

THE LOCKNEY BEACON

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-SIX

Lockney, Texas, Thursday April 21, 1927

Number 31

MISS CHRISTIAN'S CLASSES WON FIRST

CLASS LEAD ALL OTHER CLASSES IN PIANO AT PANHANDLE MUSIC FESTIVAL

The music class of Miss Lauream Christian of Lockney won more places in the Panhandle Music Festival contests at Amarillo Monday and Tuesday than any other piano class entered, winning six first places, one second and two third places.

The winners of first were: Miss June Guthrie in the 14 year old class, won first with a score of 94; in the 10 year old group Frankie Dodson won first with a score of 83; in the 6 year old group, Mary Alice Baker won first with a score of 93; in the boys 6 year old group, Harris Ball Jr. won first, and Milton Adams won first in the boys 8 year old group. Alice Stewart won first in the 12 year old old violin group with no competition.

In the boys 10 year old class, Whorton McDuffee won third place, and Roy Thornton in the 14 year old group with third place.

Patricia Patterson won second in the 8 year old girls contest.

Competition was keen in most all the classes, and a large number of entrants were noted in all groups.

Miss Christian entered fifteen pupils in the contests and won nine places.

Others playing in the contest who made good grades but won no places were: Misses Maeon Meriwether, Hazel Gruver, Evon Griffith, Mildred Carter, Addie Barker, and Virginia Hohlaus. All these pupils made a high score but the competition was larger, some classes having as many as twenty entrants, and it demanded almost a perfect score to be a winner.

The pupils from Miss Christian's class who were winners on last Monday broadcast over the radio that day--the pupils being Miss Frankie Dodson and Mary Alice Baker.

Other pupils from Lockney who won places in the contests, who were not members of Miss Christian's class were Owen and Herman Thornton, Owen winning third in the 12 year old boys group, and Herman second in the 8 year old boys group.

Those attending the festival from Lockney were Mr. and Mrs. J. H. Hohlaus and family, Mr. and Mrs. Claude Thornton and family, Mr. and Mrs. T. J. Thornton, Mr. and Mrs. Burton Thornton and family, Mr. and Mrs. D. F. McDuffee and son, Dr. and Mrs. E. W. Ball and family, Mr. and Mrs. Roy Griffith and family, Mr. and Mrs. E. M. Adams and family, Mrs. E. J. Barber and children Mrs. Frank Dodson and daughter, Mrs. Artie Baker and daughter, Mrs. E. Guthrie and daughter, Mrs. Lawrence Gruver and children, Mrs. T. H. Stewart and children, Mrs. Lester Honea and Misses Lauream Christian, Maeon Meriwether, Mildred Carter and Mr. Marvin Barber.

FLOYD COUNTY NORTH SIDE SINGING CONVENTION

Will Hold Session at Prairie Chapel School on Sunday May 1

The north side Singing Convention of Floyd County will hold a singing at the Prairie Chapel school building the first of May, which is May 1, beginning at 7 o'clock. All singers are urged to attend and visitors are cordially welcome. E. G. Foster, President.

Cars Collide at Intersection of Main and Locusts. Tues. Night

Cars driven by J. D. Huggins and Eldon Morgan collided at the intersection of Main and Locust streets last Tuesday evening, when Mr. Huggins, who was coming to town to get some medicine for a sick child ran into the car driven by Mr. Morgan who was crossing the street. The fenders and wheels of Mr. Morgan's car sustained considerable damage, but no one was hurt.

Henry Huggins was for some time been in the Holt Combine Harvester at Stockton, California last Sunday.

Gilbert Grading Camp Now In Lockney

GRADING TO START THROUGH THE CITY WITHIN THE NEXT FEW DAYS

The Fort Worth and Denver South Plains Railroad dump will soon be graded through the City of Lockney. The Gilbert Camp, sub contractors under Sprague and Nicely have moved to the K. D. Middleton place one mile north east of Lockney. We are informed that they will grade thru the City of Lockney from the point they have reached to a point not yet determined. The coming of this camp to the corporate limits means quite a bit to the local merchants of the town on account of the extra business which they will bring in.

The building of the grade to Lockney, the starting of the \$250,000 oil mill and many other enterprises that are under way seem to assure Lockney of its pro rata of development.

Local Insurance Man States Crop Conditions Good

According to W. W. Angel the farmers of this section are buying more hall insurance at this time than in previous years. The prospects for a good wheat crop, according to Mr. Angel, who has traveled over the largest part of Floyd county are the best in years, if we are lucky enough to get a good rain within the next two weeks. The wheat crop at this time is very much advanced over the preceding years. Practically all of the wheat was planted on summer fallowed land and is earlier than usual.

OPPORTUNITIES MANY HERE FOR INVESTORS

Lockney has the sand and gravel in the way of natural resources to promote any kind of a building program. This sand and gravel can be purchased at a price far below the market price.

Lockney schools rank among the best in the state. There is no envy graduates of Lockney high upon entering college or any other higher school of learning.

Lockney is endowed with plenty of churches and plenty of church going people. We do not welcome any person to the city of Lockney who is not a christian in every sense of the word.

When the Denver and South Plains Railway is complete the town will have five distinct rail outlets. In the building of a new country this is one of the best assets that is to be had.

The scarcity of water is a thing unknown in the Lockney section. There is an abundance of water that is 99.5 pure at a depth of from 40 to 60 feet.

We have everything that promotes the happiness and welfare of the people--come to Lockney.

J. W. BAGGETT ABLE TO BE OUT AGAIN

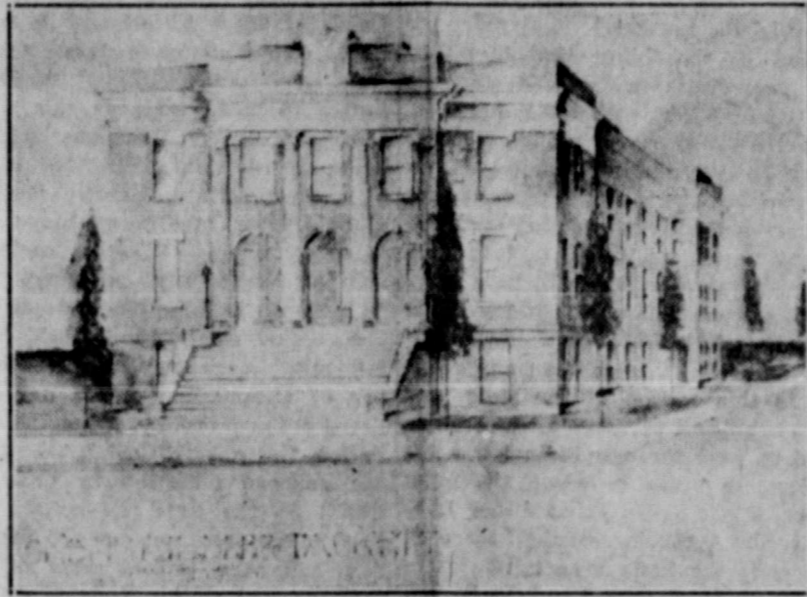
J. W. Baggett, local gin man, who suffered a broken foot from falling off a scaffold, is able to be out on crutches at this time. Mr. Baggett's right foot was broken between the toes and ankle when he fell from the scaffold.

CARS COLLIDE ON MAIN STREET MON.

The cars of J. B. Downs and T. L. Griffith collided at the intersection of Main and Locust streets Monday at Noon, when Mr. Downs who was on his way to the Chamber of Commerce luncheon at the Brewster house stopped to pick up A. J. Crager and Roscoe Gass, when Mr. Griffith's car which was crossing Main, collided with the one driven by Mr. Downs. Mr. Crager was caught between the two cars, and was bruised about the legs.

Luther Harris and Walter Hodel students at Texas Tech spent Easter in Lockney visiting their parents.

Miss Lou Emma Henry of Amarillo spent the week end visiting her parents, Dr. and Mrs. S. M. Henry.



The above picture is the tentative plan of the new building of the Church of Christ at Lockney, the erection of which is to begin in the near future. The building will be 50 x 70 feet with a sub-story and class rooms, baptistery and other

conveniences. The auditorium will seat about 700. The cost will be \$25,000 exclusive of the furniture. Early Arceneaux is back in Lockney and will preach at the college Sunday morning and evening. Special Bible drill Wednesday and Friday evenings.

Oil Mill Will Begin Construction Monday

WILL WORK A LARGE FORCE OF MEN IN CONSTRUCTING BUILDINGS

Everything is being put in readiness to begin construction work on the Lockney Cotton Oil Mill next week, so we have been informed.

Dirt will be broken Monday and the actual construction of the buildings will be under way at once.

We are informed that a large force of workmen will be required in the construction of the buildings, and that the work will be carried forward at a rapid rate.

When the mill buildings are completed, the very latest and best of improved oil mill machinery will be installed, and a crew of more than 100 men will be employed regularly to operate same.

Mr. Mason, general manager of the mill, and Mr. W. H. Peck of Houston, arrived in Lockney last Monday to look after the business interests of the mill. They have opened temporary offices at the offices of Angel and Childers Insurance agency over First National Bank until offices can be built.

Gravel Pit Near Here To Be of Great Benefit

GRAVEL PIT 7 MILES SOUTH WEST WILL BE OF GREAT BENEFIT IN CONSTRUCTION PROGRAM

The building situation in Lockney will be greatly benefited by the presence of a gravel pit within 7 miles of the city. This sand and gravel was used in the construction of the paving at Lockney as well as many other pieces of construction.

The sand and gravel seem to be of the best quality and can be had at a price which is a great saving in comparison with that which is shipped in. Any one contemplating a building would be wise to investigate this pit and see whether it can be used in their project. What Lockney community makes--makes the Lockney Community.

1-4 INCH RAIN FALLS OVER LOCKNEY SECTION MONDAY

A quarter of an inch rain fell over the Lockney country early Monday morning. A slight sprinkle of hail and a severe electrical storm accompanied the rain. The shower was of much value to the wheat crop, as it was beginning to need some moisture very badly.

One of the largest wheat crops in several years was planted, and at this time is in the very best of condition. Prospects for a big yield this year are very excellent. The rain Monday will put the land in good condition for the planting of the cotton and row crops.

A good rain within the next two weeks will insure a big wheat yield in this section.

Cris Seaman and family of Altus, Oklahoma were here Sunday visiting the Baker family.

\$2,000 Improvements at South Plains Grain Co

Additional Handling Capacity Has Been Added To The South Plains Grain Company

The South Plains Grain Company of this city have just finished some improvements that will help to take care of their business during the oncoming harvest season. They have installed a new grain conveyor leg which will increase the grain handling capacity to 3,000 bushels per hour. This company has also installed new automatic scales and a new drive way of ballast from their offices to the elevator. The approximate cost of the above additions will be in the neighborhood of \$2,000. The company is also constructing a new garage at their offices to take care of the company cars. Several improvements have also been made on the coal bins.

REV. B. L. NANCE CLOSES SUNDAY SCHOOL WORK

Rev. B. L. Nance of Abilene, who has been here for several days, conducting a training school for Sunday school teachers and church workers, closed his engagement Sunday morning at the Methodist church. There were ten additions to the church from the Sunday school at the morning service Sunday morning.

Rev. Nance is Sunday School superintendent for the North West Texas Conference of the Methodist church. He filled the pulpit at the morning service, there was an Easter music program also.

C. of C. Sponsors Traffic Signal System

The matter of safety to the pedestrian in Lockney was taken up at a meeting of the Chamber of Commerce Monday.

The proposition was made more forceful by the fact that one of the members came near having a painful accident just before the Monday luncheon.

A committee was appointed by the president which was composed of J. B. Downs, A. J. Crager and H. P. Coleman to present the proposition of placing signals and stop lines at the places needed. The matter will be considered at the next meeting of the city council.

SAMUEL H. MCGOWN DIES AT LA JUNTA, COLORADO

The remains of Samuel H. McGown who died at La Junta, Colorado, arrived in Lockney last Saturday and interment was made in the Lockney Cemetery.

Mr. McGown was a former resident of Floyd County, living in the Cedar Hill Community. He was 72 years and four months of age. He was made a member of the Cedar Hill Baptist church about 15 years ago. He moved to that place eight years ago.

He leaves a wife, and the following sons and daughters: Wm. O. Samuel O. and Marshall Houston McGown, and one daughter, Mrs. Eva Anna Hix all of whom make their home in Colorado.

C. of C. Sponsoring Rural School Essay Contest

The Lockney Chamber of Commerce is sponsoring an essay contest for the children of the rural schools of Floyd county. The rule sheet can be obtained from your school principle or by calling at the Chamber of Commerce offices over the First National Bank. There are cash prizes given and winning of them is an easy matter if you can write. Get in the game whether you win or not. It will be good practice for you and at the same time get your community before the public.

Doyle Greer who is attending T. C. U. at Fort Worth spent Easter visiting his parents, Dr. and Mrs. N. E. Greer.

LOCKNEY OFFERS GOOD INVESTMENTS

MUCH BUILDING IS NEEDED TO CARE FOR DEVELOPMENT OF TOWNS RESOURCES

Should any action result from the building of the Denver and South Plains railroad into the South Plains Lockney will receive her share of the building.

There has been two large items in the building program already secured. A modern cotton oil mill and a compress. The momentum thus attained will help Lockney to a great extent to secure other enterprises that are so badly needed by the towns of the South Plains.

A milk condensary would be of much value to the people of the South Plains and Lockney is best located to receive such a project. We have the dairy stock. We have the feed. We have the rail facilities, good roads and practically every thing that goes to promote such an industry. The finishing of cattle would be of large profit because of the cotton oil cake from the mill and the large amount of roughness with the easy access to the larger markets.

Owing to the coming of the railroad rent houses and rooms are unusually hard to obtain. A good opportunity is now open to the person with capital to invest and build in the residential portion of Lockney.

There is no hotel in this city of 2,300. We are on two lines of rail way, and three nationally designated highways. A hotel will be a paying proposition to capital in the city Lockney.

The man with a small amount of capital will do well to come here and invest his money in a small dairy of poultry farm. The merchants of the town own and operate a produce house that pays the highest market prices at all times. A person with a few hens, cows and ten acres of land can make, with the proper management the best kind of a living in the Lockney section.

Hog Raising Industry On Upward Trend Here

LOCAL HOG BUYERS ARE VERY OPTIMISTIC OVER PRESENT OUTLOOK

According to local hog buyers the hog business at the present time is in a flourishing state. Mr. R. C. Ayres of the Farmer's Gran Company has about 200 head of hogs which he is feeding out for the California markets. Mr. Dodson who is in charge states they will probably fatten out about 300 head for the California markets.

T. L. Griffith, local hog buyer of this city states that he has about 300 head which are practically ready for the market.

The amount of hogs that have been shipped out of Lockney trade territory this year is enormous. This business has accomplished much as a side line on our diversification program.

Because of the fact that the farmers have had hogs, cream, poultry, eggs and other produce to sell this year has kept business up to normal in the face of the low price cotton. The indebtedness of the farmers in this section is nearer paid at present than they have been in a number of years.

The coming of a fair wheat crop to this section, supplemented by these side lines will do a great deal toward bringing the Plains country up to normal in the financial world.

Holt Combine Harvester Sub-Agency Located Here

A sub-agency of the Holt Combine Harvester has been established in Lockney with Mr. Henry Hodel as sales and service agent under the Harris Bros. agency at Floydada. Mr. Hodel has just returned from Stockton, California where he has been attending school for the past three months at the Western Harvester Co., manufacturers of the Holt Combine Harvester.

One is now on display at the corner of Main and College streets.

The Lockney Beacon

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

H. B. ADAMS, Editor and Owner

TERMS OF SUBSCRIPTION
One Year \$1.50
Six Months .75
Three Months .40

MEMBER OF TEXAS PRESS WEEKLIES, Inc.

ADVERTISING RATES
Display, per column inch 35c
Classified Advs. per word 2c

FIE ON THE CORRESPONDENT

"Nothing has been done on the junction six miles north of Lockney to Plainview, as the work has all been done with Lubbock in view."
That is the last paragraph of an article appearing in the Amarillo Daily News Saturday under a Lockney date line. It refers to the construction on the new line of the Fort Worth & Denver Railway for which permission to build to Dimmitt, Plainview, Silvertown, Lockney and Lubbock was granted last fall by the Interstate Commerce Commission.

principles of journalistic ethics. Too much of the special dispatch news in the larger papers of the Southwest emanated from publicity and propaganda hirelings who use every pretext to get their home towns in the date lines as often as possible. Many of them are too careless of facts. No few of them wouldn't recognize a fact were they to see one. They don't want facts. They don't fit in with the line of business.
With such tactics one couldn't hold a position on any reputable newspaper five minutes.—Plainview Herald.

WHY THE HEATHEN DOTTH RAVE

The above article was taken from the Plainview Herald of last week. If there is a town or newspaper that should keep mum on the question of exaggerations it should be Plainview and her newspaper. If there was ever a town that took advantage of claiming all the publicity items in West Texas, it is the publicity hounds of Plainview. In the first instance, concerning the Denver extensions, from reading the Plainview papers and the correspondence sent to the daily papers, a person would come to the conclusion that there was only one town on the Denver South Plains lines, and that town was Plainview. In reference to the statement in the Amarillo paper, and which article also appeared in the Beacon, every word printed was the absolute truth for not one spoonful of dirt had been turned west of the junction. It was not the Denver's fault that no dirt had been broken on the supposed "Main Line" as Plainview would term it. Plainview had failed to furnish the right of way to the Denver road and has not today furnished her entire right of way to the Denver people. Whether she will ever furnish the right of way through Plainview and Hale County is yet to be determined, and should she fail to furnish the right of way the question arises "Does the Denver want to go to Plainview bad enough to buy the right of way through Plainview and across Floyd county?"

ed over the railroad that runs thru Plainview. There was no reloading necessary, but they counted the cars and told the world through the newspapers that Plainview had shipped so many cars of wheat, cotton, poultry and eggs. They gave no consideration to the fact that the principle part of these crops came from Floyd, Briscoe, Castro, Lamb and Swisher counties. The only thing that Plainview had to do with these products was the fact that they were pulled through Plainview on their way to the market.

One of the things that is eating on the Plainview publicity hounds is the fact that with the building of the Denver lines, no matter whether they build through Plainview or not the principle part of the tonnage that Plainview has been claiming for these many years will be lost to them, and therefore, they will have very little chance to lay claim to it. Floyd county raises more produce, according to tonnage value than any county in this section of the state, and practically all of these products have had to pass through Plainview heretofore, in order to reach the main lines of the Santa Fe at either Lubbock or Amarillo, causing them to go over the little branch line from Floydada to Plainview and the branch from Canyon to Lubbock before they could reach the main line of the road. Plainview has been very emphatic in her statements that the main line of the Fort Worth and Denver South Plains Railroad would build into Plainview, and has at all times been eager to inform the world that the Lockney-Lubbock line would be a branch line of the road. Both the lines that will run into Lubbock and Plainview are merely branches. The line that handles the most traffic will be considered the main line of the road, as the railroad officials will give more attention to the line that pays them the largest dividends, than too the line that does not pay so much. The railroad company can easily ascertain that the line to Lubbock through Lockney will easily furnish the most tonnage. The Lockney-Lubbock country is producing far more tonnage every day in the year than does the Plainview-Dimmitt section. Statistics of every year for the past twenty years will prove that statement. The tonnage is growing very rapidly, and the building of the Denver road will cut down the tonnage that is going thru

Plainview from this section, as the tonnage from Lockney, Silvertown and Quitaque will take the train at their home points for the east.

Plainview has been very jealous of her neighboring towns all along. Some of her citizens today will not acknowledge that Lockney is going to get the Denver line. One of her prominent citizens called this writer a few weeks ago, stole half an hour of our time, in which he informed us that he would take steps to keep the Denver from building, should the officials of the road attempt to move the junction one mile closer to the town of Lockney. What do sane people think of such as this? Another citizen of Plainview had the nerve to tell this writer that Plainview controlled the poultry markets of this town, and if we didn't like it, to go to "H—",—that we could not sell our turkeys anywhere else. But we are selling them somewhere else. Now comes the Herald kicking about our secretary of Chamber of Commerce sending out supposedly false reports, when he was telling the unvarnished truth about the railroad situation in this section. At the time the article was sent to the press not one spoonful of dirt had been broken west of the junction, and at this time, so we are informed, all the dirt that has been broken has been turned on Floyd county land in Floyd county that has been purchased by the Denver road and not on any ground that Plainview was supposed to have furnished for right of way.

The Herald says that there is animus behind any such statements. They seem to think that it is alright for them to tell the people that we are the "Big Cheese" and all the other towns fade into significance in the glow of our great light, and that the little towns located in this country should keep their mouths shut or else toot the Plainview horn.

We have been informed at Plainview that we would never get an oil mill, compress, or any industry that was worth while, and just as soon as the oil mill for Lockney was mentioned, these Plainview people began trying to get the company to locate at Plainview and buy the Plainview mill. Plainview has proven to be the town that welds the most influence against the development of our town and county. It seems that they are desirous of keeping the development of Lockney down if it is in their power, and it seems that it going very much against the grain to see the town growing and prospering.

We think a great deal of the citizenship as a whole of Plainview, for we lived in the town for nearly thirteen years, and we know the people of Plainview as well as most any of her citizens. Plainview is a good town, and in a good country. We are glad to see it prosper. But on the other hand while it is growing and prospering the publicity hounds of the town should give the "Devil his dues." They should stop and consider, that just because their town is a little larger, they cannot get all the good things. It cannot dictate to the little towns as to what they will say or do. If the newspaper correspondents in Plainview will hue to the line and publish only facts, they will never find occasion to call down any of their neighbors. Facts are facts, and in talking about railroads we try to give the nearest to facts that are obtainable. We can still say that there is very little action on the Plainview line, and we can further state, from observation that it is to a great extent the fault of Plainview. We also believe that if Plainview does not get busy, it will be a long time before any train, other than the Santa Fe will be running into the town.

Jealousy and self-conceit never pays dividends, and it behooves the Plainview papers, as well as ourselves to refrain from such tactics.

WHY? WHY? WHY?

The average Texas farmer gets up to the alarm of a Connecticut clock, buttons his Chicago suspenders to a pair of Detroit overalls, washes his face with Cincinnati soap, sits down to a grand rapids table, eats Chicago meat, and Minneapolis flour cooked on a Sears Roebuck stove. He goes out to the barn and puts a New York bridle on a Missouri mule fed with Colorado alfalfa, plows the farm covered by a Vermont mortgage with an Illinois plow. When bed time comes he reads a chapter from the Bible printed in Boston, says a prayer written in Jerusalem, crawls under a blanket made in New Jersey, only to be awakened by a Texas dog, the only home product on the place. And then he wonders why in the H— he can't make money raising cotton.

Mr. R. E. Kelsay and Miss Lucille Hollingsworth of Fort Worth were visitors of Mr. and Mrs. J. W. Dines

last weekend. Mr. Kelsay is a brother of Mrs. Dines. Miss Hollingsworth is a niece of Mr. Dines.

HIGH SCHOOL FOLLIES MONDAY NIGHT, APRIL 25

The High School Follies will be presented at the High School Auditorium, Monday night, April 25 at 8 o'clock. The program consists of four one act plays to be presented by the four classes in the high school and special numbers between each act. A prize of \$10.00 will be awarded the class presenting the best play. The follies was instituted in 1926 and the faculty plans to make this program an annual affair, the pro-

ceeds of which will form a the upkeep of the school 1. The evening holds a two-fold in store, for at that time the stage scenery, which will be the of the Senior classes of '27 and to Lockney High School will be presented to the public. Admission will be 25 and 35c.

Junior League Program
Leader—Glenna Rea.
Song. Scripture lesson. Prayer
Song.
Bishop Lambert as a boy—Edna Rook Tucker.
Anthony at home—Agnes Cooper.
Story of five great leaders—Society League benediction.

Don't Envy a Savings Account— Start One Yourself

Don't be jealous of the fellow next to you who has a comfortable little Bank Account. Instead, start one yourself—you'll be surprised at the way your money will grow if you make deposits regularly. Jealousy is a good thing if it wakes you up. Other wise it is like a canker—painful and annoying. Resolve NOW to be as thrifty as the other fellow—you can do it as well as he!

THE FIRST NATIONAL BANK

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

Who Will Harvest Your Crop?

You have gone to quite an expense, preparing your land, buying your seed, and sowing the wheat. In fact your entire year's work is tied up in the crop, and with the good season in the ground you are sure to make a good one, provided the "HAIL DON'T GET YOU." Remember it takes twelve months to make a wheat crop and only twelve minutes to lose it. Better have this protection. We have the best and as cheap as the rest, and we give you the service of a well established agency free.

LIFE, FIRE, TORNADO AND HAIL INSURANCE

Angel & Childers AGENTS

PHONE 185 OFFICE FIRST NATIONAL BANK BLDG.



RELIABLE FOODSTUFFS

RELIABLE Groceries are the only kind we sell. Our foods are fresh and tasty, of the best quality and are reasonably priced.

A full line of fresh groceries, fruit and vegetables

PHONE NO. 10 FOR SERVICE

RILEY & BREWSTER

CITY MEAT MARKET & GROCERY

FAMOUS FOR QUALITY AND SERVICE

NONE BETTER

QUALITY IS OUR MOTTO

PHONE 101

E. L. Marshall

MACHINERY EXCHANGE

I am opening a machinery exchange, and will take your old machinery or farm implements and find a buyer for them, or will sell you second hand machinery or implements.

See me when you want to buy or sell any kind of machinery.

LOCKNEY SHEET METAL WORKS

J. L. Dagley, Prop.

BABY CHICKS

10,000 every Wednesday and Thursday each week. Breeds: Buff Orpington, R. I. Reds, Barred Rocks, White Wyandottes, Black Minorcas, Anconas, 13c. English and American White Leghorns, Brown Leghorns 11c. Place orders quickly.

C. E. WHITE SEED COMPANY
Plainview, Texas

Floyd county is fast becoming a leading farming section of Texas. On every hand you may note modern farm homes that tells the visitors to this section of the happiness, contentment, and prosperity to be had here in the State of Texas can you find a more prosperous section taking every crop and industry into consideration. Of course there is more beautiful places in America. There is warmer climates at certain seasons of the year. Where in America can you find a perfect country. One with ideal climatic conditions—where bumper crops are raised each year—one where industries and commercial conditions have no worries or troubles whatever? There are sections better adapted to certain crops and industries. But where can you find a section where from year to year conditions are better than in Floyd County. Reverses

come to all sections of the world and all classes of people no matter upon what part of the globe you dwell. With the era of development and prosperity that is now facing Floyd and surrounding counties with the coming of more and better rail facilities. Capitalists have their weather eye upon this section. The coming of capital means prosperity to this section. Capital invested by financiers is put into circulation where dividends will be larger. In other words sections adapted to the various industries. Compare the Floyd county of 20 years ago with the Floyd county of today. Therein you will note a development that is almost miraculous in the farming industry. Compare the modern country home of today with those of twenty years ago. Ours course the world has developed at

the same time in living conditions, inventions, both practical and scientific. But there is many places not far distant where you will not note this advancement. Educational facilities are better. There is practically no illiteracy in this section, the people being progressive, and believing in more and better schools for their children.

Compare Floyd county with other counties. Take into consideration the yearly average moisture precipitation with that of other counties. Compare the schools both city and rural with those of other counties. Compare the congenial living conditions and environment with that of other counties. Compare the modern farm homes with other sections. After you have made these comparisons in an impartial manner you will, if you are a knocker, cease to be and become a booster.

"Come to Floyd County. It is Texas' Best."—Cub.

Texas Sixth in Number of Dairy Cows

COLLEGE STATION, April 20.—With more than one million milk cows Texas ranks sixth in number of cows kept for dairy purposes, according to latest government reports, Prof. Geo. P. Grout, head of the dairy husbandry department, A & M college of Texas, declared in a recent discussion of "Spring Feeding of the Dairy Cow."

"If by better feeding we can increase the average yield of each cow by 25 pounds of butter a year, which is not unreasonable, we would at 40c per pound, increase the returns of our farms about \$10,000,000 annually," Prof. Grout said. This gives an idea of what better feeding might mean to the farmers of the state.

Cows make the best records when they freshen after the summer's work is over," Prof. Grout said. They should be well fed and cared for when there is no pasture to stimulate production. It is a wise plan to attempt to immitate late winter and early spring condition. If possible have some green feed for the cows every month in the year and plan so that when green feed cannot be obtained there will be silage for feed.

Marriage Licenses

The following marriage licenses have been issued the past week by

Notice To Oil Users

I am now in position to haul oil to any part of the country for the Consumers Fuel Ass'n of Lockney.

Any one wishing oil delivered to their farms please call the Consumers Fuel Ass'n, 176 and immediate delivery will be made.

Special attention will be given to the tractor and combine owners. See me relative to prices for hauling.

Elmer Shackelford

the county clerk:

F. L. Taylor and Miss Hulda Othelia Mae Buth, April 13th.

Norman Jones and Miss Zeola Davis, April 18th.

W. H. Young and Miss Edna Mae Ingram, April 17th.

Abe M. Vaughn and Miss Ruth Seagins, April 17th.

WEST TEXAS TODAY

Memphis—Work on installation of 10,000 feet of sewer for the north-west part of Memphis is under way here. The additional sewerage will cost something near \$6,000 and will be paid for by warrants on a ten year basis.

Clovis, N. M.—Clovis boasts one of the most complete tourists camps to be found in this state. It is situated with in 12 blocks of the business section of the city and is modernly equipped in every respect. There is a community house with a dining hall and recreation room and public kitchen. Hot and cold shower bath facilities are also provided.

Panhandle—Construction of a double track from this point to Pampa, a distance of 30 miles, is under project by the Santa Fe railway. The forty-five miles of second main track under way between Canyon and Panhandle and this new section of thirty miles gives the Santa Fe about 75 miles of first class double track in this territory.

Childress—Plans for the next district convention of the West Texas Chamber of Commerce to be held here May 5 are being detailed. The convention will call together member towns of the Green Belt and lower Panhandle region.

Wichita Falls — Twenty-six cities are already completing preparation to represent as many foreign nationalities in the huge Congress or Nations planned for the ninth annual convention of the West Texas Chamber of Commerce which convenes here May 16 and 17. Arabia, Egypt, Portugal, Spain, Italy, Turkey, England, American Indians, Holland, and many other picturesque alien races will be represented at the meeting.

Girard — Shoes and socks serve as money depositories in this section, or citizens carry their exchequers about their person. The reason for this condition is that Girard is in need of a bank. The town is located in a prosperous agricultural section and offers a good location for interested capital.

Levelland—Citizens of this progressive West Texas Town and of the county voted a \$150,000 bond issue for the construction of the Hockley county court house here on April 5. Levelland is only three years old but already has more than 20 modern brick business houses, and is making strides toward a real west Texas city.

Crosbyton—W. A. Wilson of Lamesa was chosen president of the South Plains secretaries association formed here at the close of the district convention of that section held April 7. S. W. Cooper, secretary of the local chamber of commerce, was made secretary of the organization. The South Plains District Convention of the West Texas Chamber of Commerce which met here April 7 was another record breaker for the regional organization, with 1,500 in attendance, and with over 500 registered delegates. The 1928 convention of the South Plains district went to Lamesa after a close contest with Tahoka for the honor.

Barstow—Franchise for power rights for the installation of a power and ice plant system for this town has been granted and developments are under way on this project.

Kress—Contract has been let for three brick business houses and construction work has started on the building.

Chevrolet Make Record In Car Production

The Chevrolet Motor Company in March smashed all previous records in its history by manufacturing 107,900 automobiles, an average daily production of 4,316 cars.

A new daily record for production was also established on March 31, when 5,075 Chevrolets were run

off the assembly lines.

The Chevrolet production last month exceeded the March, 1926 production by 42,733 cars, a gain of 65.6 per cent, and outstripped March, 1925 production by 64,404 cars, an increase of 148.1 per cent.

In the first three months of 1927 the 267,393 Chevrolets produced exceeded production during the same period last year by 104,486 cars or 64.1 per cent and increased by 197.5 per cent of the same three months of 1925.

Protect Your Family, Credit And Your Bank Account

By Carrying Hail Insurance On Your Grain

With a prospect of the biggest wheat crop in the history of Floyd County do you consider it good business to not carry HAIL INSURANCE on your grain. As you well know hail could in thirty minutes destroy your entire grain crop "You are hoping this will not happen" So do we "if your crop destroyed covered with hail insurance you are fully protected and the cost is nominal.

We will write you in the SPRINGFIELD, one of the oldest and strongest companies in the field. They have written insurance in West Texas for many years and have always been liberal in their settlements.

Our adjuster will be conveniently located so that you will be assured of the very best of service in the adjustment of any loss sustained.

OUR TELEPHONE IS 170 and if you will just step right to the phone and call us we will be right out to see you.

When you come to Floydada our office is in the SURGINER BUILDING on the north side of the square and we will be glad to have you come and see us.

GOEN & GOEN

REAL ESTATE, LOANS AND INSURANCE
Floydada, Texas

A BANK SERVICE

FOR BUSINESS AND BUSINESS MEN

Ours is a progressive financial institution, amply equipped to serve satisfactorily every business enterprise. Our staff, our ideas and our equipment is thoroughly modern, able to advise and facilitate any banking problems you have.

The advantages of banking here are three-fold—first, sound, conservative policies that insure the safety of your funds; secondly, we have a thorough knowledge of modern business practices and can offer constructive advice; and last, but not least important, is the courtesy and unflinching willingness to serve, on the part of every employe, from the president to the office boy.

We'll supply answers to every business question.

SECURITY STATE BANK

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

QUALITY—OUR GUIDE

Our first thought is for quality—nothing but this will ever find a place in our stocks. Next we will try to sell for as little as we can the best.

Just phone us your wants and we will do the rest. Everything in fresh vegetables and fruits that the market affords. Prompt and efficient service at all times.

LOCKNEY GROCERY

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager

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

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

Room 1, First National Bank Building
Floydada, Texas

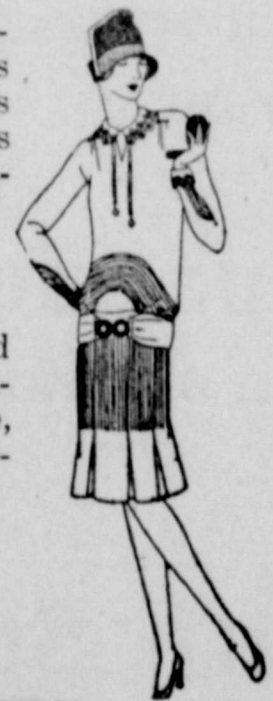
AFTER EASTER SPECIALS

LADIES READY TO WEAR, Ready for choosing the best assortment of the season is now on our racks and the best values too that we have been able to offer.

We have just received a large shipment of Ladies and Misses dresses in all the leading colors and the newest styles that the market affords and we have assembled them in special groups for this special event. AFTER EASTER SPECIALS

\$9.75 \$11.85 \$14.85 \$19.75 \$39.00

At either of the prices quoted you will find outstanding dress values in all the new creations. Such materials as Georgette, Flat Crepe, Printed Georgettes, trimmed with lace and novelty pleating, buckles and flowers.



NEW MILLINERY

The choice pick of the New York Millinery markets will be found in our stocks for we receive new hats every week and show the new things first.

\$2.45 \$4.95 \$6.75 to \$10.00

LADIES SPRING COATS

Here is your chance to get that coat you have wanted and here is your chance to make a saving. Plenty of time to wear a coat for these cool nights make a coat a necessity.

We will not take space to tell you about the coats here but any coat we have left in the house goes in this Easter Special at—

ONE HALF PRICE

Martin Dry Goods Co.

"The Store With The Goods"

FLOYDADA

TEXAS



PROGRESS

The prosperity of a community is not measured by the population, but by its civic and commercial progress. A handful of workers achieve more than a city full of drones.

The Lockney Merchants respectfully solicit your co operation, and to show their appreciation of your business they are giving away absolutely FREE

A New Ford Touring Car with Starter and Balloon tires.

This Car will be given away in next July. It is not a prolonged affair. Some one will get it. Maybe you.

START TODAY! RIGHT NOW! TRADING IN LOCKNEY. Ask for your tickets.

Monday
"God G"
Herbert
Lola Moran, I
hall and
PATE

Wednesday
Gara McDonald

"A Little"
CHRIST

Friday—
"Bertha"
ing

MADON
a WILSON
COMEDY—
"Back"
PATE

Saturday—
LEFT
"Sir L"
MADON
PATE

P. T. A. Club
Meeting.

The P. T. A. C
Economics room
building Thurs

Mrs. Burton
ouse to order
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A vote of ap
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uesday afterno
ended the entire
er-elastic mark

Mrs. Burton
ously elected

THEATRE

Week Commencing
Monday, April 25

Monday and Tuesday—
"God Give Me 20c"
It's a Herbert Brenon Production
With
Lola Moran, Lynn de Putti, Jack Mulhall and William Collier
PATHE NEWS

Wednesday and Thursday—
Clara McDonald and Harry Carey
"A Little Journey"
CHRISTIE COMEDY

Friday—
"Bertha the Sewing Machine Girl"
Featuring
MADGE BELLAMY
A William Fox Production
COMEDY—
"Back to Mother"
PATHE NEWS

Saturday—
LETTY FLYNN
"Sir Lumberjack"
MAKIE COMEDY
PATHE NEWS

P. T. A. Club Meeting.
The P. T. A. Club met in the Home Economics room of the High school building Thursday afternoon, April 21.
Mrs. Burton Thornton called the house to order for a business meeting.
A vote of appreciation and invitation to meet with the P. T. A. Club Tuesday afternoon, April 26 was extended to the members of the school in an ecletic mass.
Mrs. Burton Thornton was unanimously elected to serve as delegate

to the Federated Clubs meeting in Quannah April 28.
Our next meeting will be held April 28 which will be a social. The medical auxiliary club will furnish the entertainment for the afternoon. We are sure the program will be interesting. Every member is urged to be present.

Ritchey-Thomas
Miss Lillian Ritchey and Mr. Jess C. Thomas were happily married at the Methodist parsonage in Plainview, Rev. L. N. Lipscomb performing the ceremony.
Mrs. Thomas is the daughter of Mr. and Mrs. R. M. Ritchey, who were former residents of this city, and is employed in the office of M. J. Baird of Plainview.
Mr. Thomas is the son of Mr. and Mrs. D. M. Thomas of Plainview, and is an employe of the Shook Battery at that place.
Immediately following the ceremony the young people left for points in New Mexico on a honeymoon tour. Mr. and Mrs. Thomas plan to make their home in Plainview and will be at home to their many friends at 601 Nazareth street.

Miss Irene Ritchey, student of Lockney High School spent last week end visiting her parents, Mr. and Mrs. R. M. Ritchey of near Lorenzo.

CHURCH ANNOUNCEMENT
Trinity Ev. Lutheran Church of Providence, 11 miles northwest.
Sunday, April 24:
10 a. m.—Sunday School.
No services that day.
Sunday, May 1:
10 a. m.—Sunday school.
11 a. m.—English services, conducted by Rev. A. B. Weiss of Slaton.
You are heartily invited—J. Flierl Pastor.

Intermediate League Program.
Topic—Building a Christian Korea.
Leader—Leslie Mae Floyd.
Scripture: (Rom. 10 12-15).
Song—Wonderful words of life.
Memory verse—Rexene Sams.
Geography and history—Wilma Cooper.
The People—Jennie Marie Anderson.
Christianity in Korea—Frances Savage.
Song—Rescue the Perishing.

Benediction. Intermediates come at 7 o'clock, a cordial welcome awaits you.—Reporter.

A LETTER FROM THE TORNADO TORN DISTRICT

The following letter has been received by Mr. S. T. Cooper of near Lockney, from his daughter who lives in the Frio Canyon district which was torn by the tornado which killed so many people in that district last week. The letter is as follows:

Dear Father and Family:
There has been quite a change since you was here. Yesterday evening about 10 o'clock a cyclone passed thru a part of this country, killing two, Lon Steadham and his mother. Several were injured. Mrs. Mears is in a dangerous condition. Fred Fisher and family who live near, were blown out in their night clothes and all of them hurt, but the doctor does not think their condition is dangerous. The entire family did not have a thing left. They found their furniture, trunks, bedding, and other household items torn to shreds.
Frank Chisum's house was blown into the river.
The Steadham home was a total wreck too. Lon and his mother were blown into a ravine.
You cannot imagine how the hill side at the old Reagan place looks with every tree uprooted.
The storm seemed to dip down

in places and twist every thing out by the roots in its path. It was just as bad in the upper part of our field. We think all our large pecan trees uprooted and they say you can hardly find your way through the timber to mamma's place. From here the worst of it went through our field and up the mountain side blowing out our fences and uprooting all the trees. Sam and two men have been at work on the mountain side all day trying to put the fence back. Our barn roof and rafters were blown off, hen house blown down and our goat sheds blown down. Our greatest loss is the pecan timber.

Of course you will read about Rock Springs. It is now under martial law and all who went there from here have returned. The last account we had the dead numbered 82. There is not a building left in the town which was not damaged and very few of any kind are left.

Several trees are blown down around the house and yard. Sam does not have time to write. Think we will have work for the summer. Much love to all of you.

Jennie

Mr. and Mrs. Grady Crager spent several days the past week in Amarillo and Altus, Oklahoma visiting with friends and relatives. Mr. Crager returned home Tuesday, but Mrs. Crager remained in Altus at the bedside of a relative.

Highest market price paid for Cream Poultry, Eggs and Hides.

SUPERIOR CHICKEN FEEDS

A full line of chicken feeds at all times.

MERCHANTS PRODUCE COMPANY

Duary Hamilton, Mgr.

essay contest among school and college students with three cash prizes of \$250 each, to be awarded the authors of essays containing an outstanding, readily available suggestions for preventing such accidents.

One prize of \$250 will be awarded by the American Railway association for the best essay by a grammar student, a similar prize for the best essay by a high school student and a like amount for the best essay by a college student.

Under the rules prescribed by the American Railway Association, the subject of the essay is to be "Crossings Cautiously," and each essay is to be limited to 250 words.

The essays must be terse logical and constructive and must stress the need for greater care in approaching and passing over railroad crossings.

The essays are to be sent to J. C. Caviston, Secretary of the American Railway Association at 30 Vesey Street, New York City, by not later than June 1. Three persons of National reputation to be selected later will act as judges.

Under the plan, class teacher in both grammar and high school will select from their classes the best essays and transmit them to their principal who will then select the best one from that school and send it to the Superintendent of schools for the county or an equivalent officer. The county superintendent will then select the best essay written by a grammar student and the best one written by a high school student in his county and will transmit them to the American Railway Association. Colleges may follow the same procedure, except that each college or University, through its proper officer, may select one essay and transmit direct to the American Railway Association.

In 1926 there were 5,921 highway grade crossing accidents in which 2,492 persons were killed and 6,555 injured. In 1925 there were 5,479 accidents in which 2,206 and 6,991 injured. Owing to the increase that is constantly taking place in the number of automobiles in use, the hazard from such accidents is annually becoming greater. Only thru co-operation of the public and the railroads can a reduction in such accidents be brought about, in view of the fact the complete elimination of highway grade crossings is impossible, not only of the time that would be involved, but also the prohibitive cost which ultimately falls on the public.

Hervey Champion of Plainview was a Lockney visitor Wednesday.

The greatest car values in each price class

CHEVROLET

\$525 to \$745—The quality car of the low priced field. 3-speed transmission. Fisher Bodies. Duco finish. Fully equipped. 7 models. Also TRUCK CHASSIS: 1/2-ton, \$395; 1-ton, \$495.

PONTIAC

\$775 to \$975—Most powerful "six" in its price class. Fisher Bodies. Duco finish. Beautiful lines. Value proved by unprecedented sales. 5 models.

OLDSMOBILE

\$875 to \$1190—A fine car at moderate cost. Powerful 6-cylinder motor. Handsome Fisher Bodies. Duco finish. 4-wheel brakes. 11 models.

OAKLAND

\$1095 to \$1295—A "six" that is winning and holding goodwill on performance. Beautiful bodies by Fisher. Duco finish. 4-wheel brakes. 7 models.

BUICK

\$1195 to \$1995—Famous valve-in-head 6-cylinder engine. New models vibrationless beyond belief. Fisher Bodies. Duco finish. 18 models.

OFFER US YOUR GRAIN—WE BUY ALL KINDS

—PHONE 23—

SOUTH PLAINS GRAIN COMPANY

PHONE 23

WE WANT YOUR HAULING

We want your business. We are prepared and have the equipment necessary to do any kind of hauling anytime, anywhere. We especially call your attention to the fact that we are in position to haul building materials for any kind of buildings, do any kind of excavating work at any time.

With the coming of the New Year and the Denver Road there is going to be a great amount of building in Lockney and we want to figure with you on your material hauling contracts. We have the equipment. We have the necessary amount of men. We are in position to give you snappy service. Come to us with your wants.

We haul:

- LUMBER
- FREIGHT
- EXPRESS
- MACHINERY
- BUILDING MATERIALS
- HOUSEHOLD GOODS

BENNETT'S DRAY LINE

CALL US FOR SERVICE

RES. Phone 78

Office Phone 164

GLEANER HARVESTERS

DEMONSTRATION WEEK

1927		APRIL		
	MON	TUE	WED	THU
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

Red Letter Days for Every Wheat!

BECAUSE of the unusual interest that has been manifested in the Gleaner Combine Harvester, because this one-man, one-motor, self-propelled harvester-thresher is so well adapted to this territory, the week of April 24th has been set aside for a State-wide demonstration of the combine that costs less and saves more.

FOR example, in the recent reduced the pounds, simple and yet increased capacity. You in the almost stinging cost, in the labor, in the grain, in time.

You cannot see until you have seen the machine! You will not see it until you have seen it. We are in the machine! Res. 25th, 26th, 27th

Because of the distinctive features embodied in the Gleaner, an inspection of the machine itself is essential.

Be sure and see the Gleaner

LOCKNEY AUTO COMPANY

AUTHORIZED SALES AND SERVICE
The "Gleaner"
ONE-MAN ONE-MOTOR HARVESTER-THRESHER
Gleaner Combine Harvester Corporation
Kansas City, Mo.

Gleaner Headquarters
We will identify our store, the Sales Service Headquarters for the Gleaner Combine Harvester, the Headquarters for money-making grain growers



We Tilt The Lid

OFF WITH the old felt—on with the new Straw Hat—for summer is here—and you'll demand and command comfort. Every wanted braid; every trimming embellishment; every desired shape, with cable or saw edges are presented in our present offering.

- | | | | |
|---------|---------------|--|----------|
| | SPLIT SENNITS | | SWISS |
| SENNITS | FANCY WEAVES | | LEGHORNS |
| PANAMAS | BALIBUNTILS | | BANGKOKS |
| MILANS | | | |
- PRICE RANGE—
\$3.00 \$4.00 \$4.50 \$5.00

E. GUTHRIE & CO.

Low Cash Prices

HERE'S SOMETHING TO THINK ABOUT

Floyd County will have 106 miles of actual railway trackage with 13 shipping points when the Denver finishes its line and the Quannah, Acme & Pacific is built.

This means that Floyd County will be served by three distinct railway systems. It means that Floyd county will have more actual trackage than any county west of Tarrant.

When the Lockney Cotton Oil Mill is completed, it means that Lockney and Floyd county will have the opportunity to become a leading feeding and finishing ground for cattle that can be found anywhere on account of the fact that we have the feed and the access to the cattle centers. The coming of the railroad to Lockney means that there will be many other enterprises that will follow shortly. Already a cotton compress has been obtained and many other projects are being contemplated. Lockney needs a modern hotel, and until this can be obtained there will not be any development to any great extent. We must have some place for these prospectors to stay while in Lockney. The land in Lockney has not been inflated by a mushroom growth as has some of the country around us. Town lots can be bought in Lockney at a bargain and there are a great many of them. Acreage close to the town can be bought at a price that can be paid for in the first three years.

The handwriting is on the wall folks and it is up to you to look for and see it.

AVY DAGLEY MARRIES MISS MAXEY OF PLAINVIEW

Mr. Avy Dagley of Lockney and Miss Monette Maxey of Plainview, were married at the Methodist parsonage in Amarillo, at 9:30 Saturday night, Rev. Fisher, pastor of the Methodist church, performing the ceremony.

Mr. Dagley is the son of Mr. and Mrs. J. L. Dagley of this city, and has been raised in Lockney. Mrs. Dagley is the daughter of Mr. and Mrs. Roy Maxey of Plainview.

Texas Utilities Will Give Cash Prizes on Essays

LUBBOCK, Texas, April 15.—The Utilities Company announces

the gift of four cash prizes aggregating \$160.00 for essays to graduates of Texas high schools who may wish to enter Texas Technological College the coming school year. The contest is open to both boys and girls. The rules are as follows:

- \$50 for the best essay by a boy.
- \$30 for the second essay by a boy.
- \$50 for the best essay by a girl.
- \$30 for the second best essay by a girl.

These amounts will be paid to students who enter the Texas Technological College during the coming school year in such a way as to apply on any legitimate college expense.

The essay subjects for the present competition may be selected from the following:

- "The Development of West Texas."
 - "Uses of Electricity in the Home."
 - "The Texas Technological College."
- All essays must be original. They should be approximately 1000 words in length. They should be in the hands of President P. W. Horn of the college not later than May 15th.

The Texas Utilities is donating to the College a certain per cent of its receipts from electric light current, part of this amount being used in giving the above prizes for essays and part being utilized as a student loan fund.

The Panhandle Press Association will hold its annual convention at Amarillo Friday and Saturday of this week.



Buick is in a Value Class.

Its position of leadership is founded on value. Its constant aim is to build each Buick better than the last.

And today, despite that leadership well won and firmly held, Buick is constantly striving still further to increase the value on which its leadership is based.

Calloway Motor Co. FLOYDADA, TEXAS

SODA FOUNTAIN WEEK



That Real Chocolate Flavor

Our chocolate sodas, milk shakes and sundaes are flavored with Liggett's Chocolate Syrups. A smooth syrup of full flavor.

The fountain at the Rexall Store is the most popular in town. Here you find good service, strict cleanliness and pure wholesome fruits and syrups.

LOCKNEY DRUG CO. The Rexall Store LOCKNEY, TEXAS

The prosperity of a community by the population, but by its civic and workers achieve more than a city full of d

The Lockney Merchants re-co-operation, and to show their appreciation away absolutely FREE

A New Ford Touring Car with balloon tires.

This Car will be given away not a prolonged affair. Some one will get

START TODAY! RIGHT NOW! TRADE tickets.

LOCKNEY HATCHERY announces that they will from now on set eggs on the halves or a tray for a tray, and book trays at the same rate as before. BABY CHICKS at 12 to 15c. We are also in the market for setting eggs.

LOCKNEY HATCHERY

Bill Langfeldt, Mgr.
Phone 121 Crager Furniture Co

THE STORE OF QUALITY

We handle the very best of Toilet Articles, Cigars Cold Drinks, and our prescriptions are compounded by a registered pharmacist.

Remember we handle those good Columbia Records. Come in and hear the latest pieces.

STEWART DRUG CO.

Member Texas Qualified Druggists' League

J. O. ROGERS, Physician and Surgeon DIRECT MEDICAL Special Attention to Children and Chronic Diseases Office in City Drug Store Day Phone 126

Have Your Abstracts Made by ARTHUR B. DUNNEAN The Old Reliable Abstract Man Floydada, Texas

A. C. GOEN M. POLK GOEN GOEN & GOEN Real Estate Loans an Insurance Farm Lands, Ranches and City Property First Texas Joint Stock Land Bank Houston, Texas. 6% Farm Loans. Quick Inspection and prompt closing of loans. Call us about your loan. PHONE 170 Surginer Bldg. Floydada, Tex

KENNETH HAIN LAWYER Room 4, First National Bldg. FLOYDADA, TEXAS

Dr. S. M. HENRY PHYSICIAN AND SURGEON Special Attention Given to Women Diseases. Office Lockney Drug Co. Office Phone 50—Res. 31 Lockney, Texas

DR. D. J. THOMAS Physician and Surgeon Office in LOCKNEY DRUG CO. A Share of your Patronage solicited OFFICE PHONE 50 RES 1

WILSON STUDIO & ART SHOP FLOYDADA, TEXAS PORTRAITS, VIEWS, PANORAMA VIEWS KODAK FINISHING, ENLARGING, ART PICTURES AND FRAMES

Whether in the commercial, social or professional, the specialist the one who is mostly in demand because he has mastered his art in every detail.

The Ophthalmologist is certified by the State. Have your eyes examined in one of the best equipped re-refraction rooms in the South.

DR. WILSON KIMBLE Floydada, Texas Phone or write for appointments

PIANO TUNING

We have an expert Piano Tuner and Repairman. PLAYER PIANOS A SPECIALTY All Work fully guaranteed J. W. BOYLE & SON PLAINVIEW, TEXAS

MILK AND CREAM

Deliveries made both morning and afternoon. We appreciate your business and give you prompt and efficient service at all times. SAMS' DAIRY Phone 9008F14

THE BEST OF SERVICE

Let us look after your CLEANING - PRESSING ALTERATIONS We give prompt and efficient service, and guarantee please you with our work. Phone us at 114 or Call us in the rear of Roy Smith's confectionery. D. F. McDUFFEE

Try a Classified Ad in the Beacon They always get results. Phone 92.

Call paper for BETTER HOMES

I have the latest 1927 paper catalogues, and can furnish you with the best paper at a saving. Let me call and figure on your painting and papering jobs. Will be glad to call and show you samples and figure on your interior painting, paper hanging and house painting.

H. S. McGONIGL
P. O. BOX 317

LOCKNEY CHAMBER OF COMMERCE ESSAY CONTEST

Boys and Girls here is a chance to make money out of your writing. The Lockney Chamber of Commerce is sponsoring an Essay Contest for the Rural School Children of Floyd County. The rules are as follows:

- (1) Contestant must be 12 years of age and not over 18
- (2) Contestant must attend some rural school in Floyd County.
- (3) Contestant must be in 7th grade or over.
- (4) Length of Essay to be 100 words.
- (5) You may select one of the following subjects.
 - (a) Lockney.
 - (b) Diversified farming in the Lockney Community.
 - (c) Possibilities of Lockney as a manufacturing center.
 - (d) The Cow, Sow and Hen program and what it has meant to the people of Lockney Community.
 - (e) The Lockney Chamber of Commerce.
 - (f) My Community.
 - (g) My home.
 - (h) My school.
- (6) Write with pen and ink on one side of paper only. Use regulation theme paper, sign your name, school and community in the lower left hand corner just below the Essay.
- (7) The papers will be graded on the following basis:

Subject matter	50 per cent
Neatness	20 per cent
Spelling	10 per cent
Arrangement	10 per cent
Suitability of the Essay for Publicity purposes	10 per cent
- (8) These papers will be graded by persons who are capable of grading, and no prejudice or favors will be shown to any person or community.
- (9) No papers will be graded until the closing of the contest.
- (10) Bring all papers to the Chamber of Commerce office over the National Bank.
- (11) This contest will start on Friday, April 15, and close on Friday, April 29th.
- (12) No student of Lockney of Floydada schools will be allowed to enter.

\$750 PRIZES FOR SAFETY ESSAYS

Concerned over the increase that took place in 1926 compared with 1925 in the number of highway grade

crossing accidents and believing that that more care should be exercised by those crossing railroad tracks, the American Railway Association today announced plans for a nation wide essay contest among school and college students with three cash prizes of \$250 each, to be awarded the authors of essays containing an outstanding, readily available suggestions for preventing such accidents.

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Hervey Champion of Plainview was a Lockney visitor Wednesday.

GOODYEAR TIRES AND TUBES

Come here with your tire troubles, we can fix them up, and if you need new ones, we can sell you the best that are made.

AMALIE AND MOBILOIL

The oils that will save you engine troubles and give you the most satisfaction. Let us drain your crank case the next time you need oil.

QUICK SERVICE

Our service is prompt and efficient. Just drive in any time and you will be pleased with the service we give you.

OZARK FILLING STATION

Jackson & Dunn, Props.

A Satisfied Customer is Our Best Advertisement. We have many satisfied customers living in Lockney.

We will trade for livestock or give you good terms.

LET US SHOW YOU J. W. BOYLE & SON MUSIC STORE

PLAINVIEW, TEXAS

SEE! US! NOW!

About your storage coal, as we have fresh coal coming from the mines, and will give you the advantage of the lowest prices we will have for the year. We handle only the best quality. It is cheapest.

OFFER US YOUR GRAIN—WE BUY ALL KINDS

PHONE 23

SOUTH PLAINS GRAIN COMPANY

PHONE 23

WE WANT YOUR HAULING

We want your business. We are prepared and have the equipment necessary to do any kind of hauling anytime, anywhere. We especially call your attention to the fact that we are in position to haul building materials for any kind of buildings, do any kind of excavating work at any time.

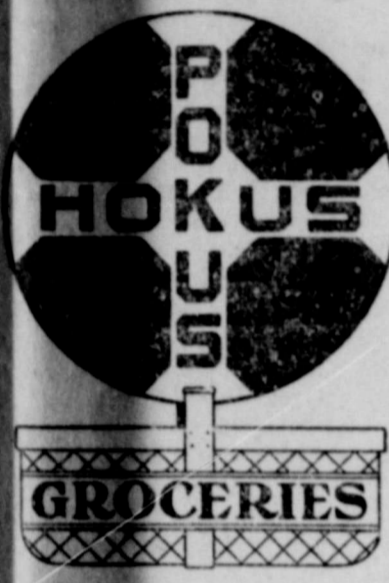
With the coming of the New Year and the Denver Road there is going to be a great amount of building in Lockney and we want to figure with you on your material hauling contracts. We have the equipment. We have the necessary amount of men. We are in position to give you snappy service. Come to us with your wants.

- We haul:
- LUMBER
 - FREIGHT
 - EXPRESS
 - MACHINERY
 - BUILDING MATERIALS
 - HOUSEHOLD GOODS

BENNETT'S DRAY LINE

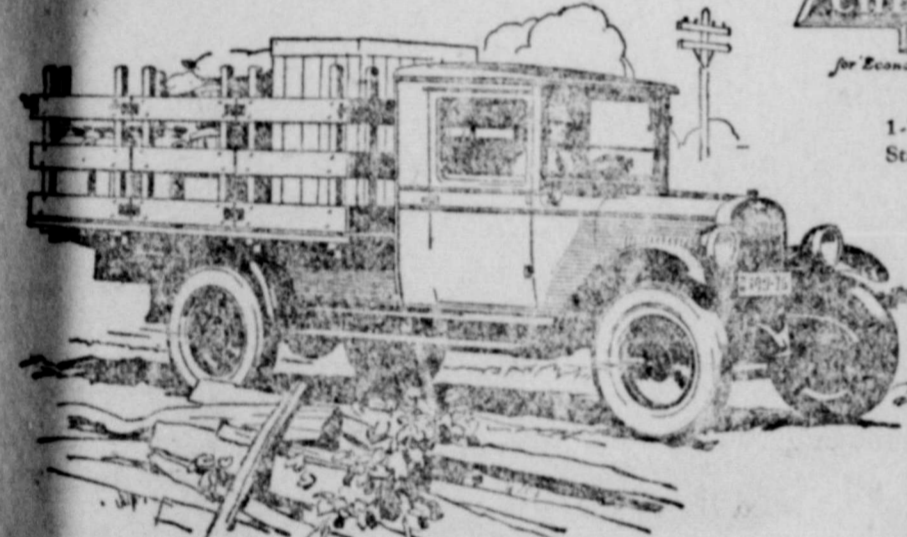
CALL US FOR SERVICE
RES. Phone 78 Office Phone 164

SATURDAY SPECIALS

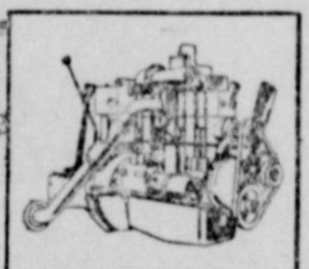


Ocean View Corn per can	10c
O-Cedar Mops	60c, 85c \$1.35
D. S. Meat lb	22c
48 lb. Honey Bee Flour	\$1.90
Palm Olive Soap bar	5c
4 lbs. Apex Coffee	\$1.00
Smoked Sycamore Meat	29c
2 lbs. Stick Candy	27c
Green Blackeyed Peas lb	13c

G. S. MORRIS



1-Ton Truck Complete with Stake Body \$680 f.o.b. Flint, Mich.



The famous Chevrolet valve-in-head motor has been made even more dependable—with even greater operating economy.



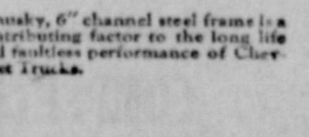
Heavy, extra-leaved disc elliptic springs—parallel to the frame—effectively cushion the load and chassis against road shocks.



The rugged Chevrolet rear axle possesses abundant strength and stamina for the heaviest haulage duty—giving excellent performance under every condition.



A modern, three-speed transmission provides proper gear ratios for maximum power under every condition.



A bulky, 6" channel steel frame is a contributing factor to the long life and fuelless performance of Chevrolet trucks.

Quality Features of the world's most popular gear-shift truck

Chevrolet is the world's most popular gear-shift truck because it offers, at amazingly low prices, scores of quality features not found on any other haulage unit in the low price field. Included in this list are numerous recent mechanical improvements of the utmost importance, such as—AC oil filter and AC air cleaner to protect the motor from excessive wear and to maintain at its peak efficiency the smooth, effortless power for which Chevrolet's motor has long been famous. Other new features are an improved transmission and new gear-shift lever; a new and more conveniently located emergency brake; crowned fenders; a new radiator of greater cooling capacity; a new 17-inch steering wheel—and even bullet-type headlamps to give a distinctive touch of smartness!

If you want the utmost in commercial transportation combined with true economy, come to our salesroom and see the improved Chevrolet Truck!

1-Ton Truck with Stake Body \$680	1-Ton Truck with Panel Body \$755	1-Ton Truck Chassis with Cab \$610
1-Ton Truck Chassis \$495	1-Ton Truck Chassis \$395	All prices f. o. b. Flint, Mich.

In addition to these low prices, Chevrolet's delivered prices include the lowest handling and financing charges available.

DYER MOTOR CO.

LOCKNEY, TEXAS

QUALITY AT LOW COST



WE HAVE EVERYTHING READY FOR YOUR—

SPRING SEWING

The Heart of the Argument THESE FABRICS GUARANTEED FAST COLORS

Cost of material and making will be refunded if found otherwise.

Punjabs, Prints and Solids

29c

Organdie Prints

35c

Dimity Prints

35c

Peter Pan Prints and Solids

45c

Tubeilla Prints

45c

Peter Pan Voiles

45c

Nana Prints

50c

Gael Prints

59c

Soft Silk Prints

95c

SPRING SILKS

We have just received 1,000 yards of flat crepes, crepe de chine, wash crepes Georgette and many other silks.

95c, \$1.50-\$1.75, \$2.25, \$3.00

BAKER, HANNA & CO Where Most People Trade Floydada, Texas



Be sure and see our stock of beautiful shirts and and then you can buy.

HAVE A BEAUTIFUL LINE OF STRAW HATS

Just received a big shipment of Trunks, Suit Cases and Ladies' Hat Boxes.

HAVE A BEAUTIFUL ASSORTMENT OF LADIES' HOSE

WATCH OUR WINDOW

Floyd Huff

"THE CLOTHIER"

WANT COLUMN

FOR SALE—Twelve room house in West Lockney at a bargain—See S. W. Perry, Woodridge Lbr. Co. 10tc

FOR SALE—At a bargain, 100 acres choice land, close to good school, on highway.—See Marshall Davis, 14-17-e

SHOES & BOOTS—Made to order. All kinds of repair work. Give us a trial.—Lockney Shoe & Boot Shop Rear City Grocery 26 4tc

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

HEMSTITCHING—Will finish and return to the owner. 10c per yard. Mrs. C. M. Wilson, Floydada, Texas Box 363 24tc

WANTED—To hear from owner of land for sale.—D. M. Leight, Alzada, Montana. 28 4tc

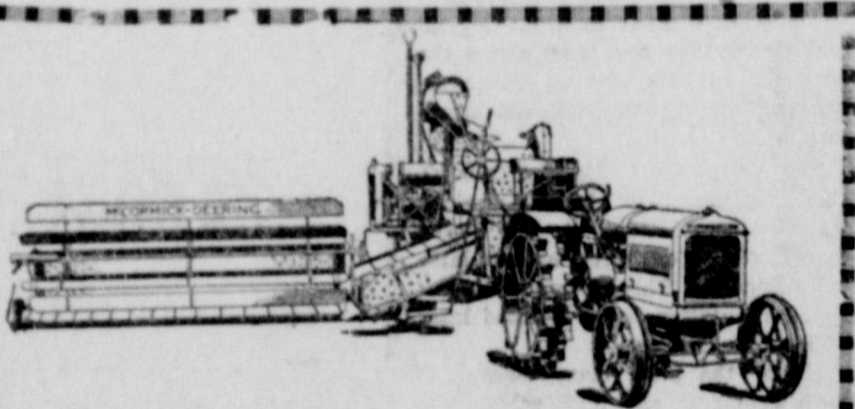
FOR RENT—Four room apartment, unfurnished.—E. L. Marshall, 28tc

REDUCTION IN PRICES APRIL 15

Selected hatching eggs from A. & M. origin. Hollywood, Barron, Fancied strains of S. C. White Leghorn Reduced prices on quality baby chicks to \$12.50 per 100. Our select hatching eggs \$4.00 per hundred. Quality Baby Chicks \$12.50 per 100. Quality at reduced season prices. They lay. Egg record for March 13, 622 eggs. Get your order in now.—Stroud Croft Poultry Farm, Hedley, Texas.

FOR SALE OR TRADE—1926 model Studebaker Special Six Coach, in perfect condition, only run 12,000 miles. Will sell or trade for business, residence or farm land.—See H. B. Adams, at Beacon Offices.

FOR SALE OR TRADE—One good new automatic incubator, capacity 500 eggs, trade for 8 or 10 weeks pullets.—Stroud Croft Poultry Farm, Hedley, Texas.



Thirty-five to forty acres harvested and threshed is not a large day's work with the McCormick-Deering No. 3 Harvester-Thresher.

Turns Apparent Loss Into Profit

Many a crop of small grain so poor that it could not be harvested at a profit with a binder or header has been made to pay a fair return by harvesting it with a McCormick-Deering harvester-thresher. Combining the two operations of harvesting and threshing in one process, the reduction of labor and time, and the fact that the machine saves all the grain that it cuts makes the difference between the loss and the profit.

The McCormick-Deering was one of the first harvester-threshers used in this county. It became a leader then and has maintained in addition to the many good features that its position ever since. have made the McCormick-Deering popular, there has been added this year the folding platform, which reduces the machine to suitable width for transportation over ordinary roads and through gates. Ball bearings on cylinder shafts, and roller bearings on many other revolving parts. The regular equipment consists of the choice of bagging platform or wagon loader. At additional cost the machine can be equipped with 60-bushel grain tank. The machine is normally built in 12-ft. sizes but can be equipped with a three-foot extension for cutting fifteen feet wide.

Come in and let us tell you where you can see a machine and get a catalog explaining all the features.

MORGAN BROS. & COMPANY

Good Equipment Makes A Good Farmer Better

LOST OR STRAYED—From my home, 3 miles east and one mile north from Plainview, two brown horse mules and two white mare mules, weight around 1200, smooth mouth, also one yr. old sorrel filley. Notify Third National Bank, Plainview. 1

LADIES—I do first class hemstitching at 10c per yard.—Mrs. J. O. Rogers, Phone 146. 30 tfe

FOR SALE—Jersey Bull, 2 years old subject to registration.—L. Buth 7 miles northwest of Lockney. 30 3tp

BABY CHICKS FOR SALE—Last of May and June delivery, Reds, Rocks, Wyandottes and Orpingtons, \$9.00 per 100. Leghorns \$8.00 per hundred Book your order now.—Briscoe County Hatchery, Silvertown, Texas.

WELL DRILLING—See Arthur Barton at Higginbotham-Bartlett Lumber Co. 30-3t-c

FOR SALE—Ford Coupe in good condition, terms if needed. Call and see at Pennington Motor Co. 30tfc

WELL DRILLING—See Arthur Barton at Higginbotham-Bartlett Lumber Co. 30-3t-c

FOR RENT—Room for light house keeping or bed room, also garage.—See H. S. McGonigal, First house west of Beacon offices.

WANTED—Clean cotton rags to use in cleaning machinery. No small scrap rags, such as trimmings, woolen or old silk goods will be accepted. 5c per pound will be paid for clean cotton rags of reasonable size.—Lockney Beach.

NOTICE—I am now ready to grade your cotton seed or small grain.—See J. B. Johnson. 1tp

FOR SALE—1927 model Chevrolet coach in perfect condition.—See H. Williams at City Meat Market and Greery. 1tc

PLANTS—Sweet potatoe and tomatoe plants for sale.—See Arthur Robinson, 3 blocks south of the Lockney Sheet Metal works. 31 4tc

PLANTS—Cabbage and tomatoe plants for sale.—See J. S. Miller, 4 miles northwest 31 1tc

FIRST CLASS—Sewing, embroidery work at a small price, experienced hand. I live on Dagley place.—Mrs. Sellous Townsend. 31 1tp

SATURDAY SPECIALS

FRESH GREEN BEANS per lb. 10c

CELERY, big bunches, 15c, 2 for 25c

CIRCLE H ORANGES per dozen 25c

LARGE SOLID HEAD LETTUCE 10c

GOOD Standard Sugar Corn per can 10c

MOTHER'S CHINA OATS 3 for \$1.00

Cash Grocery

PLANTS—Potatoe, tomatoe, cabbage peppers. Beautiful giant carnations. All plants now ready to set.—C. E. Wells. 2tp

NOT A BARGAIN A SACRIFICE 320 acres fenced and cross fenced. 275 acres in good wheat, 4 room house, two garages, 1500 capacity granary, sheds, barn, cribs, blacksmith shop, hen houses, well and wind mill, 20 acres in hog pasture, all fenced, and all farming implements consisting of tractor, 12 foot binder, 18 hole engine drill, tandem disc, 8 disc plow, drag harrow.—All this for \$45 per acre, possession immediately, terms if wanted.—Carl McAdams, at Security State Bank. Lockney, Texas.

Elder Early Arceneaux returned from a stay of several weeks in Abilene Tuesday, and will occupy the pupit at the college auditorium for the Church of Christ at the morning and evening services next Sunday.

Barton Thornton, E. Thornton and Tom Cope were Flomot visitors today.

GRADY R. CRAGER

UNDERTAKER & EMBALMER

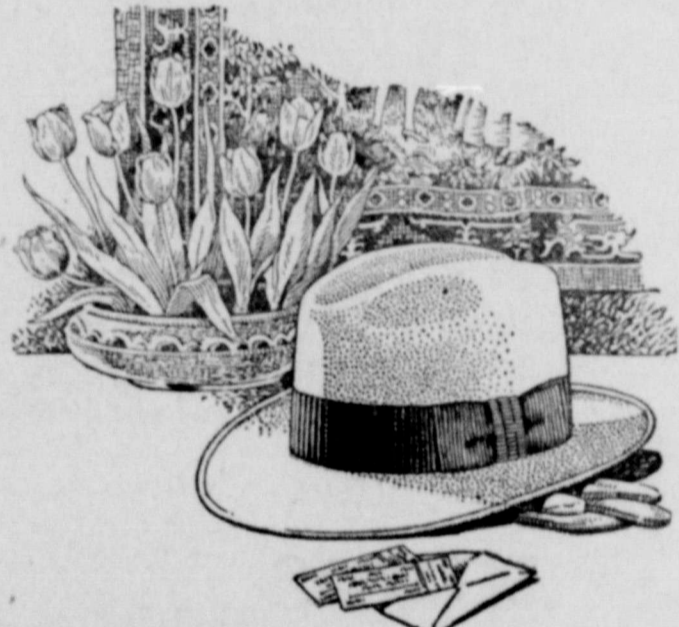
Hearse To All Parts Of The Country

Day Phones 126 and 121 Night 79

In Crager Furniture Company

Day and Night Service

Lockney, Texas



NEW STETSONS

JUST RECEIVED A SHIPMENT OF THE FAMOUS STETSON HATS

NEW STRAWS

ARE NOW ON DISPLAY. SELECT YOURS EARLY

CLOTHING FOR MEN AND BOYS—THE BEST BRANDS

WOMEN! Use your influence to help us dress up the men. They look bad enough at their best.

SAVE THE SILVERWARE COUPONS

COMPLETE HARDWARE & GROCERY DEPARTMENTS

YOUR PATRONAGE APPRECIATED

Baker Mercantile Co.

"THE STORE WITH THE GOODS"

Vertical text on the right edge of the page, including 'The G...', 'VOLUME', 'DI...', 'LOCK...', 'CO...', 'DIRT IS...', 'MOD...', 'GOOD PRO...', 'ARTIE B...', 'THAT...', 'STRU...', 'At two o...', 'between 1500...', 'ney, surround...', 'oring cities...', 'el of dirt to...', 'ey Cotton...', 'uilding.', 'A. B. Bro...', 'nan to sugg...', 'on Co., that...', 'ood place for...', 'ceremonies...', 'as first on...', 'rod several...', 'vocation wa...', 'J. Kea, pr...', 'urch, after...', 'de the wel...', 'the City of...', 'ld of the p...', 'had witness...', 'n a residen...', 'witnesses a...', 'w camp in a...', 'the organ...', 'H. M. Mas...', 'nt of the n...', 'which he s...', 'now he a...', 'uld help i...', 'country, t...', 'l school to...', 'was comple...', 's of a first...', 'best, W. D...', 'the worth...', 'd country, ...', 's only the...', 'ions for th...', 'Short talks...', 'pkins, secr...', 'amber of C...', 'p, secretary...', 'r of Comm...', 'Then a shor...', 'and old ma...', 'nd cherishes...', 'y other ci...', 'rank H. Fe...', 'c way of tel...', 'ers of th...', 'ad longed...', 'ockney wou...', 'nd worthy l...', 'after. Uncle...', 'years on the...', 'he fathers o...', 'ad several s...', 'would tod...', 'ne Plains.', 'Judge Wm.', 'f Floyd Cou...', 'county, welc...', 'on Co., to th...', 'll Floyd cou...', 'uch an insti...', 'The Uhalo...', 'music throug...', 'nd Mr. C. R.', 'of Floydada...', 'of the gath...', 'The final ...', 'was the bes...', 'by Artie B...', 'and shovel r...', 'dug a small ...', 'which he w...', 'bing down w...', 'ple of capab...', 'The breaki...', 'gala affair, ...', 'of the Harro...', 'pany will pr...', 'the finest of...', 'West Texas, ...', 'Santa Fe tra...', 'sey. Mr. H.', 'the building ...', 'that the con...', 'time to put u...', 'and be ready ...', 'tions by the'