.

PIANO TUNING

We have an expert Piano Tuner and Repairman.

PLAYER PIANOS
A SPECIALTY

All Work fully guaranteed.

J. W. BOYLE & SON
PLAINVIEW, TEXAS

WHEN YOU COME TO THE—

FAIR

Visit our studio and have those Photographs made that you have promised your friends so long.

Latest style folders.

Swing frames and picture mouldings.

WILSON STUDIO

South Side Square

FLOYDADA, TEXAS

ODD PRICED BARGAINS



BEGINS SATURDAY, SEPTEMBER 25th AND LASTS FOR 7 DAYS

Hundreds of Household and Farm Needs FAR BELOW REGULAR PRICES

WE LIST ONLY A FEW. IT WILL PAY YOU TO DRIVE 40 MILES TO THIS SALE.

COTTON PICK SACKS

Made of Awning Duck, very durable, oil treated and painted.
7 1-2 Foot size, for \$1.89
9 foot size for \$2.18

KNEE PADS ... a good one ... pair ... 69c

COTTON SCALES, 200lb. size Chatillon . \$2.38

GLASSWARE

700 Pieces on Sale at Rock Bottom Prices:
One lot of 244 pieces, your choice, each 14c
72 Rubigold Berry Bowls, 48 Baskets and 72 Rainbow Salad Bowls, your choice, each 29c
Tea Sets, 4 pieces, per set \$1.19
4 piece Console Sets, per set \$1.28

TIRES AND TUBES

CUPPLES AND EXTON

29x4.40 Cord Balloon and Tube \$9.78
29x4.40 Cord Balloon and Tube \$12.29
30x3 1-2 Cord Tire \$6.59
30x3 Cord Tire \$5.94

BIG STOCK TUBES ALL AT REDUCED PRICES

Brooms 39c
Mavis Talcum Powder, large 19c
Alarm Clocks 89c
Women's Rayon Hose, new colors, per pair 39c
Fry Pans, 9 1-2 inch size 19c

COME! WE WILL HAVE HUNDREDS OF OTHER ITEMS NOT LISTED HERE.

NORTHCUTT

Hardware and Variety

PLAINVIEW, TEXAS

PLAINVIEW, TEXAS

COME IN AND SEE OUR NEW
IMPROVED 1927 MODEL

FORD CARS

BEFORE YOU BUY.

Our modern repair department and three competent mechanics will satisfy the most particular car owner.

We use the Ford Flat Rate Labor Schedule. You know what the cost will be before you have the work done.

T. H. ORMAN, Foreman; JERRY MUDGETT, J. D. JACKSON

ALL WORK GUARANTEED

LOCKNEY AUTO CO.

LOCKNEY DRUG CO.

Handles Note Books, Theme Paper, Fountain Pens, Toilet Articles, School Supplies of all kinds, and will appreciate your patronage.

The Passing of a Useful Life
Mrs. Alice Brotherton was born in Oklahoma and moved with her parents Mr. and Mrs. W. C. Wood, to Floyd county Texas, while yet a child.

She was converted at the age of 12 years and lived a consecrated consistent Christian life, was married to Ezekial Brotherton, a fine Christian young man on Oct. 8, 1919. She was a devoted and faithful wife, a devoted and loving daughter and sister. She was indeed a good Christian girl whose life was full of cheerfulness and sunshine, bringing joy and sunshine into the lives of all she knew.

We can't understand just why the Loving Father called her home while she was yet a young woman and one whose life seemed to be of so much use in the world, but we feel that He knows best.

There gathered at the Methodist church in Lockney last Sunday, Sept. 19th, some thirty-five relatives, and a great host of friends to pay their respects and show their appreciation of the life worthy indeed. Some how she was indeed one of the rare gems of Christian character that seem to live much closer to God than the rest of us.

While we shall know her no more as we have known her in the past yet her spirit, the good she has done, the sweetness of her Christian life will continue to live in our lives for many years yet to come.

And may each member of the large family circle of which she was a part, consisting now of forty or more members be prepared when the summons comes to meet her up yonder, the good Christian girl whose life has meant so much to us all. May the circle be unbroken in our earnest prayer.—Written by one of the family circle.

Pleasant Valley Home Demonstration Club

The Pleasant Valley Home Demonstration Club met last Monday, Sept. 20th, at the home of Mrs. Payna, with most of the members present.

The purpose of the meeting was to make preparations for our booth at the fair. Committees were appointed to care for the various tasks at the fair.

Many of the members brought their articles to the meeting and they made a good showing within themselves for a newly organized club.

Mrs. S. L. Holmes was elected as sub-reporter. The place for the next meeting was not decided as we wanted to make the arrangement convenient for Miss Bass.

The fair will soon be passed, but we must not let the interest of our work stop. We urge the members to be present to keep up with the work of the club, there may be another fair some day, and we want to be preparing ourselves for work to exhibit then.

Mr. Bert Wells and Sister, Miss Nona, went to Canyon Wednesday, where they will attend the West Texas State Teachers College for the coming term.

Misses Nora and Dora Sams left Tuesday for Canyon where they enter West Texas State Teachers College.

PLEASANT VALLEY

The farmers of this community are making use of the pretty weather. Some are sowing wheat wheat, while others are harvesting their crops.

J. E. Watson and family of Canyon visited relatives and friends here last week-end.

L. M. Powell and family have moved here from Collin county. He moved to the place recently vacated by Clyde Powell and family.

W. H. Visor of Plainview spent the week visiting his daughter, Mrs. W. E. McClure and family. Mr. Visor recently underwent an operation, but has just about recovered.

School is nearing the close of the first month. The enrollment has been good, with a fairly good attendance. The students are urged to attend every day possible.

Mr. and Mrs. Oscar Miller and

daughter, Miss Glayds, of Gilliland, visited at the home of their daughter, Mrs. Wilford Jones, Friday and Saturday.

Mrs. T. S. Crawford of Hopkins county is here visiting at the home of her parents, Mr. and Mrs. L. E. Reasonover.

R. M. Champion and wife, who have been in Slaton for several weeks, while Mr. Champion was acting as Chief Dispatcher on the Slaton Division, in the absence of the regular train dispatcher, have returned to Lockney, and Mr. Champion is back on the job as agent here again.

Providence Lutheran Services

Sunday, Sept. 26th, 9 a. m., English Sunday School.

10 a. m. German services.

8 :30 p. m. English services.

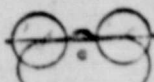
Our annual mission festival shall be Sunday, Oct. 3rd. Program will be in next paper.

Mr. and Mrs. W. D. Biggers Entertain

Mr. and Mrs. W. D. Biggers, assisted by the teachers of last year entertained the new teachers of this year, with a Lawn party last Friday, at the home of Mr. and Mrs. Biggers.

Forty-two tables were set on the lawn and those present engaged in a

WHILE AT FLOYDADA FOR THE BIG FAIR



Is a splendid time to have your eyes examined in our refraction room, which is equipped with the most modern and scientific Ophthalmic Instruments that money can buy.

It pays to get the facts about your eyes and if necessary glasses fitted by a thoroughly reliable long established Optometrist.

DR. WILSON KIMBLE
Phone or Write for Appointment

Phone 754 Established 1914

very enjoyable evening at Forty-Two. Miss Mollie Newman and Mr. Fay Guthrie winning high score.

Those present were as follows: Mr. and Mrs. F. M. Kester, Mr. and Mrs. L. H. Gruver, Mr. and Mrs. Fay Guthrie, Mr. and Mrs. Matt Nobles, Mr. and Mrs. Floyd Barber, Misses Hula Coleman, Lauream Christian, Carabel Biffle, Olga Honea, Anna Mae Collins, Audrey Watson, Thelma Steele, Mollie Newman, Rice, Cleere, Mary Cham-

bers, Willie Merle Trapp, and Jettie Applewhite. At a late hour refreshments were served, consisting of cream and loaf cake, Virgil Threet, Cecil Cope. Bryan served, consisting of cream and loaf cake, Wells, Denman, Leslie Gilbert, Clyde cake with Pansies for plate favors.

ISIS THEATRE PROGRAM

For the Week Beginning **SEPTEMBER 27th, 1926**

Monday and Tuesday—
"BEHIND THE FRONT"

Featuring **WALLACE BEERY AND RAYMOND HATTON**
PATHE NEWS

Wednesday-Thursday—
RICHARD DIX
"LET'S GET MARRIED"
OUR GANG COMEDY

Friday—
EDMUND GOULDING'S
"SALLY IRENE AND MARY"
PATHE NEWS

Saturday—
FRED THOMPSON AND SILVER KING
— IN —
"THE FIGHTING SAP"
COMEDY—
"NOBODY THERE"

INTRODUCING THE VERY LATEST In Autumn Styles



DRESSES—COATS

FOR EVERY OCCASION

The newest fall fashions will please you—but what will please you more is the remarkable assortment of coats and dresses in our Ready-to-Wear Department. Unsurpassed quality at a price that is right, is offered in our autumn styles of "The Palmer Garment."

E. L. AYRES, DRY GOODS

SPECIAL EXTRAORDINARY

BEAUTIFUL CHEST OF Wm. ROGERS & SON

SILVERWARE

26 PIECES ABSOLUTELY FREE

To the person holding the greatest amount in Dollars and Cents of our Silverware Coupons, at 6 P. M., Saturday, September 25th, we will give away absolutely Free, A beautiful Set of Silverware. Bring your Coupons.

While in town don't fail to visit our Store; 10 per cent Discount on Ne wand Dependable Merchandise.

2 BUSY DAYS OF GENUINE BARGAINS

During the 2 Days of the Fair, Friday and Saturday, we offer a special reduction of 10% on Ready-to-Wear, Millinery, Clothing, Hats, Caps and Shoes.

You can save many dollars on your purchases these days. Don't fail to take advantage of this money saving opportunity.

BAKER - HANNA & CO.

TAKE YOUR FRIENDS TO THE FLOYD COUNTY FAIR
FLOYDADA, TEXAS — FLOYDADA, TEXAS

Lape and Adler Presents



TWO BEAUTIFUL STYLES FOR THE LADY OF MIDDLE AGE

The cut to the left shows a thread-eyelet tie in black kid, beautifully trimmed and especially fits the long narrow foot.

The cut to the left shows a thread-in brown kid for the lady with a fleshy foot.

The two shoes in the cuts are very attractively priced at—

\$8.75

Novelty shoes for the younger set arriving daily. The latest of styles attractively.



E. GUTHRIE & COMPANY

LOCKNEY DEPENDABLE DRY GOODS TEXAS

MEN AND BOYS

"Fall In Line"
For Your

NEW FALL SUIT

Match
This
Expansion
Sale
Special
For
\$35.00



Fine Quality All-Wool Worsted

If you made a trip to New York to have a suit made by a high-priced tailor, he would probably recommend a worsted suit, for it gives the best of service. And he would put into it the same kind of hand-tailoring which we give you in this money-saving special suit. It is a fine suit and we are putting a conservative value on it when we say it would sell most places for \$32.50. It's a handsome hand-tailored suit for the man who wants a serviceable, fine quality Pure All-Wool hand-finished Worsted with neat stripe. An extra strong, good weight material that is cold-water shrunk.

The single-breasted two-button sack coat has the newest wide notched lapels; correct pockets. Back is plain. Notice the broad "English" shoulders, the cutaway corners and the general "hand-finished" look of the coat. Half lined with excellent Alpaca. Trousers are well tailored, and have separate waistband and wide belt loops. Cuff loops, or straight bottoms in 18 1/2-inch width.

EXPANSION
SALE SPECIAL
\$25.75

No Doubting the Values They're Real

The Best Values We've Ever Offered in Full Cut, Strongly Made Guaranteed Work Pants Heavy Cotton Worsted

A New Pair Free If the Seams Rip!
These Men's Work Pants can't be beat at this bargain price. They'll wear like "iron," for all seams are strongly stitched and guaranteed not to rip.

Made of firmly woven hard finished durable Cotton Worsted in dark stripes. It is one of the toughest cotton fabrics on the market. Have cuff bottoms and riveted metal suspender buttons. Strongly bar-tacked throughout.
COLORS: grey-and-black stripe or brown-and-black stripe.

EXPANSION
SALE SPECIAL
\$2.65
Pr.

Paymaster \$2.50 Khaki Pants

Practical Pants for Every Day Service. Furnished in two weights and in regular and extra sizes. Bar tacked at points of strain. Crotch strongly taped. Cuff bottoms. Flap and button on hip pockets.

\$1.89

Men's Flannel Shirts.

Dark gray patterns, extra well made, two button down pockets, triple stitched, full cut; sale price—

\$1.98

Cut this coupon out, it's worth \$2.00 on \$25.00 Purchase.
Smith Dry Goods Co.

The Greatest Shock to Prices Ever Felt in Plainview

**A THRILLING, SWEEPING
DISPOSAL
OF OUR ENTIRE STOCK!**
*Money Saving Opportunities that
no thrifty economy-wise shopper
can afford to ignore—read on!*

—Passed By National Board of Thrifty Buyers—

Smith Dry Goods Company Plainview, Texas TRADE EXPANSION SALE Starts Friday, September 24th.

Opening the Fall Buying Season With
the Greatest Mercantile Effort of Our
Entire Career.

AN AVALANCHE OF BARGAINS—The next thirty days will be filled with shopping thrills as our friends and patrons view the marvelous values that we have offered throughout the entire store. The savings are manifold and so evident that few will pass this opportunity to supply the needs for home and family. Every day will be a day of super-value giving on needed merchandise—a time when practically every want can be filled at decided savings. It is the mightiest achievement of our career—a sale that will thrill every one who attends. Get up an hour earlier Friday morning and be among those who will be here when the doors open. The values are great. Most people like to feel that they are getting more than their money's worth. It is the next thing to getting something for nothing. If the manufacturer or the retailer takes a loss for any reason, most people enjoy getting their share in the form of a splendid bargain. This store will abound in such bargains during the entire sale. One day it is this—another day it is that—so if you will take full advantage of this thirty days of super-selling, you will attend every day.

Every person visiting our store Friday, 24th, receives 100 Tickets to the Chrysler Car that we give away December 24th. Call for your tickets.

Do You Know?

This Money-Saving Sale brings you lower prices and greater savings on everything you most need for your home, for your personal use and for every member of the family. Be sure to see every page—know all the bargains. Don't miss a single one. There are thousands more not listed waiting for you at our store.

A Sale of Topcoats

Possessing Every Requisite of
Style and Quality.



Regular
\$35.00
Values

This New All-Wool Plaid Overcoat Has Every Feature a Good Coat Should Have.

You younger men who want to be right up-to-the-minute in style, here's the Coat for you! It's the new English style overcoat with the wide shoulders and shapely lines—the double-breasted ulsterette that smartly dressed men have adopted everywhere. You must see this coat to appreciate the quality and splendid weight of the handsome warm All-Wool Overcoating. The outer surface shows a large overplaid in subdued colorings; the inner surface is a colorful plaid. Coat is splendidly tailored and has quarter front yoke and sleeve linings of excellent quality Satin. Inside breast pocket. Two large patch pockets. Adjustable tabs on sleeves.
COLORS: Brown or grey.
Length about 45 inches.

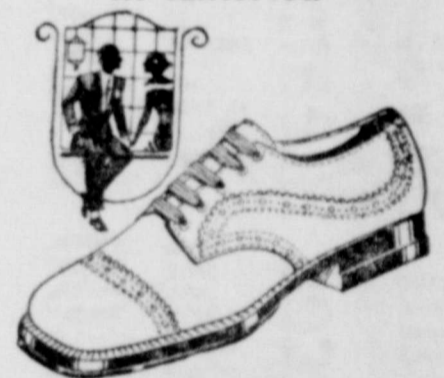
\$24.50

No Guessing The Bargains They're True

TROUSERS With 2 legs at the price as though they had only one!
\$4.95 to \$6.95 Value \$7.50 to \$8.50 Value
\$3.98 \$5.98

Trousers in blue, grey, tan; all the new Fall shades. There is no doubt about this being the best line of extra trousers at the price in America. Our regular margin of profit is very low and when we cut this radically, men, with a keen sense of economy should jump at this offer.

Men's \$6.00 to \$8.00 Shoes
Here is the Biggest Shoe Value in America



Here is the outstanding bargain of this sale in Men's Fine Shoes and Oxfords. You will hardly believe that we are really selling these fine kid and brown and black calfskin in straight and swing lasts, all sizes. Hurry, men, this is a real knock out; take your choice, a pair—

\$4.85

JUST THINK

1000 dozen Clarks O.N.T. spool thread

5 SPOOLS 5c
Friday, 24th, be here
5 to each customer

Men's Monarch
Woolknit Sweaters
\$4.95

Here is the biggest Sweater value in America for the money, woven from selected yarns, close woven for hard wear, heavy enough for warmth, nicely finished in all details, all wanted colors.

Monarch Nonpareil
Blankets, a Pair
\$5.95

These are our finest Blankets, soft and fluffy, woven from the finest of yarns. Big size 74x84. The edges are satin taped, and double stitched. We have them in all wanted color combinations, pink, blue, tan, lavender and gray.

Fleecydown Cotton
Blankets, per Pair
\$1.88

These are wonderfully fine Cotton Blankets; woven only from extra long, silky fiber cotton yarns by the special Nashua process. Warm and serviceable. Size 64x76 inches.

Quality Supreme
Blankets, per Pair
\$2.95

These are exceptionally soft and warm; with the Nashua process which gives the appearance and some of the qualities of wool. Plain with pink or blue borders. Downy nap will not wash off.

Men's 20c—Big Value
Socks—Black, White, Navy, Tan,
all sizes
Heavy Combed Cotton
13c

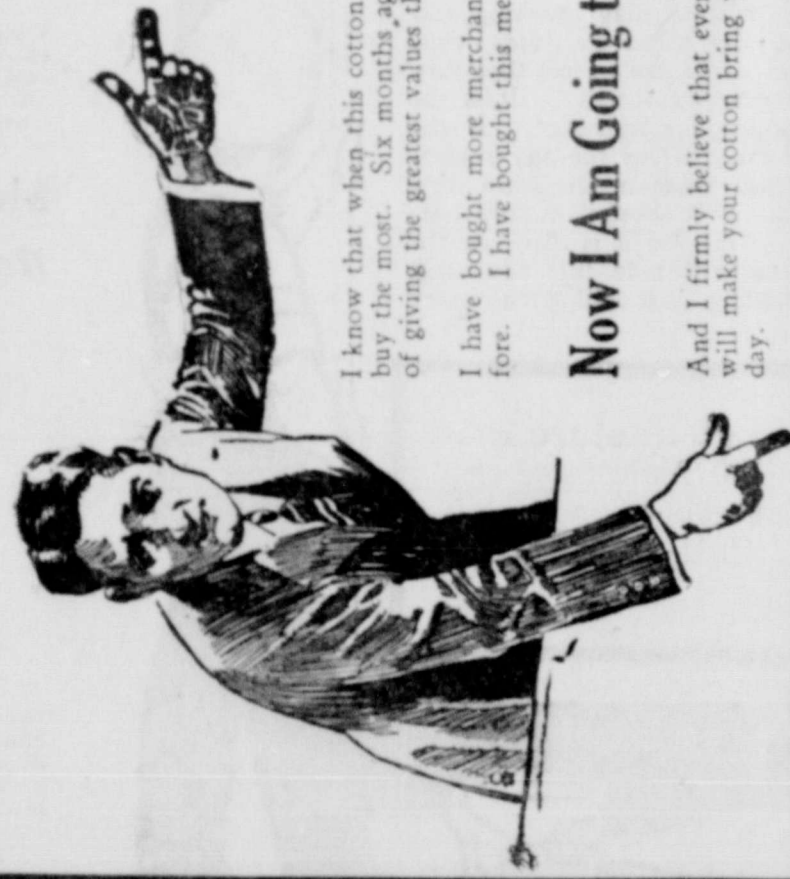
Men's medium heavy combed cotton Socks with unusually heavy heels and toes. Fine rib top. Four pairs should wear four months. Sale price four pair, 49c.

Smith Dry Goods Company, Plainview, Texas

Everyone Buys Cotton

- Hope quality Bleached Domestic, per yard 12c
This is a fine, soft needle finished cloth, usual 20c value.
- Gold Bond Cheviot Sheeting, per yard 17c
First quality blue and gray Cheviot, usual 25c value.
- 36-in. good wt. Brown Sheeting, sale price a yard 10c
- 27-in. Outing Flannel, in assorted patterns, per yard 10c
- 9-4 Bleached and Brown, per yard 39c

Smith Says: "If Tip Top Values and Lowest Prices Mean Anything to You I Will Make Cotton Pickers' Wages Equal to \$8.00 to \$10.00 a Day, and Cotton 30c to 40c a Pound



I have been planning this sale for about six months. I could come out with a lot of hard luck stories about the late season, that I need the money and other things that are all true

But—I Believe That The Straight Truth Is Always The Best And I Am Going To Tell You That And That Only.

I know that when this cotton moves that there will be money spent and it will be spent where it will buy the most. Six months ago I started to plan for this sale. My whole plan was based on the idea of giving the greatest values that it was possible to give.

I have bought more merchandise than ever before. I have bought better merchandise than ever before. I have bought this merchandise for less money than I ever expected to buy it for.

Now I Am Going to Sell It for Less Than I Ever Expected To

And I firmly believe that every dollar spent here will represent a saving of from 25 to 50 per cent and will make your cotton bring you from 30c to 40c a pound and your labor from \$8.00 to \$10.00 a day.

Show These Bargains to Your Friends—
Let Them Save, Too.

59c Bath Towels, 39c

An Extra Heavy Quality—Size 22x44 In. Double thread quality; plain white or with fancy borders.

19c Huck Towels 29c Sale Towels 22 1/2c

Size 18x36 inch. Fine part-line huck heavy quality, free from dressing; red and blue borders.

81x90 Garza Sheets, \$1.25

The well known brand, neatly hemmed and free from dressing. Limit 4.

7 oz. Gloves, knit wrist, well made, dandy boll pulling gloves, per pair—

7c

Limit 4 Pairs

THOUSANDS WILL BE HERE WHEN THE CLOCK STRIKES NINE!



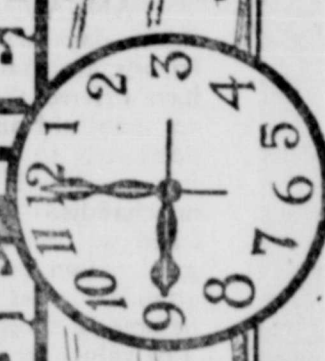
Aluminum Ware

Tea Kettles, Percolators, Water Pitchers, Dishpans, Stew Kettles. All large size pieces retailing at \$1.00 to \$1.50. OPENING DAY—(while 10 dozen last)

10c EACH

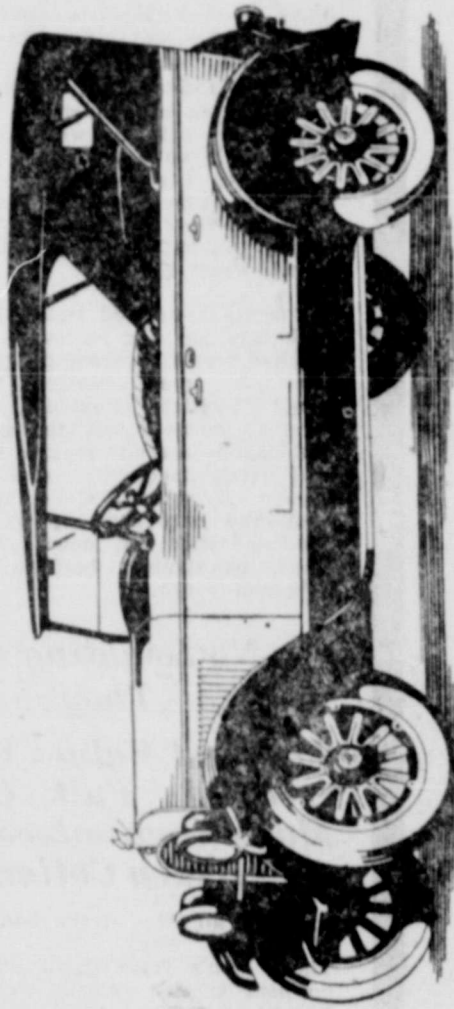
In order to accommodate every one, we are limiting the number to one to each person making a purchase of \$5.00.

SEE OUR WINDOWS FOR DISPLAY.



Friday, Sept. 24

THIS NEW CHRYSLER "50"



TO BE GIVEN AWAY FREE

First 100 customers Friday morning will be given 100 Tickets on the Chrysler Car Free.

Children's Coveralls, Values to \$1.75

\$1.19

Assorted Khaki, Blue Denims and striped patterns.

Economize Here! Buy These Expansion Sale Specials.

Your Greatest Guarantee—Satisfaction

—Your Money Back If Wanted.

SATURDAY
September 25th
HOUR SALES

9 to 10—One Hour Only
We will sell 30c value, good quality

Dress Gingham
10 Yards for 75c

You save \$1.25 on 10 yards.

Pretty Checks, Stripes, Plaids

10 to 11—One hour only
There will be an extra hour available this hour when we sell 36 inch regular 20c

Bleached Domestic

10 Yards for 75c

Limit 10 Yards

1 to 2 p. m.—One hour only
64x76 Extra Quality \$1.50 Bed Blankets, per Pair
With \$5.00 Purchase

\$1.00

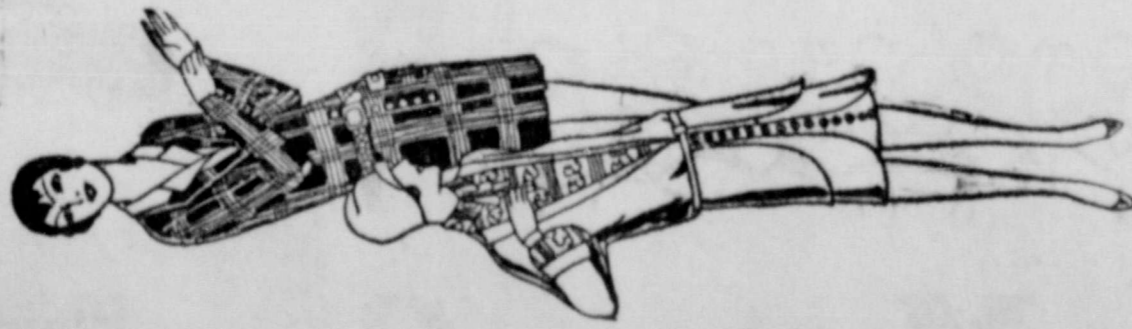
HERE IS A SALE PLANNED EXPRESSLY TO DEMONSTRATE OUR VALUE-GIVING SUPREMACY

Women will be proud to wear these lovely dresses; we are proud

THE EXTRAORDINARY SAVINGS NOW OBTAINABLE WARRANT PROMPT ACTION ON YOUR PART

Startling Price Reduction on Coats

HERE IS A SALE PLANNED EXPRESSLY TO DEMONSTRATE OUR VALUE-GIVING SUPREMACY
 Women will be proud to wear these lovely dresses; we are proud to show them and we will all be happy over the extremely low prices; they are all new, all late models, and the savings are phenomenal



1 LOT NEW FALL DRESSES
 Values to \$16.95

Everyone so appealing you won't know which to choose. Every one the very latest style and Value Extraordinary.

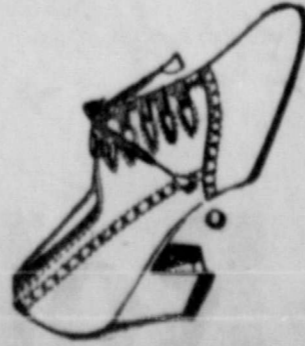
Never in all our years of merchandising have we offered values like this. Here you can pick silks, crepes, all wool, stripes, also plain colors, pencil blue, pansy, black, henna, brown and all combinations of colors and styles, all new fall long sleeve styles—

One lot of our finest Dresses, including values at \$29.95.

Here You Will Find the Supreme in the Styles and Choicest Fabrics

All Silk Crepe • Back Satin, All-Wool Reden Cloth, hand embroidered, heavy Satins, All-Wool materials, flat Crepes, Canton Crepes, fur trimmed; a truly wonderful assortment. We say \$29.95 values, but there are many dresses that you could not equal in many city stores for \$50.00; Super Sale Price—

\$19.85



\$7.50 to \$15.00
 Slippers in the best of new styles at Expansion Sale Price—
\$4.95

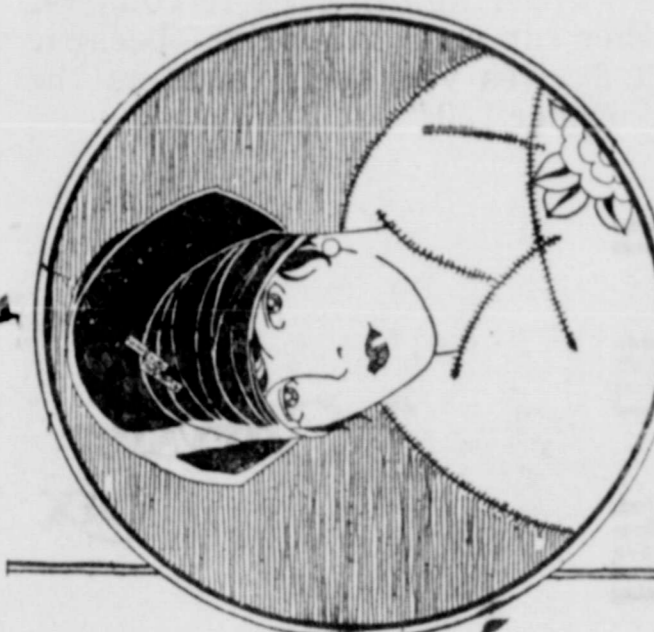
Women's Autumn Footwear
 Exclusive New Styles

Discriminating women and misses who naturally seek the "latest" and most exquisite in Footwear will find ready satisfaction here. For here's an assemblage—slippers, pumps and oxfords of satin, suede, reptile, patent leather, kidskin and calf in all the favored Autumn shades—the finest we've ever displayed.



\$10.00 & \$12.50
Novelty Shoes
 The very latest in Style and Leathers. Expansion Sale Price
\$7.95

DOUBLE LIVING WALL FULL
 First 100 customers Friday morning will be given 100 Tickets on the Chrysler Car Free.



NEW FALL HATS
 Values to \$10.00

All the new leading styles, shapes and models. Velvet Panne and Felt and combinations. Plenty of blacks and fancies. Here is where we give the ladies of this community a chance to buy right in the height of the season at less than end of the season prices.
 Take your choice of all these truly wonderful hats.

\$3.95

One lot Misses' and Childrens Hats, values to \$3.50 **98c**

THE EXTRAORDINARY SAVINGS NOW OBTAINABLE WARRANT PROMPT ACTION ON YOUR PART

Startling Price Reduction on Coats
 For Women, Misses and Children
All New Fall Merchandise! Strictly First Quality!

Made by America's Foremost Manufacturers of Women's Wear

Paramount in Style—Superior in Service!
 THIS LOT OF COATS SURPASSES ANYTHING WE HAVE EVER OFFERED, INCLUDED ARE MANY \$25.00 VALUES.

Here you can choose from all the new fall Coatings, Bolivias, Meltons, Chinchillas, new colors, new styles fur and button trimmed. Never again will you be able to pick from as complete assortment of big values for so little money.....

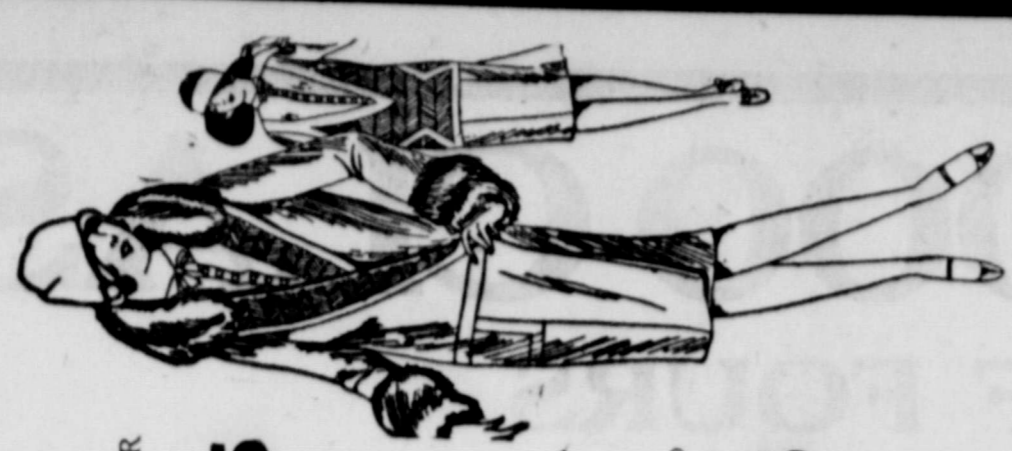
\$13.85

Leading Coat Fashions Fall and Winter Wear
 MANY COATS THAT REVEAL IN RICH, WARM FUR

In this lot are all the best of the season's new styles and materials, values to \$39.50

Here you can choose from imported fabrics, all-wool Velours, Bolivias, Buckskin Velours, fur and button trimmed. Right now at the beginning of the season we are offering you the chance to buy at less than prices usually offered at the end of the season. Thrifty women will grasp this unusual opportunity. All sizes, all colors, all styles in this lot; your choice

\$24.75



One lot Children's Coats, values \$7.50, sizes 3 to 8, sale price **\$4.69**

THE FINEST ASSORTMENT OF NEW DRESS GOODS, SILKS, WOOL, COTTON—WE HAVE EVER SHOWN.



Don't Miss These Expansion Sale Bargains

Pure Silk Reinforced Inside with Rayon
 Actual \$1.00 value
79c

Black: White: Grey: Nude: Champagne: Blond: Beige: A regular \$1.00 silk stocking priced at 79c as a big special value! Made of finest quality Pure Silk reinforced inside with Rayon (artificial silk) to above the knee. Elastic and trim-fitting. Very fine gauge; clear texture. Rayon stop prevents runs going beyond the garter top. Elastic double garter tops of two-thread heels. Double soles, high spliced heels, reinforced toes of heels. Medium weight for service; mock seam in back, with fashioning marks.

Usual 75c value Silk and Rayon Hose
 Silk to Above Knee Service Weight
49c

Don't miss this chance to get Women's dressy durable Stockings of Pure Silk and Rayon (artificial silk) for only 49c a pair. Below the knee a woven stripe stops garter-top runs. Knit in fine gauge and of medium weight. Mock seam in back fashioning marks. Seamless feet. Soles and high spliced heels reinforced with lisle on the inside. Reinforced heels, toes, and uppers, including double garter tops are of mercerized lisle.



TODAY'S GREATEST HOSIERY VALUES

Black: White: Grey: Nude: Champagne: Blond: Beige: A regular \$1.00 silk stocking priced at 79c as a big special value! Made of finest quality Pure Silk reinforced inside with Rayon (artificial silk) to above the knee. Elastic and trim-fitting. Very fine gauge; clear texture. Rayon stop prevents runs going beyond the garter top. Elastic double garter tops of two-thread heels. Double soles, high spliced heels, reinforced toes of heels. Medium weight for service; mock seam in back, with fashioning marks.

\$1.00 and \$1.25 Woolens
 36-in. Poirer Sheen—
 36-in. Wool Crepes—
 36-in. Damascene—
 36-in. Serges—
79c Yard

\$1.25 and \$1.50 all-silk Bargains. Georgette Crepe. Silk Pongee, Tub Radium. Crepe de Chines.
98c Yard

SMITH DRY GOODS CO. PLAINVIEW TEXAS

IN THE \$1,000 CLASS

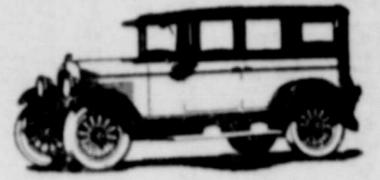
FINEST OF FOURS

The New **CHRYSLER "50"**

*Highest Quality and Value—
Sensational Chrysler Performance—
Built as only Chrysler Builds..*



CHRYSLER "50" COACH
\$780
f. o. b. Detroit,
subject to current Federal
excise tax.



CHRYSLER "50" SEDAN
\$830
f. o. b. Detroit,
subject to current Federal
excise tax.



LIBERAL TRADE-IN
ALLOWANCE ON
YOUR OLD CAR

\$750

For the first time all the fine car qualities that purchasers of low-priced cars have had to do without are now offered at amazing low prices in the new Chrysler "50."

For the first time—and now only because of the enormous advantages of Chrysler's gigantic Quality Standardization plan of building four quality cars to supply the four greatest motor

markets—you get these outstanding superiorities:

50 miles and more per hour; 5 to 25 miles in 8 seconds; big car comfort and roominess; Chrysler beauty and style—all these higher-priced-car attributes developed and perfected and built as only Chrysler builds—and, given, not at the price of wasteful operation, but

with the amazing economy of 25 miles to the gallon of gasoline.

Chrysler "50" not only looks better—it is better; and performs better—and stands up better.

Come in for a ride. Once you do that you will never again want to consider any other car near this price—because no other gives you such value as the new Chrysler "50."

Quality Standardization

Built as only Chrysler builds—under the great Chrysler plan of Quality Standardization—group manufacture in Chrysler's vast plants by one manufacturing organization where all the gigantic Chrysler facilities and resources are utilized.

Value

Never before, at this price, have you been able to get so many features, such great operating economy, such astonishing value.

5 to 25 Miles in Eight Seconds
Chrysler "50" gives you brilliant, flashing Chrysler pickup—far faster than any one of equal price.

Now ready for your inspection and giving such a demonstration of Speed, Power, Comfort, Beauty and Economy as was never shown before in any car near this price.

50 Miles per Hour

Speed with comfort. No rattle or shake or shimmy. 50 miles per hour—and the easiest, smoothest miles you ever had in a four.

Economy

25 miles to the gallon—thanks to engine improvements and scientifically accurate gas distribution.

Full-Sized All-Steel Bodies

Chrysler "50" is a full-sized car. Nothing cramped or skimpy in its strong all-steel bodies. Seats wide and easy. Every detail planned to give finest riding and greatest comfort.

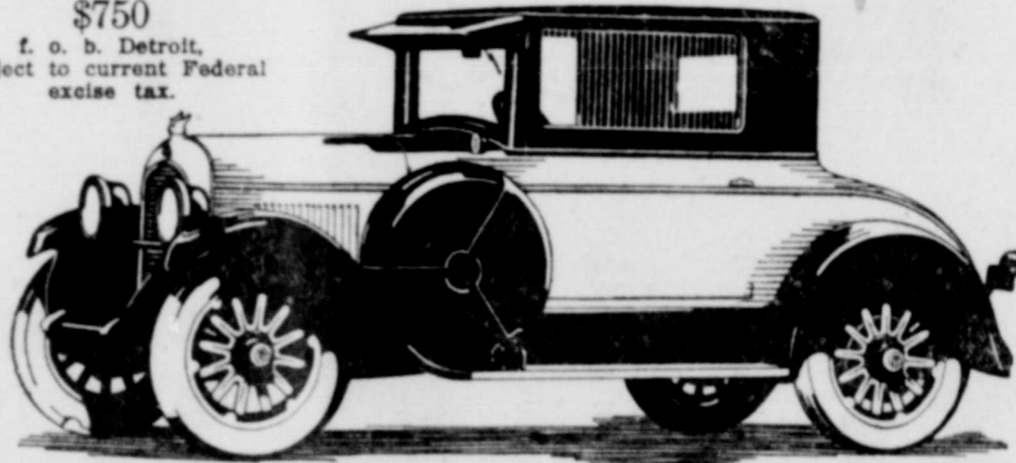
Beauty

Each Chrysler "50" is a beauty. Each extra generous in quality details, in fineness of finish and fittings. Striking in color and line. Each is a Chrysler—and that means the finest, the most pleasing style.

**CHRYSLER
SIX - FOUR**

The **Chrysler
Six**

CHRYSLER "50" COUPE
\$750
f. o. b. Detroit,
subject to current Federal
excise tax.



Without
A
Doubt

Sales of Chrysler Cars will be greatest ever known.

It will pay you to get your order in NOW and avoid disappointment about delivery.



SEE AND
TRY A
CHRYSLER

Before you decide on YOUR NEW CAR.

No high-powered sales pressure to GET YOU TO BUY.

CHRYSLER CARS sell themselves.



Klous-Robbins Motor Co. Chrysler Dealers

and
Smith Dry Goods Company

WILL GIVE AWAY FREE

A CHRYSLER "50" AUTOMOBILE

This car is now on display in the Chrysler Sales Rooms. Every adult calling there Friday and Saturday will receive 25 Tickets FREE.

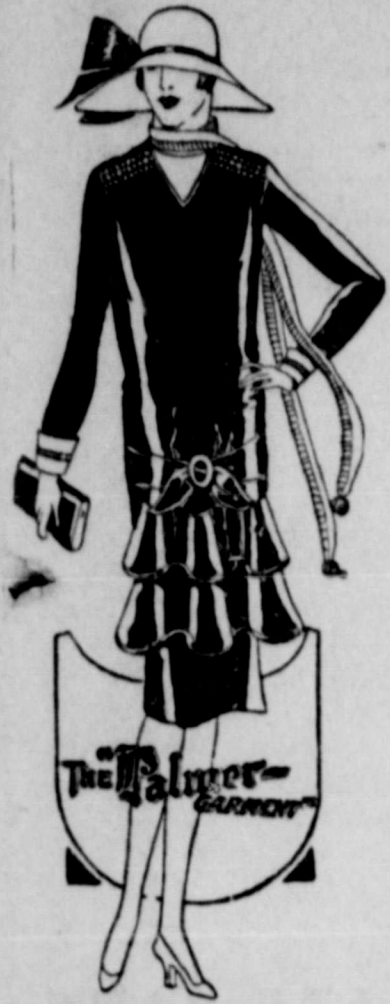
Klous-Robbins Motor Co.

Plainview
Texas

MONARCH DOUBLE
BLANKETS
60x76
\$1.69

WE WELCOME YOU TO THE FLOYD COUNTY FAIR, FRIDAY AND SATURDAY, SEPTEMBER 24th and 25th. WE ARE MAKING IT CONVENIENT FOR YOU TO COMBINE BUSINESS WITH PLEASURE. WE WILL HAVE AN EXTRA SALES FORCE AT YOUR SERVICE.

BLUE CRANE HOSE
100 Per Cent Pure Silk
Body, Per Pair
\$1.00



SILK DRESSES

\$24.75 to \$49.00

Satin and crepe unusually smart styles in one and two piece effects of satin and crepe with attractive contrasting trimmings—in shades of channel red, shell bark, navy and black.

SILK DRESSES FOR FAIR DAYS ONLY

\$15.00

Something unusual for this time of the year, but fair days are unusual days so we will sell these beautiful styled dresses, dresses that are much more expensive for two days only, Fair Days \$15.00

SILK AND WOOL DRESSES

\$4.98

These Dresses are the very thing for school wear. Made of Silk Satin, some are crepes, also fancy woolen materials.

SILK DRESSES

\$10.00 and \$12.50

These dresses are special values at this price. They come in black and all the new fall shades.

EXTRA SPECIAL

For Friday and Saturday only, Three 50c bottles of Hinds Honey and Almond Cream for—

\$1.00

LUMBER JACKS AND SWEATERS

For Men and Boys. We have a complete line to choose from.

SWEATERS priced from \$1.25 Up

LUMBER JACKS from \$3.45 Up

sure-fit cap



A New Kind Of Head-Joy!

NEW snugness. NEW ease. Not a kink anywhere. That's Sure-Fit!

Tighten when you like. Loosen when you like. One-Two-Three! That's the way Sure-Fit's concealed adjustable strap works!

The snappy new Sure-Fits are out. You must see them! We HAVE them!

STETSON HATS

You will want to dress up in a NEW HAT FOR THE FAIR. We have a complete line of FANCY and Staple Stetsons. We also carry other brands, priced from—

\$2.45 Up



Our Fall Suits

EMPHASIZE STYLE AND VALUE AT—

\$15.00

\$17.50

\$19.75

\$22.50

AND UP

The fabrics are right

New Fall Shades.

The Models are Right.

Hart, Schaffner & Marx Priced from \$29.75 to \$50.00. Come in and let us fit you up in one for the FAIR.



© 1926 Hart, Schaffner & Marx

NEW TIES

Very latest things in Ties— Four in hand and bow.

Priced at— 35c to \$1.50

MEN'S SOCKS

A big stock to choose from. DRESS SOCKS—

25c to \$1.00

WORK SOCKS—

12 1-2c to 20c



WOMEN'S SMART TOP COATS

An extensive assortment of sport coats, novel colors, new fabrics. Quality being unequalled there are no better values anywhere.

\$15.00, \$19.75, \$25.00 to \$79.00

MISCELLANEOUS

- 32 inch Everfast Playtime Prints, per yard 49c
- 32 inch Wide Gingham, per yard 15c
- 32 inch wide Gingham, small check, per yard 13c
- 40 inch Brown Domestic, per yard 15c
- 36 inch Brown Domestic, per yard 10c
- 36 inch Outing, Light and Dark Fancy, per yard 19c
- 40 inch Flat Crepe, all silk, per yard \$1.98
- 40 inch Brocaded Silk, per yard \$1.98
- 36 inch Woolens and Rayon Materials, per yard 98c

BOY'S SUITS

NOW READY —

PARENTS—You must see our suits for boys to appreciate the values.

WE ARE OFFERING—Just the snappy styles that boys like.

NEWEST FALL FABRICS AND COLORS —

Sizes 3 to 18.

Priced at \$6.85, \$7.85, \$9.95, \$12.50 and Up.

MEN'S SHIRTS

In all the new fabrics and patterns with collar attached. Priced at—

\$1.00, \$1.25 and Up

NO FADE SHIRTS

We will give you a new one if they fade. Priced at—

\$1.75 to \$3.50

WE ARE GOING TO LOOK FOR YOU DURING THE FAIR. WE GIVE AND REDEEM GOLD BOND SAVING STAMPS

MARTIN DRY GOODS COMPANY

FLOYDADA, TEXAS

"THE STORE WITH THE GOODS"

FLOYDADA, TEXAS

MAE ARMONTROUT
PROGRESSIVE SERIES PIANO
TEACHER
Opens studio Sept. 1st at Mrs. E. J. Barkers.

WILSON STUDIO & ART SHOP
FLOYDADA, TEXAS
POTRAITS, VIEWS, PANORAMA VIEWS
KODAK FINISHING, ENLARGING, ART PICTURES AND FRAMING

DR. D. J. THOMAS
Physician and Surgeon
Office in LOCKNEY DRUG CO.
A Share of your Patronage solicited.
OFFICE PHONE 59 RES. 77

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

Grady R. Crager
UNDERAKER AND EMBALMER
Hearse to all parts of the Country
Day Phones 126 and 121; Night 73
In Crager Furniture Co.
Day and Night Service
LOCKNEY, TEXAS

DR. R. E. L. MEWSHAW
Physician and Surgeon
Office in City Drug Store
Phones: Residence 146; office 126
LOCKNEY, TEXAS

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

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

Dr. S. M. HENRY
PHYSICIAN AND SURGEON
Special Attention Given to Women's Diseases.
Office Lockney Drug Co.
Office Phone 59—Res. 87
Lockney, Texas

J. C. Dickey A. C. Goen

DICKEY & GOEN
REAL ESTATE & LOANS
Farm Lands, Ranches, City Property
ALWAYS A BARGAIN

Floyd County Correspondents for the
First Texas Joint Stock Land Bank of
Houston, Texas. 6 per cent Interest.
Prompt inspection.

"SEE US FOR YOUR LOANS"
Surginer Building, North Side Square
Phone No. 107
FLOYDADA, TEXAS

THE BEST OF SERVICE

Let us look after your
**CLEANING - PRESSING
ALTERATIONS**

We give prompt and efficient service, and guarantee to please you with our work. Phone us at 114 or Call on us in the rear of Roy Griffith's confectionery.

D. F. McDUFFEE

Work That Pleases

Phone us your desires in the Cleaning, Pressing and Alteration line, we call for and deliver promptly, and take the utmost care in handling your clothes.

SUITS MADE TO ORDER
PHONE 133

City Tailor Shop
Mrs. Annie Wilkinson, Prop.

WHAT'S DOING IN WEST TEXAS

CANADIAN—The cotton industry which was started in this section last year, is increasing rapidly and the crop promises to be the best in comparison with the older cotton regions. The wheat crop in this section was also especially good this year, and nearly 400 cars of this grain have been shipped from this county already.

LITTLEFIELD—President Arthur P. Duggan and Manager Homer D. Wade of the West Texas Chamber of Commerce have just completed a tour of the Hill County district of the Chamber of Commerce territory. The first speech of the tour, made by President Duggan at Eastland, opened the campaign in that section for the equalization of taxes in Texas. Duggan also spoke at the Hills country district at Llano, and in San Antonio and other parts. He and Manager Wade attended the Corpus Christi Port opening which was held September 14-15th.

Henrietta—For the second time within two months the Red River district contention of the West Texas Chamber of Commerce has been called off on account of the heavy rains. The meeting was first called in July and after the first failure, the date was set for September 9. The band contest was held despite the failure of the program as a whole. Decatur won in the contest.

LITTLEFIELD—Large crowds attended the Littlefield Labor and Trades day celebration held in this city on Sept. 6th. A program was given which proved of much interest to the visitors. Plans are being made for a dairy and Horse Show which will be the feature of the next trades day program. More than \$100 dollars will be distributed in prizes on that day.

STAMFORD—The West Texas Chamber of Commerce is urging all towns and cities in the pecan regions of Central West Texas to take part in the campaign being sponsored by the organization for the realization of the value of pecan trees in Texas so that the land owners in this section will give careful attention to this industry and the profits from it that the owners of pecan orchards will plant more trees.

MINERAL WELLS—That real business men are willing to invest heavily in Chamber of Commerce work, and as a matter of fact had rather invest larger sums for putting over big things than to invest small sums for routine work has long been realized. However, a practical illustration of this fact was given by Carr P. Williams president of the Crazy Hotel Company who has offered to increase the subscription of his company to the local chamber of commerce from \$50 a month to \$6,000 a year if the Mineral Wells Chamber of Commerce will raise a \$30,000 annual budget. Mr. Collins stated that he had rather pay \$500 monthly than to pay the \$50 subscription on the present basis.

CLAUDE—Money received at the Rodeo and picnic held here several years ago which has never been designated for use was given to the local chamber of commerce. Discussion was held at one time for the

ANNOUNCEMENTS

The following are the Democratic Nominations for office in Floyd county, subject to the November General election.

FOR DISTRICT JUDGE
CHARLES CLEMENTS

FOR DISTRICT ATTORNEY
MEADE F. GRIFFIN

FOR DISTRICT CLERK
T. P. GUIMARIN

FOR COUNTY JUDGE
Wm. McGEHEE

FOR COUNTY CLERK
TOM W. DEEN

FOR SHERIFF AND
AX COLLECTOR
P. G. STEGALL

FOR COUNTY TREASURER
MRS. MAUD MERRICK

FOR COUNTY SUPT. OF PUBLIC
INSTRUCTION
PRICE SCOTT

FOR TAX ASSESSOR
C. M. MEREDITH

FOR COMMISSIONER, Prec; NO. 2
E. H. RANKIN

FOR COMMISSIONER, PRE. No. 3
WALTER WOOD
(Re-election)

FOR PUBLIC WEIGHER
PRECINCTS, NO. 2 AND 3
C. K. BENNETT

money to be used in an open air meeting house, for the people of the county.

MOBETTIE—The Mobettie News Editor, Jesse G. Thompson, is a new West Texas publication first issue of which appeared last week.

PADUCAH—Does advertising in the local newspaper pay? It certainly does according to the Editor of the Paducah Post. Recently a new citizen of Paducah came into the newspaper office and paid for a subscription, asserting that he bought the paper in order to find out what merchants to patronize, and stating that he had always saved quite a bit of money by following the advice of ads in the local weeklies. Evidently advertising in the home town does pay.

C. S. Williams, attorney of Plain-

FLOYD COUNTY ABSTRACT CO.
E. 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

SERVICE THAT WILL SURELY PLEASE YOU
Plenty of ice to supply your wants at all times. Just Phone No. 24 and we are on the way with your order.

HAMBURGERS THAT MAKE YOU LIKE 'EM
The place where you get those Good Hamburgers that satisfy your appetite and make you come back often for more.
A nice line of Candies, Confections, and Tobaccos, and most anything you want in the Quick Lunch line.

ZOEL'S HAMBURGER FACTORY

READY TO TAKE CARE OF YOUR FALL GROCERY NEEDS

We have a fresh supply of Staple and Fancy Groceries on hand at all times to care for the needs of the people of Lockney and the Lockney country. In a few more days the farmers are going to be very busy gathering their crops, and there will be an extra lot of farm hands to be fed. Come here and get your grocery needs, and we assure you that you will find everything that is needed for your table. Prompt and courteous treatment at prices that will please you at all times.

LOCKNEY GROCERY

FOR THIS WEEK —

WE ARE GIVING—

FREE

WITH A 25c BRUSH PURCHASED, ONE

1 50c CAN KYANIZE CELLULOID FURNITURE ENAMEL

1 15c Brush Purchasd, 1 30c can of Furniture and Floor Varnish.

1 25c Brush Purchased, 1 40c can Stove Pipe Enamel.

FLOYD COUNTY LUMBER CO.

PHONE 9
PLENTY OF DEVOE ART PAINTS AND BRUSHES IN STOCK NOW.

LET US DELIVER YOUR MILK

Phone us your orders for Fresh Milk and Cream and it will be promptly delivered.

Sunnyside Dairy
Phone 9001-F3

Clyde Cummings and family of brother, Ennis Cummings of Friona, Lockney, were visiting Mr. Cummings Texas last Sunday.



ARE YOU READY FOR THE HARVEST?

The harvesting of the crops is at hand, and in a few days you are going to be very busy with your cotton and row crops. It is a lot easier to deposit the money you receive for your products with this bank any pay your expenses with check, and your check is a legal receipt. Let us be your banker during the harvest season, and you will find the task of keeping your books much easier.

SECURITY STATE BANK

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

WE ARE AFTER YOUR HEADS

We are in the market for all your different kinds of grain crops, and pay the best prices the market affords at all time. Come in and let us figure on buying your maize and kaffir heads.

You can depend on this elevator taking care of you in a prompt and efficient manner, and giving you at all times the very best prices that the market has to offer for your crops.

WE CAN SUPPLY YOUR COAL NEEDS, TOO

We keep a supply of the best Coals obtainable, and when you are in need of fuel this is the place to get it.

LOCKNEY COAL & GRAIN COMPANY
PHONE 60 LOCKNEY, TEXAS

SCHOOL SUPPLIES

Send your children to our store for their School Supplies. We carry a complete stock of everything that is needed in the school room, and your children will receive the same courteous attention that you would if you came to buy. All kinds of tablets, writing materials, pens, inks, pencils, and the school supplies that the children will be asking for.

STEWART DRUG CO.
Member Texas Qualified Druggists' League

PLAINVIEW SANITARIUM NEWS

Jean McGee underwent a successful operation recently.

B. J. Browning continues to improve since his fall at the Harvest Queen Mills some time ago.

Mary Etta Comer of Happy, Texas is improving slowly after an operation several days ago for gangrenous appendix.

Mr. G. R. Street of Cleburne, Texas was a patient in the sanitarium, his condition being very much improved as he was discharged last week.

Miss Stella Strange of Tulla, Texas was in the sanitarium last week where she had her tonsils removed.

William Henniger is recovering from a tonsil operation which he underwent last week.

Mrs. Joe Hefflin of Kress, Texas has been discharged from the sanitarium where she underwent an operation recently.

Mrs. T. V. McDaniels of Runningwater, Texas had her tonsils removed a few days ago.

Mrs. Isom Woods of Kress, Texas was in the sanitarium last Tuesday where she had her tonsils removed.

Miss Viola King of this city is doing nicely since undergoing an operation on last Thursday.

Mr. H. D. Greer, of Hale Center Texas is recovering after having his tonsils removed.

Little Fred Cooper of this city underwent a tonsil operation on last Saturday.

Mrs. W. E. Morrison of Gasoline, Texas underwent an operation on last Saturday.

Ernest Sheets, 5 year old son of Clarence Sheets of Silverton is doing nicely after a recent operation.

Miss Beatrice Clark of Quitaque, an operation for appendicitis.

Mrs. G. L. Meets of Seymour, Texas was in the sanitarium last week for X-Ray and Medical examinations.

E. L. Woodburn of Lockney was discharged from the sanitarium last week where he had been for some time under care of physicians.

Little Harold Baize of this city happened to a very painful accident recently when he was run over by an automobile and both limbs were broken. He was taken to the sanitarium where he received medical attention and the limbs re-set.

Mr. Frank Perry of Hale Center, will soon be able to sit up after having recently undergone a very successful operation for gastric ulcers of the stomach.

Mrs. J. E. Brazelton of this city is in the sanitarium under care of physicians.

S. L. Dunn who lives nine miles west of Plainview is recovering from an operation for appendicitis.

Miss Beatrice Clark of Quitaque, Texas is doing nicely since undergoing an operation for appendicitis.

Miss Beatrice Clark of Quitaque, Texas is doing nicely since undergoing an operation for appendicitis.

Mrs. N. A. Wheeler of this city had her tonsils removed last Saturday.

Miss Evelyn Wright of Lockney has been discharged from the sanitarium where she recently submitted to an operation.

Mrs. Ben Birkfield of the Nazareth community had her tonsils removed last Thursday morning and left the sanitarium in the afternoon.

The 8 year-old child of L. B. Houston of Quitaque is now in the sanitarium under treatment.

Born at the sanitarium to Mr. and Mrs. Freeze of Tulla, twin babies on last Saturday night. Babies and mother are doing well.

Mrs. E. S. McDonald of this city has recently had a tonsil operation.

Mr. and Mrs. S. K. Freeman of this city was in the sanitarium Sunday with their two children for tonsil operations.

Randall, the 9 year-old son of H. R. Irby of Turkey, Texas entered the sanitarium Sunday where he submitted to an operation for appendicitis.

Fern, the two-year old child of L. S. Perry of Turkey, Texas, who was operated on Sunday at 2:30 p. m. is resting well since.

Edith, the 9 year-old daughter of Chas. Smoot of near Hart, Texas is doing nicely since undergoing an operation recently.

Ernest Myers of Flag, Texas, who underwent an operation a few days ago is resting well and his condition is favorable.

The condition of R. S. Doak of Lockney who underwent an operation on last Wednesday is very favorable.

LUBBOCK FAIR OPENS NEXT WEDNESDAY

LUBBOCK, Sept. 22.—Next Wednesday the Panhandle-South Plains Fair will open at Lubbock for the 13th annual "Show Window of the Plains" and everything will be in readiness and the show window will be complete, according to Fair officials and directors.

Large crowds are expected from every city town, and community on the Plains and the best exhibits and attractions that has ever been assembled on the Plains will be witnessed.

Practically every community on the Plains will be represented with agricultural, garden, livestock, poultry, swine, and other exhibits. Free attractions, football games, carnival and offered to the plains people. The fire works will be the most spectacular that have ever been staged on the Plains.

Over the entire section Plains people are showing an unusual interest in the coming exposition due to the fact that they realize that the fair is their fair and that the success of the fair depends on all the section and that its success will renown to their benefit. The Panhandle South Plains Fair is to the Plains of Texas what the State Fair of Dallas is to Texas and the Southwest.

Merchants in every Plains town are assisting to advertise the fair and are boosting it and urging their customers to attend the fair and to see the products of the Plains. Local merchants co-operating in the advertising are:

Crager Furniture Co., Lockney Drug Company, Stewart Drug Co., E. Guthrie & Co., Stevenson's Variety Store, Baker Merc. Co., G. S. Morris, Riley and Brewster, Pioneer Hardware Co., Cash Grocery, Floyd Huff, Lockney Grocery, Lockney Auto Co., Waller Motor Co.

MANY ATTRACTIONS FOR FOUR DAYS

LUBBOCK, Sept. 22.—The attractions of the Panhandle South Plains Fair will be the best this year that they have ever seen, according to recent announcement from the Fair board. Five Football games, Floydada vs. Tahoka, Wednesday, Plainview vs. Slaton, Thursday; Lubbock vs. Post, Friday; Littlefield vs. Ralls, Saturday morning; and Texas Tech vs. Schreiner Institute of Kerrville; Saturday afternoon, are on the athletic card, according to Jas. H. Goodman, director.

Five big circus acts, the five Flying Sisters, the Pallone Trio, Clown act, Marvelous Duro, and Betty's pets have been booked. These acts are high class troupes that have scored success upon success at the leading fairs of the nation. They will be witnessed free by the fair visitors.

The Therale-Duffield fireworks will thrill both young and old with the rockets that glare and shells that burst. Eminent American figures will portray a greater part of American History in flaming figures. The fire works will likewise be free to fair visitors.

The Bill H. Haines Carnival Co., the West's best Carnival will set up an aggregation of splendid proportions and colorful magnificent, a diadem of diversion; day, and a luminous, sparkling array of brilliance by night.

Big, free bands concerts are scheduled for morning and evening each day. Several Plains bands will be here during the fair to offer fair visitors the best band music available on the Plains.

Marriage Licenses

The following marriage licenses have been issued since our last report: W. B. Williams and Miss Evelyn McClintock, Sept. 4th. William Goode and Miss Mary Calles, Sept. 4th.

WHEN anyone says another car is "as good as Buick," he must be thinking only of price. Come in and see the many vital improvements in the 1927 Buick, the **Greatest Buick Ever Built.**

The **GREATEST**



EVER BUILT CALLAWAY MOTOR CO. FLOYDADA, TEXAS

YOU'RE WANTED

— AT THE —
PANHANDLE SOUTH PLAINS FAIR

Wednesday, Thursday, Friday and Saturday

SEPTEMBER 29, 30, OCTOBER 1, 2, 1926

LUBBOCK, TEXAS

\$10,000.00 Worth of Free Attractions for Your Entertainment

5 — BIG CIRCUS ACTS — 5

The same things you see at the Big Circus

5 — FOOTBALL GAMES — 5

Four High School Games and The Texas Tech **MAGNIFICENT FIREWORKS**

At night with rockets that glare and shells that burst

BIG FREE BAND CONCERTS

MORNING, AFTERNOON AND EVENING

THE WEST'S BEST CARNIVAL COMPANY

With shows and concessions galore

ALL DEPARTMENTS COMPLETE

Agriculture, Live Stock, Poultry, Women, All

PREPARE TO EXHIBIT
BRING ALL OF
THIS IS
WRITE MGR. FOR

YOUR

PRODUCTS
FAMILY
FAIR
PREMIUM LIST

MORE THAN \$15,000.00 GIVEN AWAY

In premiums and free prizes. Come and get your share. It is here for you. Special premiums in the agricultural department.

COME ON ALONG

Don't miss a single day. This will be the biggest event in years.

FUN — BY — THE — TON

4 — AUTOMOBILES GIVEN AWAY — 4

One automobile will be given away absolutely free each day of the Fair. **WE MOST CORDIALLY INVITE YOU TO COME**

PANHANDLE SOUTH PLAINS FAIR ASSOCIATION

W. A. MYRICK, Jr., Pres.

A. B. DAVIS, Manager

LUBBOCK, TEXAS



RADIO FREE!

We will give away Absolutely FREE of CHARGE, A genuine two tube Radiola at the Floyd County Fair Sept. 24 and 25.

We will install this Radio complete Free of Charge any where in Floyd County and Gaurantee it to work satisfactorily. Visit our Booth at the Fair for particulars and see Radiola Models on display priced from \$24 to \$570. We are authorized dealers for R. C. A. and have the largest stock of Radios supplies in the County. Tubes and Batteries for every set made.

BAKER—CAMPBELL CO.

Floydada,

"Your RADIO Dealer"

Texas

GOODYEAR TIRES AND TUBES

We handle the famous GOODYEAR Line of Tires and Tubes in both the Baloon and High Pressure. You can not buy a better tire or tube than a GOODYEAR, and dwe are sure if you try them once you will not have any other kind thereafter. We give Prompt efficient tire service. Give us a trial.

WE WANT TO SERVE YOU

We guarantee prompt and efficient service at this station, and assure you that you will get the very best gas and oils to be found in the town. Our crew of service men are constantly on the job and you can get waited upon at a moments notice.

ONE DAY BATTERY CHARGING SERVICE

Our Battery Station is now in operation and we can give you one day service in this department. Bring your battery in and within ten to twelve hours your battery will be fully charged and ready to be used again. When your battery needs recharging or repairing make it a point to bring it to us. Capable and efficient repair men are at your service here.

OZARK FILLING STATION

FRANK DUNN, Proprietor



The FALL Season

—reminds one of their old clothes and makes the necessity for New ones appear forcefully.

OUR NEW STOCK OF— DRY GOODS AND CLOTHING

for the entire family was purchased with great care from the best manufacturers in the country. Our stock comprises the latest and best in the various lines.

New Millinery Showing Each Week

REMEMBER THE FREE CHANCE TO EVERYBODY AT THE 26 PIECE Wm. ROGERS & SONS SILVER SET TO BE DRAWN SATURDAY, OCTOBER 9th.

The same quality of Silver FREE with each Cash purchase in our Dry Goods Department.

WHITE CREST FLOUR

Just received a New Car of the Famous White Crest Flour. Also a large shipment of MASON GLASS JARS for your Canning.

We are anxious to serve.

BAKER MERCANTILE COMPANY

"THE STORE WITH THE GOODS"

FOR SALE—A piano in first class condition, terms or cash—Apply at Lockney Drug Co. 52 4 tc

FOR RENT—Good four room house.—See J. H. Henson, City. 52 tf

FOR SALE—Three good horses, one good heavy mare, good crop and tools. Will sell all or any part. Cash or terms to suit buyer. For further information call at Wooldridge Lumber Yard.—L. T. Busby. 52,3t-c

LOST—Double Skin fur checker, between N. W. Morgan's residence and the business section of Lockney.—Find or call at Beacon offices with same and receive suitable reward 1 2tp

FOR SALE—A good second hand De Laval cream separator, in good condition.—Apply at Lockney Grocery Co. 1-3tc

LOST—A pair of surgical curve scissors and knife.—Finder return to Dr. J. M. Floyd. 1t-c

LOST—One bay mare, with streak in face, and had halter on when last seen, one white hind foot.—Frank Latty, Aiken, Texas.

WANTED—Large family to pick cotton and head maize, will furnish good house in which to live.—See Taylor Golden. 1-2t-p

Acclimated Fruit and Shade Trees at Lowest Prices Since the War—Our late blooming sure bearing fruit trees are best suited to West Texas and Eastern New Mexico. Thousands of Elm, Ash, Poplar and other tested trees direct to you guaranteed to please. Send a list of your needs and let us quote lowest price. 18 years in Plainview, reference everybody here.—Plainview Nursery, Plainview, Tex., Box 1058.

WANTED—Good family to pick cotton, have good house for them to live in.—See W. M. Day at City Barber Shop. 1 tc

LETTER FROM JIMMIE ALLRED

The following letter which is self explanatory has been received at this office from James V. Allred, who was a candidate for Attorney General in the second primary:

Mr. H. B. Adams, Editor Lockney Beacon, Lockney, Texas. Dear Mr. Adams:

I just want to thank you for your interest and efforts in behalf of my candidacy for Attorney General. I am deeply grateful to you for all you have done for me. I have been relieving clippings from your paper and intended to write you for some time, but have been so busy getting organized that I have not had time.

I have no regrets over having made the race; in fact, I am proud of it and of the flattering vote I received everywhere. I am particularly proud of the support given me in Floyd county, and feel that it is largely due to your active support in the columns of your paper.

Please extend my thanks to your readers and people of your community.

I notice that the date for the West Texas Chamber of Commerce convention has been set for May 16 and 17 so those of us from Wichita Falls, who were fortunate enough to meet the little songbirds of Lockney at Amarillo, are now looking forward to their coming down to the Little City that Faith Built next year. We have busied ourselves with telling the people here of what a treat is in store for them. Kindly extend to all of the young ladies my warmest personal regards.

Sincerely,
Jimmie Allred.

"After taking Adierika I can eat anything and sleep like a log. I had gas on the stomach and couldn't keep food down nor sleep." (signed) R. C. Miller. ONE spoonful Adierika removes GAS and often brings surprising relief to the stomach. Stops that full, bloated feeling. Ofte brings out old waste-matter you never thought was in your system. Excellent for chronic constipation.—City Drug Store.

MONEY TALKS

Salesmen, Salesladies and Retail Merchants. My items fit all of you. Salesman averages \$1 profit for every dealer called on. Costs dealer \$2, he sells for \$3.50 makes \$1.50 on \$2 invested. Salesman makes \$1. If you are a salesman or wish to become one. If you never sold anything in your life I will tell you how to make better than \$100 a week. (address) George L. Lane Mansfield, Ohio.

FOR SALE—ONE Superior 12 hole drill, in good repair.—Robert Smith, Jr. 10 miles northeast of Lockney. 53 3tp

FOR LEASE—Improved 160 acres of land, 120 in cultivation.—See Mrs. Lanis Lively, at Brewster's Confectionery, Lockney, Texas 52 2tp

class. The officers elected are as follows: Bill Mosley, president (re-election); R. L. Orman, vice president; Maenon Meriwether, secretary; Lillian Powell, treasurer; Mary Collier, reporter.

The first Tuesday in every school month was set as the date for our regular monthly business meetings, the first meeting to be held Oct. 5.

With a group of about forty young people, who are full of pep, five capable officers, a superintendent like "Pop" Biggers, and a sponsor like Miss Trapp, any class should be a wonderful success as an upbuilder of our school and community. Follow students, teachers, and citizens of Lockney, just watch our smoke.—Reporter.

LOCKNEY, TEXAS

One Week Starting
MONDAY, SEPT. 27th

ARTHUR'S COMEDIANS

(Under Canvas)

New Plays

Special Settings



DUPE ARTHUR

Classy Orchestra

Change of Play Nightly

OPENING PLAY
"HOLLYWOOD MADONNA"

LADIES FREE

Monday night, ladies will be admitted Free when accompanied by one paid adult ticket.

A GUARANTEED ATTRACTION

Tent Located on North Main Street, Just Across the Street from Wooldridge Lumber Co.

PRICES—15c AND 30c

IF YOU ARE NOT PROTECTED—WHY NOT?

If you are not protected against fire, you should be—fire never gives warning, and once started is hard to stop. See us today for protection on your home.

GRUVER INSURANCE AGENCY
Fone 148 Lockney, Texas

SATURDAY SPECIALS

HOME MADE COTTON SACKS

Any Length

ALSO HAVE A GOOD SUPPLY OF TUBING. Just the 8 oz. Duck already sewed up, saves you all the sewing except on the ends.

A BIG ASSORTMENT OF LUMBER JACKS FOR MEN AND BOYS.

Floyd Huff

THE CLOTHIER

READ THE BEACON WANT ADS. THEY PAY

WANT COLUMN

STOP—DON'T BREED YOUR SOW

to that scrub boar now and lose all your pigs this winter! Think! Wait until after Nov. 10th, and then come to the best boar in the Panhandle. You will never make money on scrub winter pigs. It's money for you to "Come and See" or write—

Holmes Bros. Hilltop Farm, Floydada

CASH GROCERY

REGULAR SATURDAY SPECIALS

CIRCLE H FRUITS AND VEGETABLES

PLENTY OF BARGAINS