

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-EIGHT

Lockney, Texas, Thursday, January 10th., 1929

Number 17

Man Borrows Car And Leaves Country

Officers Trying to Locate Willie Branch Before He Disposes of Chevrolet Car

Sheriff Stegall and Deputy Barlow Hill have been quite busy this week trying to locate a man by the name of Willie Branch who lived in Lockney until Friday night of last week, and had carried the mail from here to Estelline, but so far he has succeeded in keeping out of the clutches of the law.

All the trouble came about, as near as we can ascertain, in the following manner: Branch borrowed a Chevrolet car from Mr. E. P. Burnett on Friday afternoon, on the pretext that he wanted to take his wife to Floydada to have an x-ray examination made of her—but in reality he went to Floydada and had the car registered in his own name, getting new highway numbers—however the car had been registered on January 1st by Burnett, this causing the stolen car to have two sets of new numbers at this time. Then the said Branch returned to Lockney, and asked Burnett for the car to carry his wife to Plainview, stating that the x-ray machine at Floydada was out of order, and Burnett consented to letting him go to Plainview with the car, but according to the officers report, instead of going to Plainview, he carried his wife and three children to Estelline, where they were joined by a brother of Branch's wife, and the brother's wife, and the car full of people are now somewhere in the United States at large, and while officers in the homes of their relatives in various parts of the United States have been notified, so far they have not been apprehended. Laster Offit, local boy, brother-in-law of Branch, was apprehended here in Lockney and questioned and turned loose, but on it being found that he was probably going to leave the country to, having gone to Quitaque, Deputy Hill went to Quitaque and got the gentleman and placed him in the Floyd county jail, to be held as a material witness in the case.

It is believed by the officers that Branch had the car re-registered so that he would have no trouble selling it after leaving here, as the second registration would show that the car belonged to the said Branch.

In questioning the boy, Lester Offit, the officers state that the boy has given them considerable inside information as to things that Branch had done before this episode, which will be of value, when he is apprehended.

Later—a telegram received by the Sheriff's department Wednesday, states that Mr. Branch was arrested by two detectives in Louisville, Kentucky, about 4:30 Tuesday afternoon. The officers in that city received a wire from here at 2 o'clock that day and within two and one-half hours had the man under arrest and the car in their possession.

Former Lockney Man Suicide is Alleged

Drinking poison and cutting his throat with a safety-razor blade after penning a suicide note to his estranged wife in which he directed her "to throw his body in the ocean," Charles R. Hatcher, 35, today was found dead in a room at a hotel at 1704 East Anaheim Street by the landlady, Mrs. E. M. Scharpege.

Hatcher was 35 years old and had been employed by the Richfield Oil Company. The widow and two small children live at 468 Gaviota Avenue. Mrs. Scharpege told Detectives H. E. Lebaron and W. C. Wright, investigating officers, that Hatcher rented a room yesterday at 4 p. m. When she knocked on his door at 9 a. m. today there was no response and the woman investigated. He was found on the floor in front of a mirror. The note to his wife had been left in a writing tablet near by. The body was removed to the undertaking parlors of Huddle & Bonwell, 718 East Anaheim Street, at the request of relatives.

The above article was clipped from a Long Beach, California newspaper on Dec. 31st. Charles Hatcher formerly lived in Lockney, and was the son of Mr. and Mrs. J. D. Hatcher, and a brother-in-law to A. J. White of this city. Since the death of his father, Mrs. J. D. Hatcher is living with her daughter, Mrs. A. L. Harrison at Stratford, Texas. No further details of the tragedy have been received at this time in Lockney.

Mrs. V. Lee Matney and little daughter, Betty Lee, spent last week with Mrs. Matney's mother, Mrs. W. C. Collier.

Pioneer of Plains Died Here 1:45 This Morning

M. F. Barber Died at Family Home At 1:45 A. M. Today—Burial This Afternoon

Mr. M. F. Barber, age 80 years, 7 months, and 29 days, died at his home in West Lockney this morning at 1:45 o'clock, after an illness lasting over a period of several years, being confined to his bed for the last several months, a complication of bladder troubles being the cause of his death.

Mr. Barber was born in Chambers County, Alabama, removing to Van Zandt County, Texas, with his family at the age of two years. The trend of his life was to move west, first coming to Throckmorton when a grown man, where he served that county as county clerk and sheriff for eight years. He reached the Plains thirty-seven years ago, settling in Hale county; later he moved to Castro County where he served that county as county judge for eight years; his next move was to Briscoe county, where he lived several years, coming to Lockney to make his home nine years ago.

Mr. Barber was a member of the Methodist church, having been converted and joined that denomination when a young man. He had been a member of the Masonic lodge for 50 years.

He was the father of ten children, all living except one, Charlie Flake Barber, who died at the age of 31 years, in Van Horn, Texas, about twenty years ago. The living children are: Mrs. Theo Griffith, Lockney; Mrs. Walter Cope, Bell Flower, Calif.; Mrs. M. A. Lambkin, Dallas, Texas; Mrs. M. L. Coleman, Waco, Texas; Mrs. Lloyd Baldwin, San Antonio, Texas; Mrs. Lee Lane, Nashville, Ark.; Roy Barber, Tulsa; Frank Barber, Hereford, and Floyd Barber, Lockney. He is also survived by his good wife.

Funeral services were conducted at the home in this city at 1:30 this afternoon, Rev. J. E. Stephens, pastor, officiating, and the Masonic Lodge assisted in the funeral services and burial.

Moving and Remodeling Hatchery

Mr. K. C. Jenney, erecting engineer for the Smith Incubator Company, of Cleveland, Ohio, is here this week moving and remodeling the Lockney Hatchery, which has been bought by J. Pollard Smith, of Plainview, and will be located in the new building on Main Street, next to Morgan Bros. & Co.'s Implement house, and will be known as the Smith Hatchery.

The incubator, which has a capacity of 47,000 eggs, is being thoroughly remodeled and many improvements are being added, and Mr. Smith expects to have it ready for business within the next few days.

NEWLAN AND MAYVIEW CONSOLIDATE SCHOOL DISTRICTS

Two Districts in Eastern Part of County Consolidate to Build School at Dougherty

In an election held in the Newlan and Mayview Common School Districts, in the eastern part of the county, Saturday, the consolidation of the two districts was carried by an overwhelming majority.

In the Newlan district the vote was unanimous, 33 to 0, and in the Mayview district the vote was 26 for and 8 against.

The consolidation of these two school districts means that a first class common school district will be formed to have its center in the town of Dougherty, new town on the Q. A. & P. Railway, 15 miles east of Floydada, and that in the near future bonds will be voted to erect a new brick school building at Dougherty, which will be erected in the place of the old one. The consolidation of the districts means that the needs of the districts will be taken care of by the fall session.

The commissioner's court will canvass the returns at their meeting next Monday, and it is expected that the bond issue for the new building will be ordered in a few weeks.

Mrs. E. C. Hanna Dead

A telegram was received by Messrs. J. E. and J. H. Hanna, this morning stating that their mother, Mrs. E. C. Hanna, age 82 years, 2 months and 9 days, had died at Tucumcari, New Mexico, at 2 o'clock this morning.

The two sons, above mentioned, left this morning for that place. They will be joined at Kress by A. S. Hanna, and the three sons will go to Tucumcari, where they will attend the funeral which will be held tomorrow afternoon. The cause of her death was not stated in the message.

Security State Bank Holds Annual Election

Declare 10 Per Cent Dividend on Capital Stock—A. R. Meriwether Added to Directory

At the annual meeting of the stockholders of the Security State Bank of Lockney Tuesday afternoon, all the old officers were re-elected with the exception that A. R. Meriwether of this city was added to the board of directors to succeed Mrs. W. D. Long.

The official family of the bank is as follows: Carl McAdams, president; Geo. T. Meriwether, vice president; Jno. C. Broyles, cashier; Gip Hudson, assistant cashier. The directors are Geo. T. Meriwether, A. R. Meriwether, A. C. Wimberly, Carl McAdams, and Jno. C. Broyles.

On Dec. 1st this bank declared a dividend to the stockholders of 10 per cent, which was paid to the stockholders on Jan. 1st.

The bank has done a wonderful business the past year, and has grown both in size and strength, as will be seen by an examination of their statement of Dec. 31st, which is published elsewhere in this issue of the paper.

The only change in the official family of the Security State Bank is in the selection of Mr. A. R. Meriwether as a member of the board of directors. Mr. Meriwether needs no introduction to the people of the Lockney country as he has resided here practically all of his life, and has been in the real estate business for a number of years. He is a conservative and safe business man, and the bank has been strengthened by the addition of his name to their list of directors.

G. T. & W. SOLD TO FRISCO STATED BY RECEIVER

Charter Filed for 70-Mile Extension From Seymour to Paducah

AUSTIN, Texas, Jan. 7.—A new and direct rail line from the Texas Panhandle to Dallas, Fort Worth and the Gulf was forecast today with the filing of an amendment to the charter of the Gulf, Texas & Western Railway company, providing for an extension from Seymour to Paducah seventy miles. W. Frank Knox, president and receiver of the road reports that the railroad had been sold to the Frisco system and that the latter will build the extension and operate it, but under the name of the Gulf, Texas and Western. Baylor, Knox, Foard and Cottle counties are the counties traversed by the new road.

The Frisco system owns the Quannah Acme and Pacific, which extends from Quannah to Floydada by way of Paducah. The Frisco is a half-brother to the Rock Island system with partly joint stock ownership. This situation has enabled the Frisco to make provision for the shorter route from the middle of the South Plains to Dallas, Fort Worth and the Gulf.

The route will be as follows: from Floydada to Paducah over the Q. A. and P. from Paducah to Seymour to Jacksboro on the Rock Island. From there over the Rock Island to Fort Worth and Dallas. That announcement may be withheld until the seventy-mile extension is nearly completed.

The joint route of the Frisco-Rock Island-Trinity & Brazos Valley from the middle South Plains is much shorter to Fort Worth, Dallas and the Gulf than the Burlington route by the way of Estelline, it was said Monday by Mr. Knox. The Rock Island has been digging in the Plains country from the north end and now the Frisco is creeping up from the south side. When the two meet there will be a strong system in opposition to the Burlington and Santa Fe which have networked the plains with their tracks, but only after opposition by each against the other. As is the sympathetic system of the short line southward. For this reason the Santa Fe and the Burlington may contest the Frisco's announced application for a certificate from the Interstate Commerce commission to build from Seymour to Paducah.

It was pointed out that if the interstate commerce commission ever forces the Frisco-Rock Island combination to divest itself of mutual stock ownership the Frisco could end sixty miles from Perrin to Fort Worth.

Miss Mary Collier spent last week-end with homefolk. Miss Mary is employed at Radfords Wholesale Grocery Co. of Plainview.

The family of Estelline have returned to Lockney to make their home. They formerly lived here.

State Highway Along Denver to Silverton

Route Will Give Nearer Connection to Oklahoma; Lubbock Men Go Over Proposed Designation

Lubbock Jan. 9.—Finding enthusiasm along the route of the proposed new state highway from Lubbock to Silverton, which is planned to connect with an interstate highway from there to Clarendon and on to Oklahoma City and the north and east, at a high point of interest at every town visited, a group of Lubbock men Tuesday went over the proposed route, as much as could be done by automobile; met with representative citizens of each town and discussed plans for securing the designation of the road.

The proposed highway is proposed as starting from Highway No. 53, either at a point immediately to the west of Idalou or half a mile east of that city, running north to the Fort Worth and Denver railroad. It will run along this railroad, it is planned, practically all of the distance from north of Idalou to Silverton, through the towns of Becton, Petersburg, Lockney, and to Silverton.

Fork Near Lockney
At a point near Mickey, just south of Lockney, it is proposed to have a fork of the road leading to Floydada and connecting with Highway Number 28 at that place, as well as at Lockney.

The highway would open up a considerable territory leading to Lubbock, giving all the section around Silverton closer access to this trading center than it now has to Amarillo, besides making almost all the cities in between much nearer to this city by several miles.

Lubbock men on the good-will tour were, C. E. Maedgen, M. G. Abernathy, A. B. Davis, Charles Nordsyke, J. T. Chauncey, M. V. Edsall, J. J. Barton and Al Hill. State District Highway Engineer George A. Field, and J. T. Shelton, engineer of his department, were along upon invitation of towns on the route. At Idalou they were joined by W. L. Brashear, Lubbock county commissioner; Taylor Allen, city secretary; J. B. Teal and Rev. Joe Wilson.

At Lockney an enthusiastic meeting was held with representative men of that city, co-operation being pledged to assist in securing right-of-way for the highway through Floyd county, and a group of Lockney business men, headed by Artie Baker, joining the trippers to Silverton.

Late in the afternoon the motorists arrived in Floydada and conferred with citizens there relative to the plan for having that city included in the highway routing with a road leading from the Denver road routing to there by way of Mickey.

Lubbock county's part of the proposed highway is practically assured as to right-of-way. Just a few miles through the southeast corner of Hale county will be necessary to secure and Petersburg proponents of the route believe this can be done, the remainder of the roadway being through Floyd county and part of Briscoe county. It may be necessary for independent road districts to be created in order to vote the right of way, but expressions of belief that many land owners would gladly donate for the route were made at every stop.

6-10 INCH RAIN TUESDAY EVENING

A rain of 6-10 inch covered the Lockney country late Tuesday evening. The rain fell slow and no surplus water was noticeable Wednesday morning, although the roads over this section was very slick until noon Wednesday.

The rain was worth a great deal to growing wheat crops, however, there was not any wheat that needed moisture at this time.

GOV. MOODY IS PROUD FATHER OF BOY BORN SUNDAY

Austin, Texas, Jan. 6.—A son was born tonight to Governor and Mrs. Dan Moody. It is the first child born in the executive mansion since about 1850 when Mrs. Sam Houston, wife of the governor and former president of the Texas Republic, gave birth to a child.

Mrs. Moody was reported to be in good condition, under care of Dr. Joe Gilbert. It is understood that the baby probably will be named Dan Moody, Jr.

Miss Ruth Hartman, who had been in Fort Worth for several weeks under treatment for a breaking out on her face and neck, returned home Saturday. She is in a much improved condition, and is able to assume her duties as bookkeeper at the Baker Mercantile Co.

First National Bank Has New Directory

Entire Official Body, Except One, Is Chosen at Stockholder's Meeting Tuesday

At the annual election of officers and directors for the First National Bank of Lockney Tuesday afternoon an entirely new board of directors, with the exception of Mr. E. G. Foster, was chosen.

The new officers and directors are as follows:

Artie Baker, president; Dorsey Baker, vice-president; M. R. Snyder, cashier; Mrs. Katie Pittman Price, assistant cashier. The Board of Directors are: S. L. Rushing, chairman of the Board; France Baker, E. G. Foster, P. M. Smithreman, E. E. Dyer, Artie Baker, and Dorsey Baker.

Mr. S. L. Rushing, one of Floyd County's men financially, who was made chairman of the Board of Directors, has been associated with various banks in this and other counties in this section of the state for the past thirty years. He was one of the original stockholders in the First National Bank of Lockney, and it was through his aid that France Baker was made head of this bank in 1914, and he was associated with this bank until France Baker sold the bank. France Baker gives credit to Mr. Rushing for much of the success of the bank while he was president of same. Mr. Rushing's ability for good judgment and conservatism in financial matters has been long recognized.

France Baker, president of the Citizens National Bank of Lubbock, is another member of the board of directors, and is said to be the largest owner of bank stock west of Wichita Falls, with the exception of W. H. Fuqua of Amarillo. He is well known to banking circles of this state.

P. M. Smithreman, another member of the board, is a wheat farmer, living east of Lockney, and is rated as one of the most successful wheat farmers of this county.

E. E. Dyer is the local agent for the Chevrolet cars and trucks in Lockney, and is a conservative business man with much ability. E. G. Foster, the old member of the board, is a prosperous farmer of the Prairie Chapel community, north of Lockney, and is a conservative and safe man to be trusted with banking affairs.

The other two members of the board are Artie and Dorsey Baker, who have been raised in Lockney, and have been actively connected with Baker Mercantile Company all of their lives, and have proven good business men and capable of taking care of any business they are engaged in. Mr. Artie Baker says that in re-organizing the First National Bank his first thought was to make it a safe, conservative bank where the patrons could at all times feel perfectly protected, and that it is his intentions to at all times operate the bank on pure, safe banking principles.

Mr. M. R. Snyder, the new cashier, has been connected with the bank for several years as assistant cashier, and the promotion is deserving of the capability that he has displayed while in the service of this institution.

Mrs. Katie Pittman Price, who is now the assistant cashier, has been employed as a bookkeeper for some time and her promotion is also brought about by the fact she is deserving and capable of taking care of the bank business.

A statement of the bank is published in this issue of the Beacon and a scrutiny of the statement will verify the healthy condition the bank is now in.

ROSA EMOGENE ROBERSON

Little Rosa Emogene, four years five months and twenty-four days old daughter of Mr. and Mrs. L. D. Roberson of this city died at her home in the eastern part of the city at 6:30 Tuesday afternoon from a complication brought about by typhoid and whooping cough.

The family came here from Oklahoma only a short time ago, the father accepting a position at the oil mill, and other members of the family having been picking cotton.

Funeral services were conducted at the home Wednesday afternoon at 3:30 o'clock. Rev. E. D. Morgan, pastor of the First Baptist church, officiating. Interment was made in the Lockney Cemetery, under direction of Grady R. Crager.

Mr. and Mrs. Howard Lemond and little daughter of Hale Center, Mr. and Mrs. Archie Castleberry, Mrs. Biffle Fort and children, Fred and Geraldine, of Silverton, spent Sunday here visiting Mr. and Mrs. G. R. R. and Mr. and Mrs. Frank M.

Poultry Show Here Three Days Next Week

Promises to Be Best Show for County—Only Home Competition Will Be Allowed

The Floyd County Poultry Show will be held in Lockney the last three days of next week, Thursday, Friday, and Saturday, in the Smith Hatchery, just across the street from the Beacon office. All entries must be made and in place before Thursday at noon.

Secretary Guthrie states that he expects this show to surpass all efforts made for a show in the county in the past, and that as good showing of birds, both in number and quality, will be in the coops here for the days as could be asked for.

Mr. Hatch, of Plainview, will be the judge of the show, and is rated as one of the best poultry judges to be found. He will judge the show and give private lectures as the judging goes on.

The list of prizes offered are as follows:

Regular Premiums
All firsts: Cocks, \$1.50; hens, \$1.50; cockerels, \$1.50; pullets, \$1.50; capons, \$1.50.
All seconds: Cocks, \$1.00; hens, \$1.00; cockerels, \$1.00; pullets, \$1.00; capons, \$1.00.
All thirds: Cocks, 50c; hens, 50c; cockerels, 50c; pullets, 50c; capons, 50c.
Fourths and Fiftths, ribbons only. Utility females same as above.

Old pens, first, \$3.00; old pens, second, \$2.00; old pens, third, \$1.00; young pens, first, \$3.00; young pens, second, \$2.00; young pens, third, \$1.00. Fourth and Fiftths, ribbons only.

Best 20 solid color birds, \$5.00; best 20 parti-colored birds, \$5.00; best solid color pen, \$3.00; best parti-colored pen, \$3.00; best solid color cock, \$2.00; best solid color cockerel, \$2.00; best solid color hen, \$2.00; best solid color pullet, \$2.00; best parti-colored cockerel, \$2.00; best parti-colored hen, \$2.00; best parti-colored pullet, \$2.00; best 20 bantams, \$2.50; best bantam pen, \$1.00.

Turkeys

First old tom, \$3.00; second old tom, \$2.00; third old tom, \$1.00; first young tom, \$3.00; second young tom, \$2.00; third young tom, \$1.00; first old hen, \$3.00; second old hen, \$2.00; third old hen, \$1.00; first young hen, \$3.00; second young hen, \$2.00; third young hen, \$1.00; best tom in show, \$2.50; best hen in show, \$2.50.

Additional Prizes

Best 20 solid color birds shown, \$50.00 credit on any type of Business Course offered by Lippert's Practical Business College, of Plainview, Tex.

Best solid color pen—The Pennant Service Station of Lockney offers to fill crankcase of owner's car with fresh Pennant oil and gasoline tank with Pennant gasoline.

Best Young pen shown—The Lockney Beacon offers 50 letters heads and envelopes.

Best Old Pen—The Merchants Produce of Lockney offers one 50-pound sack of Superior Red Chain Egg mash.

Best pen of Barred Rocks—Cooper Bros. offers one fine Mahogany rocker.

Best Parti-Color pen—Dyer Motor Company offers \$5.00 credit on a new Chevrolet automobile.

Best Parti-Color cock—Ozark Filling Station offers to fill crankcase of owner's car with fresh Amalie oil and gasoline tank with Texaco gasoline.

Best Tom in Show—Walker Bros. offers 25 pounds of sugar.

Best Turkey Hen in Show—Cramer Furniture offers one fine Mahogany bed room rocker.

The Floyd County Farm Bureau, Mr. Arthur Beedy, President, offers \$7.50 for best Tom in show and \$7.50 for best Turkey Hen in show.

The Floyd County Farm Bureau, Mr. Arthur Beedy, President, offers \$5.00 for best old pen and \$5.00 for best young pen.

A. B. SPENCER DIES SUDDENLY SATURDAY

Fort Worth, Jan. 5.—A. B. Spencer, former president of the West Texas Chamber of Commerce, railway builder and business man, died suddenly a this home here today. He was the only man to serve two terms as president of the organization.

Mrs. E. M. Walling and daughter, Miss Willie Wanda, of Canyon, spent the holidays here visiting Z. T. Riley and family.

Miss Roy Riley, teacher in the Art and Science school, spent the holidays here visiting her mother, Mrs. T. Riley.

The Lockney Beacon

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

H. B. ADAMS, Editor and Owner

TERMS OF SUBSCRIPTION

One Year \$1.50
Six Months .75
Three Months .40
Subscription Cash in Advance
ADVERTISING RATES
Display, per column inch 35c
Classified Ads. per word 2c
No Classified Adv. less than 25c

ARE YOU RIDING THE OTHER FELLOW?

In all towns and especially the small towns there are too many business men who are riding on the progressiveness of his fellow business man. This is one reason why a town stays small, is sluggish in growth, and it is hard to put over the things worthwhile. In all the small towns there are a lot of business men who see the other men doing well in business and decide they are just as capable, therefore, enter business by buying some live business man out, or opening up against him, and after they have been in business for a short while they wonder why it is that they do not get as much business as the other fellow, and why the people do not flock to their store to trade, like they do to the other fellow's store.

Most of these men who complain that business is "rotten" and they are hard pressed to meet their business obligations, and that sales are slow, do very little if any advertising, but on the contrary expect the people to hunt them up and buy their goods—brother, that day is gone forever in this land, and if you don't advertise you will not be numbered among the business men of the community very long, but your name will be found in "He also ran a business" column.

Times have changed and today every thrifty housewife and her husband read the local newspapers and the first thing they look at in the specially those advertisements that paper is the advertisements, and offer special prices on groceries, dry goods, etc.—the things that they are in the market for. They have found that they can save many dollars by taking advantage of the prices that are offered them each week in the advertising columns of their local papers. Here in Lockney this holds good just the same as it does in the cities—the business houses that offer the people inducements for their trade, offer them special prices on staple goods get practically all the business, and the business that does not offer anything gets the business of only those who buy on time or have not awoke to the fact that they are losing money on buying without becoming informed as to the price they ought to pay for merchandise—and these kind of folk are becoming very scarce, and will be entirely extinct before many more moons. Friendship has ceased to exist as far as buying merchandise is concerned, and the business man who does not offer the people through the local newspaper each week, is not going to advance very far or very fast, but is going to find that their shelves are stacked full of short-worn goods at the end of each season. The old business of depending on the other fellow to do the advertising and getting part of the business he brings to the town is becoming a thing of the past, as the man who advertises, turns his stock over quickly by reason of advertising, soon makes the people realize that he can afford to sell them better and newer goods at a smaller price than the fellow who is slow to turn his goods. Advertising is no longer an expense to the business who gives consideration to its advertising, but on the contrary is the most prolific salesman that the business can employ—the salesman on the inside of the store cannot sell the goods unless he has the customers to sell to, and the business that does not advertise and offer something to the public that will induce them to visit their store, has very few customers for the salesman to show the goods to. The Beacon for the five years under the present management has had quite a large volume of business given it from the neighboring towns, and this business has grown every year during these five years—do you know the reason? Well, we will tell you—the merchants of these other towns have taken advantage of the fact that the competition in Lockney as a trading point was not very strong, and that merchants in certain lines of business in

town did not go after the business, and that by spending some money for advertising in the Beacon they were able to turn a lot of the business that belonged to Lockney to their towns and their places of business and thereby get a good return on the investment they made in advertising space in the Lockney Beacon.

People are going to trade where they can get the things they want, and if the merchant does not inform them that they can get the things they want in their home town, and at the right kind of a price, they cannot grumble when their trade goes to the other towns about them, where the merchants do carry the things the people want, and sell them to the people at legitimate prices. Some two or three years ago we were accosted regularly on the streets of Lockney by farmers who raised a terrible howl about the fact that the grocery men of the town were not selling them groceries as cheap as they could buy them in Plainview and Floydada, and many of them were going to these towns to buy their groceries, but since that time we have had a change in the grocery business in this town, and now with our Piggly-Wiggly, Helpy-Selfy's, Hokus Pokus' etc., we seldom ever hear anything said about the prices paid for groceries, and the grocery trade in Lockney, so we are informed by the managers of these stores, is far heavier than it was before these stores were established and began a regular advertising campaign to get the business of the people who trade in Lockney and are supposed to come here to trade—even we have been informed by some of these stores that they are getting business today that never came to Lockney before to trade. Chants that do not advertise are lost. This only goes to show that the merchant money. Only last week a business closed its doors in Lockney and moved away—do you know the real reason this business was not a success—well, we do. The competition in this line of business was too strong for the person running it. The people running that business knew nothing of advertising and considered it an expense, instead of an investment, therefore, seldom offered the people anything to induce them to visit the store, and as a consequence they probably did not do enough business to pay for the rent of the building they occupied. The day of depending on your friends for business has long passed by, and the day when you must advertise has arrived, you can take your choice, either advertise or be forced out of business.

We have, by special efforts, built up one of the largest and best subscription lists in this part of the country, and we can now offer the business that wants to reach the people the best and cheapest mode of getting their wares before the buying public of this section of the country. It has become an investment to the subscriber to be a reader of the Lockney Beacon, and we say without fear of contradiction, that there is not a reader of the Beacon in all of Floyd or Eastern Hale county that does not make a profit each year on the price

that he has paid for his subscription to the Beacon, for the reading of the advertisements, the taking advantage of the prices offered in many of the advertisements appearing in the paper each week, pays back several times the subscription price within every few weeks, and makes the fact they have invested \$1.50 for a year's subscription one of the most profitable investments that they have ever made.

We want the merchants of Lockney, who are not regular advertisers, to awake to what they are losing by not letting the people know what they have to offer—they are losing money every day, and we would rather see the money that belongs to this town as a trading point spent in the town and thereby help build the town and community, but we cannot force men to fight for what they are justly due, we can only implore them to make an effort to hold their own, and if they are too dead to let it sink into their brains, then we can do no more than expect the people to give their business to the merchants who are willing to offer the trade some inducements worthwhile.

Put on your thinking cap, and do a little figuring and we are sure you will be found among the regular advertisers in the Beacon.

Infant Dies 12 Hours After Birth
A child was born to Mr. and Mrs. J. C. Colvin of Lockney Friday morning, and died 12 hours later. Funeral services were held Saturday afternoon.

NEARLY \$80,000 GOES TO STATE THIS YEAR

Floyd county on December 18th failed to vote bonds for paving the Lee Highway across the county, and as a consequence, with the exception of the cost of maintaining the Lee Highway across the county, will not receive one nickel this year from the Highway department.

According to the estimate of the Tax Collector there will be paid to the highway department during 1929 nearly \$80,000 in auto licenses and gasoline tax—approximately \$23,000 will be dispatched to the Highway department in February for the highway tax numbers that will be issued in this county for 1929, and before the year is past, this amount will probably reach between \$25,000 and \$30,000. During the year more than \$60,000, based on what last year's gasoline tax amounted to, will be sent to the State Highway Department from the gasoline tax in Floyd county, and this tax may grow considerably over that amount, as the probability is that the consumption of gasoline in the county will be heavier this year than ever before, as it grows considerably every year, as there are more cars each year, and travel is heavier each year. The people of Floyd county can conservatively depend upon paying not less than \$100,000 into the State Highway Department during 1929, and they cannot expect to get one cent back out of the department, except what is used on maintaining the Lee Highway across the county, which will probably amount to something like \$10,000. In other words we are paying into the State Highway Department just ten times the amount of money that we will receive back, and still the people sit back and refuse to correct this abuse.

Floyd county has just as much right to have a paved road across the county as any other county in the state. It is not the fault of the state that we have no paved roads, it is not the fault of any other county in Texas that this is a fact; all the fault lies in Floyd county, and the reason is that the voters of the county have refused three times to vote a bond issue to build one-third of this paved road.

Some use as an excuse for not voting the bonds, that a new law will be passed and a big bond issue voted in the state to build this highway, and other highways with. There is no sound argument in this kind of belief. Say the state did pass a new law, say they voted the big bond issue, Floyd county would be no better off toward paving Lee Highway than they are today. The voting of the bond issue would mean that the first thing the state would do, would be to take up the outlying bonds in all the counties in the state where roads have already been built. The remainder of the money would then be spent in building roads, the majority of which would be in East, Central, and South Texas, as in these sections of the state the balance of power rests in the legislature, and believe it or not, you know West Texas gets just the leavings, nothing more, and that after the legislators from East, Central, and South Texas

have found that they have an surplus, with no place to put it, and that kind of a situation seldom ever appears.

Another thing about this law business, that might open a few of those eyes that are opposed to voting bonds in Floyd county, and that is: In all probability there will be a bill presented at this session of the legislature that will give the state the right where a county lies in a gap, like Floyd county now is on the Lee Highway, the state will have the right to pave the road across such counties and assess a tax upon the people of such counties to pay for the paving of said road, and in such cases the state will be fully vested with the power to run the road as they prefer, without the consent or help of the county, and will have no regard for the towns or the county, but will cross the county along the most direct line, condemning farm property, cutting across farms in angling ways, paying the farmers just what a condemnation committee from the state sees fit to pay. Then in cases of this kind in all probability the state will make the county pay 50 per cent of the cost of building, instead of giving the 66 2-3 per cent and letting the county pay 33 1-3 per cent of the cost, and then the cost will be considerably more, on account of a new road being laid out, the paying for condemned property and the building of a road grade from the soft ground up to where it will take the pavement. All these things should be considered, as they will mean that instead of the tax payer having to pay 17c on the \$100 valuation, he will be called on to pay three or four times that amount, as instead of investing \$100,000, the county would probably have to invest \$800,000 or \$1,000,000 for the same amount of road, designated by the state along a new line across the county.

There is no talk as we know of at present, about re-submitting the bond issue to the people, but there is one fact that is certain, and the people of Floyd county can bank on it that there will be some action taken in the matter, and it is liable to come very soon; for if the legislature passes any new road legislation you can count on them, covering the phrase mentioned above, in reference to counties where paving bonds have been voted on each side of them, as the state will not allow gaps of bad, muddy roads to appear in national highways, and they will take steps by which they will be allowed to enter such counties and build such roads and the counties pay their pro rata for the building of such roads, and you can bank on the gap which is created by Floyd county refusing to pave being taken up with the state at once, as with the exception of Floyd, Lamb, and Bailey counties the line practically the whole way from Washington, D. C., to Los Angeles, Calif., is paved, or bonds voted with which to pave, as the promoters of the Lee Highway and the National Government are very anxious to have this great transcontinental route completed and ready for all-year service.

Floyd county, as we see it, has made a mistake in not taking care of their portion of the paving, when we were assured two-thirds aid from the State Highway Department, but that is past and gone, and it may be we will not have another chance to vote on the question, but will be left in the hands of the State and Nat-

ional Government to go ahead and build the road and assess the taxes against the county, without the county's sanction, and if this proves to be correct, you can count on it that the tax we will pay will be decidedly more than if we had voted the bonds and had our say in the paving of the road.

W. T. S. T. C. News

Jan. 5.—The new year at W. T. started with a good addition of new students. Herschel Carthel from Lockney entered as a Freshman. Buford Terry from Floydada also entered school at W. T.

The Buffaloes are showing true colors in the basket ball, which are being played down. Their victory over the college Waco was decisive since the was 50-28 in favor of the Buff. Stades have not finished telling of Christmas joys yet. Christmas comes but once a year! Edwin Boedeker, who is taking the pre-law course, gets practice daily in petty law suits. It seems he was even mixed in some way with the last W. T. corridor divorce. Mrs. Felix Pierce, formerly Miss Tommie Rushing of Floydada, is seen to be happy in her new role.

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager

Abstracts of Title to all Lands and Town Lots in Floyd County
Deeds and other instruments of writing prepared. Twenty years experience with Floyd County Land Titles.

Room 7, First National Bank Building Floydada, Texas

WHY NOT TRADE HERE—

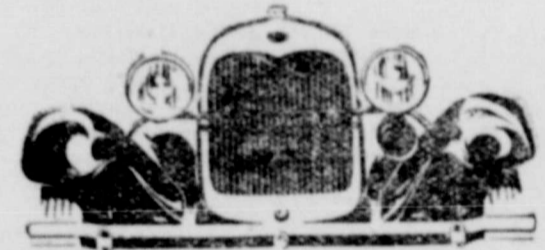
We appreciate your business and want it. For your cows and chickens we have maize. Kaffir Barley Chops, Oat Chops, cotton seed meal, bran, Shorts, O. B. Mixed feed, Tankage and Alfalfa hay, also other feeds.

We handle only the best Colorado Coals. Come in and see us.

SOUTH PLAINS GRAIN COMPANY

Phone 23 Lockney, Texas

Simplicity of cooling system is a feature of the new Ford



A COMPLETE water plant is a part of every automobile as it is a part of every modern city.

The purpose of this water plant is to keep the engine cooled to a temperature that will make it efficient in operation. If it were not for this, the cylinder walls would become overheated and the pistons refuse to operate.

The cooling system of the new Ford is particularly interesting because it is so simple and reliable.

When the radiator is full of water, the engine of the new Ford will not overheat under the hardest driving. Yet the water is so regulated that it will not impede engine operation by running too cold in winter.

The cooling surface of the Ford radiator is large, with four rows of tubes set in staggered position so that each receives the full benefit of the incoming air. The fan is of the airplane propeller type and draws air through the radiator at the rapid rate of 350 cubic feet per minute at 1000 revolutions per minute of the motor.

The hot water around the cylinder head is drawn to the radiator to be cooled by a centrifugal water pump of new design.

The entire cooling system of the new Ford is so simple in design and so carefully made that it requires very little attention.

The radiator should be kept full, of course, and drained once each month so that sediment will not collect and retard the free passage of water. In cold weather, a reliable anti-freeze solution should be added.

As owner and manager of this important water plant you should also see that the water pump and fan shaft are properly lubricated and the packing around the pump shaft kept in adjustment.

Hose connections may also need replacement after long service. For those little adjustments, it pays to call on the Ford dealer.

He works under close factory supervision and he has been specially trained and equipped to do a thorough, competent job at a fair price.



FORD MOTOR COMPANY



Among men who have had connections with this bank for years it is a well established fact that it is good business to bank here. You will find our officers and assistants are skilled not only in the operation of the modern bank, but also are men of seasoned judgement in advising you on affairs.

The Security State Bank

AUTOMOBILE — FIRE — LIGHTNING
LOANS — BONDS
INSURANCE —
MONROE-SPEEGLE
AGENCY
LOCKNEY, TEXAS
HAIL — WINDSTORM

"You Can't Beat Our Loans"

Phone 118

LIBERTY

flu seems to be rampant in the community. Everyone who spent the holidays have returned home. Miss Carl Anderson and Mr. Rusk of Dallas, were married Friday night, Dec. 28. They will make their home in Dallas. Miss Mildred Pope visited Miss Elsie Anderson, Sunday. Mr. Frank Bean was called to the bed side of his father near Whitesboro, Thursday, who is seriously ill. Roth McCormick and Bernice Pope spent Sunday with Dorene Anderson. Mr. and Mrs. Vince Gilly spent Sunday in the C. A. Strickland home. Scott McCormick spent Saturday night and Sunday with Bailey Bean. Wayne McCormick, son of Mr. and Mrs. Weldon McCormick, is ill.

SUNSET

Jan. 7.—Owing to so much sickness in the community, there was a very small attendance at Sunday school Sunday morning. Mr. and Mrs. A. J. Haverty of Amarillo, who have been visiting their parents, Mr. and Mrs. R. M. Haverty, and other relatives, returned to Amarillo last week. Miss Mamie Lou Jarnagin spent the week-end visiting friends in Lockney. G. Milton was a Lockney visitor Saturday. Among those absent from school last week on account of illness were Ethel and Maxine Myers, Gail Jarnagin, Trula May Phegley, Lillian Milton, Eulan Bradshaw, and several others. Mrs. Sam Gilliland has been confined to her bed with flu the past week.

There was a carload of hogs shipped from the Stanforth hog ranch last Saturday. Mr. and Mrs. G. Milton visited with Mr. and Mrs. W. F. Cooke, Sunday. Little Leonard Pearson, the two-year-old son and only child of Mr. and Mrs. Lee Pearson, living 2 1/2 miles southeast of South Plains, passed away Saturday in Lubbock. Little Leonard had been sick only a few days and despite the fact all that medical skill and loving hands could do, he gradually grew worse and departed this life on Saturday morning Jan. 5, 1929. Rev. T. P. Nelson pastor of the Sunset Baptist church conducted the funeral services from the home Sunday afternoon at one o'clock. Interment was made in the Lockney cemetery. Leonard leaves his father and mother and a number of relatives to mourn his going. The many friends of the family sympathize with them in the loss of this little one.

FAIRVIEW

Jan. 8.—Miss Anna Austin has returned from a visit with her sister at Sand Hill. We announce the marriage of Miss Ouida Crabtree and Mr. Ralph Thackeray. They have been married four weeks and no one knew it, which proves a woman can keep a secret. They will make their home at White Deer. More and more of our people are taking the flu. A number of families are reported with practically the entire household ill. The Basket ball team of Fairview played the Center boys at Center

Friday and were well pleased with the score 14-7 in Fairview's favor. The game will be returned next Friday and the girls' team will play also. Come out and boost your team and your school. The Dramatic Club will meet Thursday night to organize and elect officers. Miss Inez Casey took Sunday dinner with Mr. and Mrs. Cozby. Miss Pauline Rushing has returned home from Lubbock, where she has been attending school. Mr. and Mrs. S. L. Rushing attended the birthday dinner of her daughter, Lola, at Lubbock the past week. Fairview Baptist will meet Wednesday to repair damages done to their church in the explosion.

CENTER

Jan. 7.—We were so swamped with work last week, there was no time for writing items. The moving has begun. Mr. Fanchers have moved back to their farm here, after three year's residence at Wellington, Texas. G. W. Bryant, who has lived on the Fancher place is moving this week to a farm west of Floydada. Mr. Goodman and family are moving back to their farm here. They have moved away several times, but always come back. A little later there will be a number of other changes. Mr. Cole attended band practice at Floydada Monday and Thursday nite. The young people attended and enjoyed a social at Mrs. Montgomery's Saturday night. Mr. W. C. Spence left last Thursday for Crosby county, after spending a week or ten days here with his sons, A. L. and C. O. Spence. We are always glad to have grandpa call and see us as he used to live here. Miss Effie Noland has been sick again, but was able to come to Sunday School, Sunday. Mr. Montgomery and children took Sunday dinner at the Jordan home. Little Melvin Ross has had a spell of tonsilitis. Mr. and Mrs. Chas. Burk spent Sunday with their cousin, A. A. Tubbs and family. Miss Doris Spence was absent from Floydada school last week on account of sickness. Mr. and Mrs. C. O. Spence visited Mr. and Mrs. Rogers on the Kirk place last Sunday. Center church called Rev. Merle Weathers as pastor last Sunday. He has not given his answer. He will preach next Saturday night, Sunday, and Sunday night. Mrs. W. L. McAda has been sick last week. Tom Jernigan is sick with the flu.

PLEASANT VALLEY

Jan. 8.—School began Monday morning, after a two week's vacation. Several absence were reported this week on account of the flu. Two new members came in Monday morning. Mr. Yarbrough, brought his newly acquired son, who will enter the sixth grade. Mrs. Gordon brought her little boy, Pat, just entering school for the first time. Mr. and Mrs. Lowrance report a fine time during the holidays at Knox City. We are glad to see them back again. Mr. and Mrs. C. F. Harris and Mr. and Mrs. F. U. Payne spent Sunday with Mr. and Mrs. W. F. Hubbard. Mr. and Mrs. Guynes, who have been visiting Mr. and Mrs. Hubbard, left Wednesday for Dallas for a month's visit. Mr. Lowrance's mother of Lubbock visited Mr. and Mrs. Lowrance Saturday and Sunday. Mr. and Mrs. Gordon visited Mr. and Mrs. Craft Sunday. Mr. and Mrs. Craft moved last week from Pleasant Valley to the Sand Hill community. We hate to see them leave us, but they are not so far away, but they can come back to see us real often. Mr. Hudson of Parnell visited Mr. and Mrs. Childress Saturday night.

BIG REDUCTION

FISK

TIRES AND TUBES

Get our Prices before buying and trade in your old Tires.

BRING US YOUR VULCANIZING OR PHONE 800 FOR FREE ROAD SERVICE WELLS TIRE CO. PLAINVIEW, TEXAS

Miss Lola Lee Childress came in with Mr. Hudson after spending Christmas at Venus. Mrs. W. J. Ferguson and Mr. Carl Ferguson returned with Lane Ferguson to Oklahoma last week for a short visit. Mrs. Ferguson visited her mother in Anadark. They came home Thursday morning. All the Fields children are on the sick list this week. Mrs. Pearl Harris and daughter visited Mr. and Mrs. J. T. Marr Tuesday of last week. Mrs. Childress and children, Mozell, Lola Lee, and Vernon, are on the sick list this week. Mr. and Mrs. Davis and Mrs. Thomas of Floydada, visited Mr. and Mrs. D. P. Childress Sunday. Mr. and Mrs. Frank Vernon are the proud parents of a seven pound girl born Jan. 3rd. Mr. and Mrs. Sam Powers visited in Hereford last week. Mr. D. P. Childress returned from a trip to Venus. Mr. and Mrs. S. L. Holmes and family moved last week from Pleasant Valley to the McCoy community. We are certainly sorry to lose these good people, as they are the kind that build firm foundations for neighborhoods. Mr. and Mrs. Holmes were P. T. A. workers and backed ever good movement. They did their part in every thing. Mrs. Holmes was a charter member of the Pleasant Valley Demonstration Club and the club is proud of the work she has done. Mrs. Holmes has done her part and more in all her club work. McCoy should be as proud to have these folk as we are sorry to lose them. Mr. H. A. Keys, who has been visiting his daughter, Mrs. Pratt, during the holidays, left Friday morning for an extended visit in Paris, Ill. Mr. Smith of Chillicothe spent Thursday night with Mr. and Mrs. D. P. Childress. Mrs. Alf Watson and sons, Lloyd, Willard, and Earl returned to Canyon Friday of last week. Miss Flossie Reasonover's Sunday school class spent the day with her Sunday. Mr. and Mrs. J. J. Harris also took dinner with the Reasonover family Sunday. Mr. Bloxom and daughter, Anna Mae, are on the sick list this week. Mr. and Mrs. Crawford of Lubbock visited in the Reasonover home Sunday. Mr. and Mrs. Davis' baby was buried Sunday afternoon. Mrs. Mitchell and sons, R. C. and Chester are down with the flu.

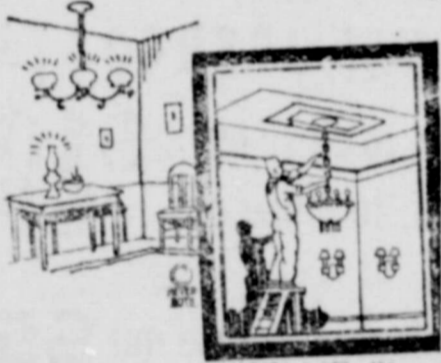
BLANCO

Jan. 7.—Miss Eloise Bridges of Sanger was the Thursday night guest of Miss Opal Smith. Mrs. L. C. Wheeler spent Christmas holidays with her mother. Mr. Hal Ferguson and Jack Hurd motored to Lubbock Saturday night. Mr. W. F. Daniels was called to the bedside of his mother who is very ill. A Mr. Wright has moved in the McPeak house. We are very glad to welcome them in this community. Miss Opal Smith spent Saturday

afternoon in the home of Miss Louise Thacker. Those who visited in the home of Mr. and Mrs. S. F. Smith Sunday, were: Mr. and Mrs. Will Snell and family, Mr. Roy Holmes, and Misses Eloise Bridges, Bernice Hollyfield, and Novella Taylor. Miss Irene Cates, who is attending school at Floydada, is staying with her grandmother, while her grandfather is gone to see his sister, who is very sick. Mr. Clyde Snell, a high school student of Floydada, spent the week end with his parents.



FOR SALE BY— BAKER MERCANTILE COMPANY



MODREN FIXTURES ADD CHARM

OLD-FASHIONED lighting fixtures are as dowdy as old-fashioned hats. Modern fixtures add charm to a room as well as make it more livably cheerful. We can get you just the kind of fixtures you will like best. Phone us and we will gladly quote prices.

Let Me Figure Your House Wiring

OUR WIRING MEETS EVERY BUILDING CODE REQUIREMENT

GEO. F. KINYON

Phone 92 In Beacon Office



The House that Grew...

Sometimes the old house just naturally has to expand. You can make the extra rooms at low cost by partitioning with Sheetrock, the fireproof wall-board.

Sheetrock, which we sell and recommend most heartily, is made of pure gypsum rock, in great, broad sheets. Saws and nails like lumber. Decorates perfectly (all joints concealed). Let us show you a sample and estimate for you.

SHEETROCK

South Plains Lumber Company



The Outstanding Chevrolet of Chevrolet History - a Six in the price range of the four!

represents 4 years of Development and over a Million miles of Testing

Years ago, the Chevrolet Motor Company designed and built its first experimental six-cylinder motor. This far-sighted step was taken because Chevrolet engineers knew that the six-cylinder motor is inherently the most perfectly balanced motor—the ideal power plant to meet the growing public demand for greater reserve power, faster get-away and, above all—smooth, quiet performance.

During the last four years, over a hundred six-cylinder motors were built by Chevrolet engineers and tested on the General Motors Proving Ground.

Day and night, through winter's cold and summer's heat, the incessant testing went on—until the present motor was developed and finally pronounced correct.

At the same time other Chevrolet engineers were perfecting other parts of the chassis. And another great automotive organization—the Fisher Body Corporation—was devoting its gigantic resources to the creation of the finest, sturdiest and most beautiful bodies ever offered on a low-priced automobile.

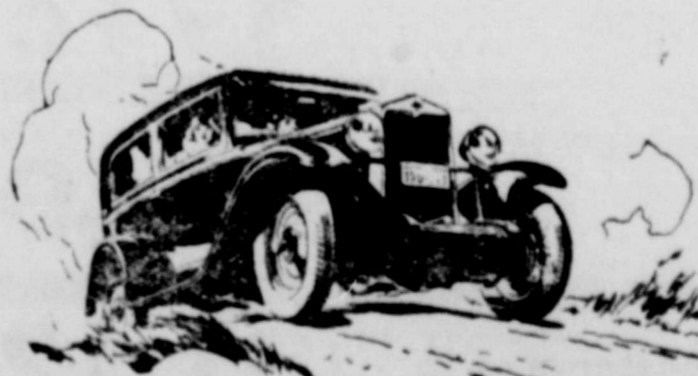
As a result, the Outstanding Chevrolet offers an

order of well-balanced excellence—a combination of performance, comfort, beauty and handling case that is truly remarkable—with a fuel-economy of better than 20 miles to the gallon of gasoline.

You owe it to yourself to see and inspect this remarkable car. Come in today!

The COACH \$595

Table listing prices for various Chevrolet models: The Roadster \$525, The Phaeton \$525, The Coupe \$595, The Sedan \$675, The Sport Cabriolet \$695, The Convertible Sedan \$725, Sedan Delivery \$595, Light Delivery \$400, 1 1/2 Ton Chassis \$545, 1 1/2 Ton Chassis with Cab \$650. All prices f. o. b. Flint, Michigan.



Dyer Motor Co.

QUALITY AT LOW COST

HOKUS-POKUS SPECIALS

Saturday

- Matches 1 Pkg. of 6 boxes Crescent **17c**
- Baking Powder, Calumet 5 lbs. **89c**
- Shredded Coconut, lb **31c**
- Bunch Vegetables, each **7 1/2 c**
- Valley Spinach pound **13c**
- Sweet Potatoes, Bradley Yams **4 1/2 c**
- S. Potatoes, Bradley Yams, bu. **\$1.95**
- Lettuce, Large heads **7 1/2 c**
- Lemons, large size, 360 to box, doz. **29c**
- Apples, large Ark. Blacks 100's, doz. **25c**
- Pink Salmon, per can **19c**
- Corn, No. 2 Standard **12 1/2 c**

G. S. MORRIS

Read The Beacon Want Ads. They Always Pay

WANT COLUMN

Hemstitching done in gold and silver thread at The Thrifty Nifty Shop, Floydada, Texas.

SEE us for an estimate on remodeling your home with sheetrock. South Plains Lumber Company

WHEN in need of thoroughbred or high grade Jersey cow, fresh, call Dr. Freeman, Dougherty, Texas. 42-52t

NEW, modern greenhouse, four blocks

west of sanitarium, Floydada, Texas. Hollums, Floydada Florist. 25-tf-c

FOR RENT—Old Beacon office on Locust Street.—H. B. Adams.

SAVE fuel bills this winter by having Oriental Stucco put on your house. South Plains Lumber Company

TWO GOOD homes in McKinney, Texas to exchange for a well improved quarter-section of land. Must act quick.—Baker & Carter.

FOR SALE—Good milk cow.—Wayne Watts call Phone 99.

FOR SALE—Three good mares, three young horses, two young mules, or will trade some or all for good car or Jersey cows.—H. A. Brotherton. 14-4t-pd

MAKE your home beautiful and comfortable with Oriental Stucco. South Plains Lumber Company

FOR SALE—PARMAK RADIO, in good shape with tubes.—Phone 92.

FOR RENT—Nice office space in the n w Beacon building.—Phone 92.

SHEETROCK is low in price high in comfort and satisfaction. South Plains Lumber Company

STRAYED—Eight head of horses and mules. Will pay reward for information.—Dorsey Baker.

MAKE use of that spare room by making it nice and cozy with sheetrock. South Plains Lumber Company

FOR SALE—Several pure bred Buff Orpington roosters. \$1.50 each.—Mrs. J. E. Hanna, Route 3, Lockney, Cedar Hill. 16-2t-pd

FOR SALE—Ford truck and Ford Sedan.—See Watt Griffith. 17-tf-c

STRAYED—Bay mare, roached mane, white hind feet. Owner call at my place.—Gleen Watson. 17-2t-p

CHINESE ELMS—Grown in Hale County.—See Dave Bowman, Plainview. 17-tf-c

FOR SALE—Star wind mill, tower, and casing, in first class condition, will sell for \$50.—See J. W. Monroe. 17-tf-c

NOTICE—Party who borrowed my glasses at the General Election polls will please return some to me at store.—Z. T. Riley.

HAVE several work teams for sale, will give terms.—See me at the First National Bank.—Dorsey Baker.

HAVE several springing heifers, will give terms.—Dorsey Baker.

MUST sell all my sheep at once, will sell any amount, give terms. See me at the First National Bank.—Dorsey Baker.

FOR SALE or RENT—A good home in southwest Lockney.—J. H. Henson. 16-tf-c

FOR SALE OR TRADE—15-27 Case tractor, will sell or trade for work stock.—See E. R. Bryant. 1f-c

NOTICE—Person who borrowed my road scraper will do a favor by returning same at once.—Ira Simpson. 1t-pd

FOR SALE—5-room residence in

North Lockney. Small cash payment, balance monthly payments, like rent.—W. J. Myers. 17-tf-c

NOTICE OF HEARING TO APPROPRIATE PUBLIC WATERS OF THE STATE OF TEXAS No. 1181

Notice is hereby given, to whom concerned, that the PANHANDLE SAND AND GRAVEL COMPANY the postoffice address of Lockney, Texas, did on the 17th day of December, A. D. 1928, file its application in the office of the Board of Water Engineers for the State of Texas, in which it applies for a permit to appropriate of the unappropriated waters of the State of Texas, from the Quitaque Creek, a tributary of Red River, in Floyd County, Texas, not to exceed five hundred (500) additional acre-feet of water for industrial purposes, to be diverted by means of a pumping plant, said pumping plant to be located at a point which bears S. 75° 30' W. 2,000 feet from the Northeast corner of T. & P. Ry. Co. Survey No. 106, Block 4, on the South bank of the Quitaque Creek, in Floyd County, Texas, and is distant in a Southerly direction from Quitaque, Texas, about nine miles.

You are hereby further notified that the said Panhandle Sand and Gravel Company proposes to install a pumping plant to consist of a 6x8 Fairbanks-Morse Centrifugal pump, operated by a 125 H. P. General Electric Motor, having a height of lift of six feet and to divert therewith not to exceed five hundred (500) additional acre-feet of water per annum for industrial purposes.

A hearing on the application of the said Panhandle Sand and Gravel Company, will be held by the Board of Water Engineers for the State of Texas, in the office of the Board at Austin, Texas, on Monday, January 28th, A. D. 1929, beginning at ten o'clock A. M. at which time and place all parties interested may appear and be heard. Such hearing will be continued from time to time, and from place to place, if necessary, until such determination has been made relative to said application as the said Board of Water Engineers may deem right, equitable, and proper.

Given under and by virtue of an order of the Board of Water Engineers for the State of Texas, at the office of the said Board, at Austin, Texas, this 17th day of December, A. D. 1928.

J. N. A. NORRIS, C. S. CLARK, A. H. DUNLAP, Board of Water Engineers.

ATTEST: A. W. McDONALD, Secretary.

SHERIFF'S SALE

THE STATE OF TEXAS County of Floyd

Notice is hereby given that by virtue of a certain pluries execution issued out of the Honorable County Court of Hale County, on the 9th day of January, 1929, by J. W. Wayland Clerk of said county court, for the sum of six hundred twenty-three & 33-100 dollars and costs of suit, under a judgment, in favor of W. J. B. Gouddy vs. Mrs. W. D. Long, placed in my hands for service, I, P. G. Stegall, as Sheriff of Floyd County, Texas, did on the 10th day of January, 1929, levy on certain real estate, situated in Floyd County, Texas, described as follows, to-wit: All of blocks numbers one and six in Willson Addition to the town of Lockney, Floyd County, Texas; also lot number 10, in block No. two and improvements thereon in Original town of Lockney, Floyd County, Texas, and leveled upon as the property of Mrs. W. D. Long and that on the first Tuesday in February, 1929, the same being the 5th day of said month, at the Court House door, of Floyd County, in the town of Floydada, Texas, between the hours of 10 a. m. and 4 p. m., by virtue of said levy and said execution, I will sell said above described real estate at public vendue, for cash, to the highest bidder, as the property of said Mrs. W. D. Long.

And in compliance with law, I give notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Lockney Beacon, a newspaper, published in Floyd County.

Witness my hand, this 10th day of January, 1929. P. G. STEGALL, Sheriff Floyd County, Texas. By T. B. HILL, Deputy.

Announcements

There will be preaching at One Methodist church Saturday night, Sunday morning and night, the 13th. The First Quarterly conference will be held Sunday following the morning service. Rev. M. M. Beavers, our presiding elder, will be with us and preach Sunday morning. W. H. STRONG, Pastor.

W. M. U. Circle No. One

The W. M. U. Circle No. 1 met with Mrs. W. D. Biggers Monday afternoon at 2:30 for Missionary Study. Five members were present. Miss Conn, who is here teaching a B. Y. P. U. course, met with us and taught the lesson, which was greatly enjoyed by all.—Reporter.

Mrs. M. F. Shaw and little daughter visited Thursday with her mother, Mrs. W. K. Collier.

BIG REDUCTION ON FURNITURE

To the Lockney Trade Territory:

We are overloaded with furniture and for the next

FIFTEEN DAYS

we will sell you furniture at a very close margin. You had better take advantage of this offer while the sale is on. Everything goes at a big reduction.

CRAGER FURNITURE COMPANY

Startling Prices

We can offer you nothing more startling than the list we gave you last week.

The prices are so low on the quality of merchandise that we give it again, fearing that many in need of this merchandise have overlooked these bargains.

You can well afford to buy them for next winter at these prices but much of this winter is yet to come.

MEN'S OVERCOATS

- \$17.50 Overcoats, close out **\$10.75**
- \$25.00 values, to close out **\$15.95**
- \$27.50 values, to close out **\$17.75**
- \$38.75 values, to close out **\$24.75**

BOYS' OVERCOATS

- \$17.50 values, to close out **\$10.75**
- \$11.00 values, to close out **\$6.95**

- \$9.00 Wool Blankets, close out **\$5.75**
- 70x80 Part wool Blankets **\$4.40**
- 66x80 Part Wool Blankets **\$3.45**
- \$5.00 Fancy Robe Blankets **\$3.95**
- Boys' \$3.50 Moleskin Coats **\$2.60**
- Men's \$5.00 Moleskin Coats **\$3.95**
- Men's \$6.00 Moleskin Coats **\$4.40**
- Men's \$11.00 Leather Coats **\$7.95**
- Men's \$15.00 Leather Coats **\$10.75**
- Men's \$13.50 Leather Coats **\$9.95**

Special Prices on Men's and Boys Clothing

- Boys' \$2.50 Wool Shirts **\$1.45**
- Men's Wool Shirts **\$1.75**
- Men's \$6.00 Wool Shirts **\$4.40**

BIG REDUCTION ON MEN'S AND BOYS' SWEATERS

Snap up these bargains if you need these warm goods, as they must leave our stock.

Baker Mercantile Co.

"The Store With The Goods"

PIGGLY WIGGLY

HELPS THOSE WHO HELP THEMSELVES

Saturday Specials

THAT GOOD EVERLITE 48 lb. SACK

PLAINVIEW FLOUR **\$1.60**

With each \$2.50 purchase of goods (not including Flour and Sugar specials) we will sell:

20 lbs. Cane Sugar for **\$1.00**

LOOK OUT! AGAIN!

Pure Pork Sausage **17 1/2 c**

FINE FOR THE HOUSEWIFE—5 GALLON PUMP OIL CAN Pump Oil Can **\$1.49**

Mrs Tucker Shortening 8 lb. bkt **\$1.12**

MAKES THE FINEST MEAT YET

Wright's Smoke Salt 10 lb. **88c**

Church of Christ

INVITES YOU TO ATTEND ITS SERVICES

We offer you the most needed and most priceless thing—

THE RELIGION OF CHRIST

You believe in the reality and worth of spiritual things! How do you treat them?

DO YOU RECOGNIZE A DUTY TO GOD?

Do you think you treat the God of your being, the giver of all good, right when you indifferently neglect the Church and its services? Suppose all act as you do, what would become of the Church? Would you be willing for all Churches to close?

Bible Study, 10 A. M. Each Sunday.
Preaching at 11 A. M. and 7 P. M. Each Sunday.

Subjects Sunday:
At 11 A. M.—"WHAT'S IT TO YOU?"—John 21:22; Deut. 29:29
At 7 P. M.—"OUR ATTITUDE TOWARD THE BIBLE."
Ladies' Bible Class, Monday, 3 P. M.
Special Bible Drill, Wednesday Evening.

J. EARLY ARCENEUX, Minister

WANT COLUMN

Hemstitching done in gold and silver thread at The Thrifty Nifty Shop, Floydada, Texas.

SEE us for an estimate on remodeling your home with sheetrock. South Plains Lumber Company

WHEN in need of thoroughbred or high grade Jersey cow, fresh, call Dr. Freeman, Dougherty, Texas. 42-521

NEW, modern greenhouse, four blocks

west of sanitarium, Floydada, Texas. —Hollums, Floydada Florist. 25-tf-c

FOR RENT—Old Beacon office on Locust Street.—H. B. Adams.

SAVE fuel bills this winter by having Oriental Stucco put on your house. South Plains Lumber Company

TWO GOOD homes in McKinney, Texas to exchange for a well improved quarter-section of land. Must act quick.—Baker & Carter.

FOR SALE—Good milk cow.—Wayne Watts call Phone 99.

FOR SALE—Two-row lister and cultivator for tractor with hitcher, practically new.—Write W. M. McCaleb, Vernon, Texas. 13-4-pd

IF YOU want to make more dollars per acre growing cotton write W. B. McCaleb East Heights Breeding Farm, Vernon, Texas for information regarding McCaleb's Genuine selected Half and Half cotton seed. 13-11-pd

FOR SALE—Three good mares, three young horses, two young mules, or will trade some or all for good car or Jersey cows.—H. A. Brotherton. 14-4t-pd

I WANT wheat pasturage for 30 cows and calves, if you have wheat pasturage see me.—Dorsey Baker.

MAKE your home beautiful and comfortable with Oriental Stucco. South Plains Lumber Company

FOR SALE—PARMAK RADIO, in good shape with tubes.—Phone 92.

FOR RENT—Nice office space in the n w Beacon building.—Phone 92.

FOR SALE OR TRADE—Oldsmobile truck, in good shape, with new tires, will trade for cows or hogs.—Wm. Wood, 7 miles north of Lockney. 15-2t-pd

SHEETROCK is low in price high in comfort and satisfaction. South Plains Lumber Company

STRAYED—Eight head of horses and mules. Will pay reward for information.—Dorsey Baker.

MAKE use of that spare room by making it nice and cozy with sheetrock. South Plains Lumber Company

FOR RENT—5-room house.—Dr. J. M. Floyd.

FOR SALE—Several pure bred Buff Orpington roosters, \$1.50 each.—Mrs. J. E. Hanna, Route 3, Lockney, Cedar Hill. 16-2t-pd

FOR SALE—Three mules, 2 mares, some plow tools and wagon, also some pigs, \$3.00 each.—R. I. Bennett, 7 miles east of Lockney. 16-2t-pd

BETTER THAN WHISKEY for flu and cold. I mean Chiropractic adjustments.—S. T. Cooper, D. C. Ph. C., Chiropractor.

DISSOLVED
The Law Partnership heretofore existing between Jeff D. Ayres and H. D. Payne has been by mutual consent dissolved.

Both parties will continue the practice of law at Floydada independently. Dated December 25, 1928. JEFF D. AYRES, H. D. PAYNE.

NOTICE

The city will have a wagon that will visit all the alleys in town next week and haul off all cans, etc. Residents will please take notice and have cans, etc., piled up in convenient places where the men with the wagons can get them, and they will haul them to the dump grounds.—T. Z. REED, Mayor.

FOR SALE or RENT—A good home in southwest Lockney.—J. H. Henson. 16-tf-c

NOTICE OF HEARING TO APPROPRIATE PUBLIC WATERS OF THE STATE OF TEXAS No. 1181

Notice is hereby given, to whom concerned, that the PANHANDLE SAND AND GRAVEL COMPANY the postoffice address of Lockney, Texas, did on the 17th day of December, A. D. 1928, file its application in the office of the Board of Water Engineers for the State of Texas, in which it applies for a permit to appropriate of the unappropriated waters of the State of Texas, from the Quitaque Creek, a tributary of Red River, in Floyd County, Texas, not to exceed five hundred (500) additional acre-feet of water for industrial purposes, to be diverted by means of a pumping plant, said pumping plant to be located at a point which bears S. 75° 30' W. 2,000 feet from the Northeast corner of T. & P. Ry. Co. Survey No. 106, Block 4, on the South bank of the Quitaque Creek, in Floyd County, Texas, and is distant in a Southerly direction from Quitaque, Texas, about nine miles.

You are hereby further notified that the said Panhandle Sand and Gravel Company proposes to install a pumping plant to consist of a 6x8 Fairbanks-Morse Centrifugal pump, operated by a 125 H. P. General Electric Motor, having a height of lift of six feet and to divert therewith not to exceed five hundred (500) additional acre-feet of water per annum for industrial purposes.

A hearing on the application of the said Panhandle Sand and Gravel Company, will be held by the Board of Water Engineers for the State of Texas, in the office of the Board at Austin, Texas, on Monday, January 28th, A. D. 1929, beginning at ten o'clock A. M. at which time and place all parties interested may appear and be heard. Such hearing will be continued from time to time, and from place to place, if necessary, until such determination has been made relative to said application as the said Board of Water Engineers may deem right, equitable, and proper.

Given under and by virtue of an order of the Board of Water Engineers for the State of Texas, at the office of the said Board, at Austin, Texas, this the 17th day of December, A. D. 1928.

JNO. A. NORRIS, C. S. CLARK, A. H. DUNLAP, Board of Water Engineers. ATTEST: A. W. McDONALD, Secretary.

AIKEN

Jan. 1.—School opened again Monday, having been closed for the holidays.

The flu seems to be raging in our community, quite a few are absent from school on this account.

Mrs. Guy Ramsey entertained a number of friends to dinner Sunday. Fred Mullings leaves Wednesday for Lubbock to attend Tech. Mr. McMinn has been real sick the past week, he seems to be some better.

Miss Avis Allen will leave Wednesday for Canyon to enter school. The play, "The Arrival of Kitty," will be given at the school house Friday night, Jan. 4th. The admission will be 15c and 25c. The proceeds will be used for the school.

Miss Lucille Kitress entertained with a New Year's party Tuesday night.

Miss Addie Shugart gave a party Thursday night for her Sunday School class.

PERSONAL MENTION

Mrs. C. M. Abbott came over from Plainview Wednesday for a visit of a few days with Mrs. H. B. Adams.

Mr. and Mrs. R. C. Jackson and child returned Saturday from Wolfe City, Texas, where they spent the Christmas holidays.

Mr. M. F. Barber has been in a very critical condition the past week, and hopes for his recovery have not been very encouraging.

Rev. J. N. S. Webb, former pastor on the Lockney Circuit, but now evangelist in the Vernon district, for the Methodist church, was here this week from Chillicothe, on business.

Prof. W. D. Biggers, who with his family went to McLain, Texas, to spend the Christmas holidays, has not been able to return to his school here, on account to himself and two children being down with an attack of the flu.

DAIRYING PROVES SUCCESSFUL IN THE SOUTH

By M. B. Oates, Agricultural Agent, Fort Worth & Denver City Ry. Co. Last summer (August 1928) the writer conducted an auto dairy tour to Mississippi and Tennessee to study dairy development in these states. Many of us have accepted the fact that dairy farming is prac-

ticable in Mississippi. But too many of us have accepted dairying farming in the cotton states as a practicable thing. But Mississippi has accepted dairying wholeheartedly. The cotton farmers are milking cows; the bankers are lending financial assistance both to the farmers and to the milk plants and the merchants and business men are all boosting and co-operating. At first, it was accepted on faith but since dairy farming has proven profitable to all concerned, dairying is now accepted as an essential to profitable farm management.

In Middle Tennessee we found dairying further developed than in Mississippi because this part of Tennessee has been more of a stock farming section than the part of Mississippi which we saw and these stock farmers became dairy farmers long before the Mississippi farmers turned to dairying. Therefore we found that dairy farming in Tennessee had developed further than in Mississippi. Indeed her development has been almost spectacular and I wish to deal particularly with her development in the remainder of this article. It should be stated now that what we saw in Mississippi and Tennessee convinced us that dairy farming is practical in Texas. This was a consensus of opinion of our party which consisted of County Agents, Bankers and Dairymen, and we are to this conclusion. Dairymen and bankers conferring with bankers in men in towns which are reaping benefits from these numerous established dairy farms in what until recently, an exclusive one cotton section of the state.

Volume of Business
Mississippi is now producing \$18,000,000 worth of dairy products. In 1922 the total dairy business was only \$10,000,000 and in 1912 there was no dairy business. There are now twelve cheese factories, four can denseries and twenty seven creameries in the state. Tennessee is doing about \$40,000,000 worth of dairy business per year.

The five towns we visited in Mississippi were paying out nearly \$4,000,000 per annum for dairy products. Most of these towns have 1200 to 1500 dairymen in their trade territory who are regular patrons of the local milk plants. At Starkville, Miss., the Board of Condensery has 1150 patrons.

The Year Starts

We are going to astonish you to start the New Year—Look over the following and bring a bucket along to take home the money we will save you on merchandise you need today—

MEN'S OVERCOATS

- \$17.50 Overcoats, close out **\$10.75**
- \$25.00 values, to close out **\$15.95**
- \$27.50 values, to close out **\$17.75**
- \$38.75 values, to close out **\$24.75**

BOYS' OVERCOATS

- \$17.50 values, to close out **\$10.75**
- \$11.00 values, to close out **\$6.95**

- \$9.00 Wool Blankets, close out **\$5.75**
- 70x80 Part wool Blankets **\$4.40**
- 66x80 Part Wool Blankets **\$3.45**
- \$5.00 Fancy Robe Blankets **\$3.95**
- Boys' \$3.50 Moleskin Coats **\$2.60**
- Men's \$5.00 Moleskin Coats **\$3.95**
- Men's \$6.00 Moleskin Coats **\$4.40**
- Men's \$11.00 Leather Coats **\$7.95**
- Men's \$15.00 Leather Coats **\$10.75**
- Men's \$13.50 Leather Coats **\$9.95**

Special Prices on Men's and Boys Clothing

- Boys' \$2.50 Wool Shirts **\$1.45**
- Men's Wool Shirts **\$1.75**
- Men's \$6.00 Wool Shirts **\$4.40**

BIG REDUCTION ON MEN'S AND BOYS' SWEATERS

Snap up these bargains if you need these warm goods, as they must leave our stock.

Baker Mercantile Co.

"The Store With The Goods"

PIGGLY WIGGLY

HELPS THOSE WHO HELP THEMSELVES

Saturday Specials

WITH EACH PURCHASE AMOUNTING TO \$2.50 (Not including Sugar Special) —

20 lbs. SUGAR **\$1.00**

26 BARS
P. & G. or C. W. SOAP **\$1.00**

12 oz. CAN
FRESH BRAINS **28c**

ANY KIND
SHORTENING, 8 lb. bucket ... **\$1.12**

10 lb. TABLE
SPUDS **15c**

POTTED MEATS, 6 for **25c**

VIENNA SAUSAGE, 3 for **25c**

JACOB'S JANUARY CLEARANCE SALE

NOW ON IN FULL FORCE

EVERY DEPARTMENT IN THE HOUSE PARTICIPATING IN BIG SAVINGS TO OUR CUSTOMERS. We cannot begin to enumerate the hundreds of bargains we are offering in desirable merchandise that spells QUALITY when it comes to JACOBS it must be satisfactory, or your money will be returned. Take advantage now. You will not be dissatisfied.

JACOB'S DEPARTMENT STORE PLAINVIEW, TEXAS

ISIS THEATRE

Program Week Commencing
Monday, January 13

Monday and Tuesday—
LON CHANEY

—IN—
"While the City Sleeps"
PARAMOUNT NEWS

Wednesday and Thursday—
NANCY CARROLL AND
RICHARD ARLEN

—IN—
"Manhattan Cocktail"
HARRY STONE'S INDOOR CIR-
CUS—45 MINUTE VAUDEVILLE
COMEDY—"WHILE GORILLAS

Friday—
ALICE WHITE
—IN—
"The Show Girl"
COMEDY—"THE GAME SAILOR"
PARAMOUNT NEWS

Saturday—
KEN MAYNARD
—IN—
"The Wagon Show"
TWO REEL COMEDY
PARAMOUNT NEWS

COUNTY BRIEFS

PRAIRIEVIEW

Jan. 7.—School took up again this morning, after a two week's vacation, with a good enrollment.
Mr. Ellrod and family, and Mr. Stewart Hoover and family moved from our community the past week. We regret very much to give these good people up, for they will be missed.
We are sorry to have to report a number of people ill with the flu this week.
After spending the holidays with homefolk, Miss Leola Hudgin, returned to Canyon the past week to resume her school studies.
There were very few out at Sunday school and church Sunday. Every one come out next Sunday and let's have a good attendance at Sunday school.
Mrs. Willie Sammann has been at the bedside of her sister, Mrs. Gallo-way, the past week, who is in the Plainview Sanitarium.
J. V. Gamble and Revis Wood visited Sunday afternoon with Claude Taylor.
Mr. and Mrs. Charlie Boedeker and son, Theodore, were shopping in Plainview Friday afternoon.
Miss Thelma Cross and Mr. Fred Crossland returned the past week from their vacation ready to start their school work again this week.
Mrs. Julia Kelly did not meet with the club girls the regular meeting

day, which was Tuesday, as she was off for the holidays. She will probably meet with them at a later date in this month.

IRICK

Jan. 7.—Last Tuesday was the day people promise themselves to do great things and remember them again a year from that day.
Mr. Jack Dollar, after a short business trip in Dimmitt, returned home Tuesday.
Mr. and Mrs. Jinks Lindsey and family of Hereford, visited in the home of her parents, Mr. and Mrs. J. F. Dollar, Tuesday night.
Mr. and Mrs. H. D. Ashby visited in the home of Mr. and Mrs. E. L. Carter, Wednesday afternoon.
We would be glad for every one who do not attend Sunday school to join us at 2:30 p. m. next Sunday.
Miss Edith Glass, who has been spending new year's holidays in Tulia returned home Sunday evening.
Mr. and Mrs. G. L. Blanton and daughter, of Dimmitt, were visiting friends here Tuesday and Wednesday.
Mr. and Mrs. Elton Cole and family of Tulia, were pleasant callers in the home of Mr. and Mrs. W. T. Glass Sunday evening.
Remember our Sunday school hour 2:30. Let us make a better Sunday school record for 1929 than we have in the past.
Rev. Carmack, our Methodist pastor, will preach for us next Sunday at 3:45. Don't fail to hear him.
Mr. Lewis Howell made a business trip to Floydada Monday.
Mr. and Mrs. Lawson Moreland and family, who have been visiting in Dallas for several days, returned home Friday night.
Several in our community have had slight cases of flu, but we are glad to say they are better at this writing.
Our boys' basket ball team played a series of games with A class teams last week. The boys were defeated by Hale Center Thursday night, and were also defeated by Olton Friday night 10 points, but the boys fought a little harder Saturday night with Post, the score being 15-20. All reported a good time, and feel like they are much benefitted by these practice games.

LUTHERAN NEWS

Jan. 8.—D. J. Kennedy and family spent Saturday and Sunday in the Snyder community visiting.
We are glad to report that the flu people are rapidly gaining again.
School is progressing nicely here now.
Robert Davenport and family have moved near Aiken to live this year.
Mrs. McCullough was a visitor in Plainview last week.
Mr. and Mrs. Arthur Heyermier are spending the holidays with his parents at Brenham.
Mr. Edd Heyermier is visiting in our midst.
Miss Ooley of Plainview was in our midst Monday.
Amos Ratjln returned to Happy, after a few days visit here.

AIKEN

Jan. 8.—Today has been very cold, the weather has been unusual good the past three weeks, so I don't suppose that we have any right to complain.
There is still a great deal of sickness in our community. Quite a num-

ber of the school children are absent from school.

Frankie Shugart visited Dorothy Jean Jones Sunday.
Mr. and Mrs. Mullings took Sunday dinner in the Owens home.
The play, "The Arrival of Kitty," which was given at the school house Friday night was well attended. This play was the best that has ever been given. We made nearly forty-five dollars.
We wish to thank the Lockney Orchestra for the splendid music which they rendered. We were very grateful to the Delco Light men for coming and demonstrating their lights to us the same night. We feel like the play would not have been enjoyed so much with out the aid of the

above named.
Quite a few changes are being made in our community. Some are moving out while others are moving in.
Next Sunday is conference day at the Baptist church. Every member is urged to come.
Prairie Chapel will give the play, "The Unfortunate Calamity," at Aiken school house Friday night, Jan. 18th. Admission 15c and 25c. The funds will be used for the needs of our school. Come see the play, enjoy yourself, and help our school.
Jewel Elam is absent this week suffering with flu.
Clay McReynolds is suffering with tonsillitis.
Mr. and Mrs. Jess Mullings took

Sunday dinner with Mr. and Mrs. Bill Mullings.

PROVIDENCE

Jan. 7.—School started last Wednesday, with a roll of ten, but Monday there were three more pupils started.
There were several from here attended the play at Aiken last Friday night.
Mr. Harold McLaughlin was the Sunday guest of Bill and Roy Bennett.
Mr. L. A. Williams and two sons from Wastella were here the past week visiting his sister, Mrs. O. L. Bennett.
Miss Viola Cassel of Whitfield was

the Sunday guest of Miss Nela White.
Mr. and Mrs. Veigel were in our midst Sunday.
Mr. Roy Golden was in Plainview on business Monday.
Miss Thelma Bennett is visiting her brother near Ina Dale, Texas.
Mr. McLaughlin has been sick the past week, but is improving.
Mrs. Clarence Powell and little daughter visited her mother, Mrs. Bennett, Friday.
The young folk of this community enjoyed a party in the Whitfield community last Wednesday night.

Announcing the 1929 Michelin Tire Store

MICHELIN the world's greatest tire for the money.
DID YOU KNOW THAT WE ARE SELLING TIRES CHEAPEST IN THE INDUSTRY.
We offer first quality tires only--no secondary line--MICHELIN best quality.
Note the following prices--then call and see for yourself.

HIGH PRESSURE	BALLOON SIZES
30 x 3 1/2 Standard \$6.35	29 x 4:40 Regular priced at . . . \$6.65
31 x 4 Clincher \$7.40	29 x 4:40 Heavy Duty priced at . \$7.70
(30 x 3 1/2 Oversize)	29 x 4:40 6-Ply Oversize at . . . \$9.75
31 x 4 Heavy-Duty \$9.15	30 x 4:50 Standard priced at . . . \$8.50
32 x 4 regular Straight side . \$11.00	30 x 4:50 Super-Tread \$10.75
33 x 4 regular Straight side . \$11.90	29 x 4:75 Standard priced at . . \$9.75
32 x 4 1/2 reg. Straight side . \$11.35	29 x 4:75 Heavy Duty priced at . \$11.80
30 x 5 Oversize priced at . . . \$19.75	31 x 4:95 Standard priced at . . \$11.65
30 x 5 Extra Heavy Duty Super. \$25.50	29 x 5:00 Standard priced at . . \$11.00
33 x 5 Oversize priced at . . . \$21.50	28 x 5:25 Standard priced at . . \$11.25
35 x 5 Oversize priced at . . . \$23.25	30 x 5:25 Standard priced at . . \$11.90
32 x 6 0. S. Heavy Duty at . . . \$32.50	31 x 5:25 6-Ply Heavy Duty at . \$14.50
	31 x 5:25 6-Ply H. Duty Super . \$17.50
	30 x 6:00 Standard priced at . . \$13.80
	30 x 6:00 Super priced at . . . \$19.10
	33 x 6:00 Standard priced at . . \$14.80
	33 x 6:00 6-Ply H. Duty \$17.35
	33 x 6:00 6-Ply H. Duty Super . \$20.50

HIGHEST MILEAGE RECORDS per Dollar
invested on QUALITY TIRES

Above prices are not to be confused with cheap or inferior grades.
All other sizes not listed above priced in proportion. MICHELIN heavy red inner tubes from 98¢ up according to size.

Bring all the price lists you have and compare prices with quality and our prices. The Associated Dealers Merchandising Plan brings this opportunity to you and we cheerfully pass it on with the New Year's Season Greetings.

All prices are cash and subject to change without notice.

Your very truly,

Waller Motor Company

DAIRYING PROVES SUCCESSFUL IN THE SOUTH

By M. B. Coates, Agricultural Agent, Fort Worth & Denver City Ry. Co.

(Continued from last week)
At the Starkville plant we found that 563 of those patrons were negroes, and we found that all of the milk plants had negro patrons; many of these negroes are tenants. All of them until recently had practiced a system of exclusive cotton farming and since this section of Mississippi has until recently been devoted almost exclusively to cotton it follows that practically all dairymen there are negroes. It is remarkable that in this old exclusive cotton section, have taken up dairying as one of their major farm enterprises and found it satisfactory and profitable. None of them went back to all cotton although most of them are still growing cotton.

Dairying Has Proven Profitable
As indicated by the volume of dairy business done and the general acceptance of dairying by everybody there, one would expect to find the dairymen making money. We found this to be true. The best evidence of this is the fact that the old time credit merchant has gone to a cash basis and is doing more cash business than he did on a credit basis. Bankers told us that bank deposits were increasing rapidly and that saving accounts had increased enormously, most of which were farmers saving accounts.

Further evidence that dairying is paying is the fact the number of patrons is constantly increasing at all these plants. Furthermore, new plants are being completed every few months.

We were thoroughly convinced that dairy farming is profitable in Mississippi to the farmer, the merchant, and the banker. We all agreed that Texas farmers, particularly those in north and northwest Texas could accept dairying as a part of their regular farm program with just as good if not better, results than have the farmers of Mississippi. We find no reason why Texas is not just as well adapted to dairy farming as is Mississippi and Tennessee has certainly proven that Southern farmers can make money from dairying just as well as can Northern farmers.

Co-operation
One thing that we remember most vividly about this trip is the wholehearted co-operation of all business men. Almost any merchant or bank clerk could tell how many thousand dollars per month was being paid out by each milk plant to his town, how many patrons each had, how many thousand pounds of milk was being received daily, etc.

Some of the towns employ a field man whose business it is to co-operate with the milk plant and the county agent in dairy development. When we asked one banker how many field men there were he replied that every business man in town was a field man for the co-operation. This appeared to be true in most of the towns we visited.

The banks generally have made a practice of loaning money on as many cows as the customer already owns. These loans have been highly satisfactory. None of the bankers had foreclosed on more than one or two such loans. Several of the bankers have gone into the dairy business on a 50-50 basis with their tenants. The banker furnishes the cows and pays for half the purchased feed and the tenant takes care of the cows, the milk checks are divided 50-50. This has proven profitable in every instance for both landlord and tenant.

Further co-operation was given in every town by the business men generally in taking a cow census and getting all necessary data for the prospective milk plant. And their work was backed up by financing the purchase of as many additional cows as was necessary to insure the required production to induce the milk plant to locate.

When the business men of North and Northwest Texas give their wholehearted support and co-operation to dairy development and take the initiative in loaning money to farmers generally to buy cows as have the bankers, business men and landlords of Mississippi, we will have rapid and general dairy development throughout this section of Texas. And such development and general adoption of dairying in this section will bring just as much prosperity to our towns as it has to the towns in Mississippi and just as much cash to our farmers as it has to the Mississippi farmers.

A study of conditions in Mississippi such as we made, will convince the banker, the farmer, and the merchant that dairying is profitable to all concerned in that state and furthermore such a study will convince one that the facts we got are applicable in Texas.

PLAINVIEW CREAM PLANT WILL OPEN IN MID-FEBRUARY
First Large Co-operative of Plains Is Constructed by Hale County Association's Members

Plainview, Jan. 5.—The Hale County Dairy Association's creamery at Plainview, now under construction, will open for business between February 15 and March 1, according to its manager, C. M. Anderson, who is now busy buying the machinery

for the new plant.

This creamery, the first large co-operative creamery in the Panhandle-Plains of Texas, is being built by the farmer-members of Hale county at a cost of approximately \$30,000. The creamery will be equipped to manufacture between a half million and a million pounds of butter annually.

The financing plan under which the creamery is being erected is unique in this part of the country. Each member of the Hale County Dairy Association paid in an amount equal to ten dollars for each cow he has giving milk. That is, he gave a note for that amount which was discounted at one of the local banks. With the proceeds the creamery has been built and the farmer-members will be able to retire notes from the proceeds of the cream sold to the plant.

The Hale County Dairy Association has functioned successfully for a number of years, marketing its cream to the various centralizers of the Southwest, obtaining a higher price than the regular market affords. Through their efforts, from an educational standpoint, dairy farming has been developed to a high point in Hale county.

Local business men gave the biggest part of the cost of the lots on which the creamery building, a brick structure, costing \$16,000.00, is being built.

Cupid Busy In Hale
Plainview, Jan. 5.—County Clerk Jo Wayland of Plainview had a brisk business in marriage licenses issued during 1928. Two hundred and fifty were issued. The business was especially brisk during December.

TECH ENROLLMENT IS 1,971 STUDENTS

Saturday Noon Finds Large Increase In Registration: One Hundred and Sixty-one New for Term

Lubbock, Jan. 6.—The enrollment in the Texas Technological College for the year up to noon Saturday was 1,971 students. Of these, 161 were not attending Tech during the first term of the year.

"The epidemic of flu is having some affect upon the enrollment," Paul W. Horn said yesterday. "There though not a great deal." President are a few students who write that they are detained in their home by flu, but will enter as soon as they are physically able. It is confidently expected that the enrollment will pass the 2,000 mark within the next week."

Mrs. E. G. Porter returned Saturday from a visit of more than a week with her sister, Mrs. J. W. Swepston of Tulsa.

RAPID GROWTH OF PLAINVIEW IS EVIDENCED

Building Permits for the Past Year Was Near Million and Half

Plainview, Jan. 6.—Building permits of \$1,478,298 taken out at the city inspector's office during the past year, postal receipts of \$70,769.08 and a total of 206 new residences built within the city limits during the year, are sure signs of the marked growth of Plainview.

These are not the only indications of growth and development. The increase in service of various public utilities units in the city also clearly show phenomenal advancement made during the year 1928.

In the latter part of 1927 an appropriation of \$20,000 was made by the city council out of a bond issue for the extension of sewers in the city. The program was begun shortly before the close of the year and continued actively until figures given out by R. P. Smyth, city engineer, showed that \$10,000 additional as well as the original budget had been spent for sewer extensions up to the first of this year.

This expenditure included payment for 20,483 feet of 6-inch sewer, 7,588 feet of 8-inch sewer, and 853 feet of storm sewer. The total cost was \$374,85. Plans are now in progress whereby every garage and wash rack will be serviced with a storm sewer.

Approximately three miles of water mains were laid by the city during the year. This included 15,000 feet of 2-inch main, 600 feet of 6-inch main, and 260 feet of 8-inch main.

One hundred and thirty-eight new telephone subscribers added to the local exchange of the Southwestern Bell Telephone Co. have brought the total of city stations up to 1,320. There were 1,182 stations at the close of 1927.

Gas connections practically doubled during 1928, according to the records of the West Texas Gas Co. From Jan. 1, 1928, to Jan. 1, 1929, the connections increased from 771 to 1,514, a gain of 743. There are approximately 250 commercial connections and the remainder are domestic.

Installation of light and power meters by the Texas Utilities Company during the year showed a net gain of 263. There are present 2,288 meters installed in Plainview.

Carl Stinebough, who had been in the Lubbock Sanitarium, following an accident, when he was shot in the face Christmas with a roman candle, has returned to his home in Lockney, and hopes are now entertained for him recovering from the accident and the sight in both eyes retained.



SPECIALS
Saturday and Monday

- Pink Salmon, Can each **16c**
- Sardines, large size each **13c**
- Crystal White Soap, 26 bars **90c**
- Compound, 8 pounds pail **\$1.00**
- Peaches, White Swan brand, No. 2 1/2 **22c**
- Tomatoes, No. 1 Wapco brand, 3 for **18c**
- Hominy, Van Camp's, No. 2 each **5c**
- Hominy Van Camp's No. 2 1-2 each **7c**
- Tomatoes, No. 2 1-2 Wapco **13c**
- Flour, 48 lb. Sack Shawnee's best **\$1.65**
- Baking Powder, 1 pound can each **24c**
- Chili, Walker brand, No. 2 can **19c**
- Walker's Chili, No. 1 can, each **10c**
- Syrup Brer Rabbit Gallon **85c**
- Syrup Brer Rabbit, one-half gallon **43c**
- Blackeyed Peas, No. 2 can each **8c**
- Red Beans No. 2 can each **8c**
- Pork and Beans No. 2 can each **8c**
- Folger's Coffee 2 1-2 pound can, each **\$1.35**
- Coffee M.J.B., 3 pound can **\$1.53**
- Macaroni 2 packages **15c**
- 10 pound can of Calumet **\$1.40**
- Brooms, our leader, a good one **40c**
- Brooms, clean sweep, just what you want **34c**
- Mops, you use them every day **34c**

Mr. Charlie Files with Waples-Platter Grocery Co., will hold a coffee demonstration at our store in Lockney Saturday. Be sure to come and try some of his coffee.

Hatchery Notice

Please bring your eggs in on Wednesday, January 23rd, we will set them for \$3.00 per hundred. We will also buy eggs from pure-bred flocks.

We shall endeavor to give you the best of service, from America's best Incubator, Yours very truly.

Smith's Hatchery

J. Pollard Smith Mgr.
P. O. Box 199

TO THE PUBLIC

CAR OF PRIMROSE FLOUR

A car of that good Gainesville Flour has just arrived—all the different size sacks—48 lbs., 24 lbs. and 12 lb. sacks.

Meal in 24 lb., 10 lb., and 5 lb., sacks

Also Shorts and Bran.

A fresh shipment of the famous
ALL GOLD AND 1869 COFFEE

The very best of meats in our market department. We butcher our own meats, and get the best at all times, as we buy our market products from our home farmers and butcher them ourselves.

RILEY & BREWSTER

THE LOCKNEY LONGHORN

Official Publication of Lockney Public Schools.

Lockney, Texas, Thursday, January 10th., 1929

Volume 1 No. 18

EDITORIAL STAFF

Editor—Frances Savage.
Associate Editor—Fay Royal.
Exchange Editor—Emory Huggins.
Literary Editor—Kline Nall.
Athletic Editor—D. V. Biggers.
Joke Editor—Carelton Cook.
Reporters—Mary Nell Meadors, Beatrice Nicholas, Elvie Cook, Margaret Collier, Rowena Ewing, Ralph Arceneaux, Vaud Teaver, Miss Newman for Primary Department, Miss Simpson for Grammar School.

Are you doing your part to prevent colds and flu? When an epidemic is sweeping the country, it becomes the duty of everyone of us to prevent the spread of that ill. Flu is among us, therefore let us all guard our own health. Be cautious in all sorts of weather, and avoid association with the afflicted ones. If a person has a cold or the flu, he should stay away from others to avoid spreading that which he is suffering from.

New Year Resolutions

The days of the new year are as pearls. They gleam with iridescent light ahead. As they pass one by one, they seem as pearls strung. When one has done the good he can, they still gleam beautifully. As pearls untouched by dirty hands, let us strive to keep our days thus. With the peacefulness of care and trust. That we may know with joy we have helped someone along the way. A brighter hope for the future, and a happiness for the present would be the completed results. —Luria Witte.

The Earning of My First Dollar

The way I earned my first dollar was very interesting to me because I had longed for money of my own. In the spring when the hands were all busy, Mr. Hilburn telephoned to our house to find out if I was working in the field. Mama told him that I was not, so he asked if I might come and run his plow for him that day. Being eager to work, I went at once to his field. I ran the plow for him the remainder of the day. When he told me that he would give me a dollar and a half, I was overjoyed, for I realized I was earning my first money. When I carried the money that he gave me for a portion of day's work, I was so proud I could scarcely wait to tell my mother about it. —Theme written by O. V. Wilson.

JOKES

True to Name

J. L.—They say that new girl's a Quaker.
Homer—Well, she sure knows her oats.

MUSIC REPORT

The following pupils have completed twelve sets of the major scales and are able to write all fifteen scales in fifteen minutes time: Mary Leda McAdams, Ethelene Wofford, Evon Griffith, and Patricia Patterson. There are now twenty-two girls in the chorus: Mary Williams, Mary Louise Woodworth, Elna Witte, Ersula Curb, Annie Curb, Dorine Norris, Opal Blount, Modell Brown, Flore Beall, Martella Graves, Elvora Nell, Clara De Voll, Frankie Dodson, Patricia Patterson, Billie Jean Biggers, Virginia Hohlaus, Estelle Hodel, Esther Mae Hodel, Leona Shelton, Leota Shelton, Agnes Cooper, and Mary Alice Baker.

PERSONALS

Juanita Dagley has been absent because of sickness the last two days. Maurine and Arline Watson were absent one day last week because of illness. Vaud Teaver was absent Monday. Floyd Still was absent Tuesday because of sickness. Leona Hartley was absent Monday and Tuesday. Ola Visage was absent Friday because of illness. Lydia Mann, H. B. Mann, Mrs. T. H. Stewart, Carl McAdams, David Hamilton, Virginia Collier, and J. D. Orr went to Quitaque Friday with the basket ball team. Elvie Cook came to school again Tuesday after several days absence. Melvin Walters was absent Monday. Letha Orr and Bertha Ragle went to Plainview Monday afternoon. Adolphus Grubbs was absent all last week because of illness in his home. Maruca King has been unable to return to school since the holidays. She is another flu victim. Opal Aahy was sick during Saturday and Sunday. Beatrice Nicholas spent several days last week in Prairie Chapel where she attended her brother, H. H. Nicholas, who was ill with flu. Tuesday morning the high school received the following new students: George, Callie Ann, and Dora Mae Henderson for the eighth grade; and Margaret Henderson for the tenth grade. Their sister, Kathryn Hen-

Longhorn Basketeers Play Quitaque Quintet

The Lockney Basket ball team motored to Quitaque last Friday afternoon, where they engaged the Quitaque Quintet in a two game series. The first game, played at four o'clock in the afternoon was won by Lockney with a score of 30-15. Phillips, the tall forward, led the Lockney offensive, scoring eighteen points. The starting line-up for Lockney was as follows: Forwards: Phillips, Spence; Center, Stowe, Guards, Biggers, Fowler.

The second game, which began at seven o'clock, Friday night, was won by Quitaque with a score of 18-10. This game was featured by the long shots of Hines, standing guard for Quitaque. Hines, shot four goals from the center of the field. Lockney played an extremely good defensive game as may be evidenced from the fact that all of Quitaque's goals were thrown from a distance of at least ten yards from the basket.

The starting line-up for Lockney was: Forwards, Phillips, Spence; Center, Stowe; Guards, Biggers, Fowler, Miller, Edwards, Walter and Wofford were substitutes for Lockney.

"Skidoo" Tea Given Thursday
The juniors entertained their mothers with a "Skidoo" Tea Thursday afternoon in the home economics room at the high school. The committee providing the entertainment included Misses Glenna Collins, Gertrude and Virginia Collier, Ethelene Wofford, Leona Wells, and Rowena Ewing.

The purpose of the tea was to present to the guests the financial plans of the juniors and to introduce Skidoo, the product which the juniors have for sale. Mrs. R. C. Haitcock, the junior sponsor, made a talk and demonstrated the uses of Skidoo. Following this the committee served tea and wafers.

Although sickness prevented many from attending the tea, the few women present spent a pleasant evening, and the results were very encouraging to the juniors.

"EXES" AND EXCHANGE

In looking over the records, we find many of the graduates of 1922 are still living in Lockney, while a few are living elsewhere. Cecil Cope is employed in the office of the Lockney Beacon at present. Morris Thompson is living in California.

Isham Goins is the county judge at Marietta, Oklahoma. Hula Coleman is teaching in the primary department of the Lockney Public School. Jozac Riley, who is now Mrs. Otis Harris, is living in Lubbock, Texas.

Maurice Ewing is a teacher in Rice Institute at Houston, Texas. Frankie Broyles is keeping books in the post office at Iraan, Texas. Irene Webster, who is now Mrs. Ernest Fowler, is living in Lockney. Olga Broyles resides in Oklahoma City, Oklahoma.

Gem Downs, who is now Mrs. Alan Chippendale, resides in Colorado. Mary Bell Green, who is now Mrs. Clyde Cummings, lives in this city at present.

Leonard "Doc" Brewster is now employed in the Higginbotham-Bartlett Lumber Company of Lockney. Sue Braswell, who is now Mrs. R. M. Champion, lives in O'Donnell, Texas.

David White is employed by Mr. H. G. Hines in Greeley Colo.

The Earning of My First Dollar

Fourteen years ago, I had the experience of earning my first dollar. Because my older brothers and sisters were earning money, I thought I could too. In the fall of 1914, father told us that we could pick cotton and make our Christmas money, as soon as we had finished his crop. Of course this made us work hard. When we were through, we picked cotton for one of our neighbors close by; however, cotton picking was a great deal cheaper than it is now. I got forty-five and fifty cents a hundred for picking cotton that year. It took me several days to earn my dollar, but at the end of two weeks my father paid us for what we had done, and I received several dollars. Father told us that we could have what money we had made. This was the way I earned my first dollar. —Theme written by Paul Derrick.

Have you tried that creamy cleanser, Skidoo? Skidoo will not harm the hands in any way.

Person enrolled in the second grade. These students came from the Blanco school.

Kline Nall, associate editor of the Longhorn, was carried to Plainview last week for an x-ray of his broken bones. The pictures show what surgeons term a "perfect set," and we are glad to report that Kline is doing nicely.

SKIDOO MYSTERY IS CLEARED AT LAST

The questions and curiosities concerning Skidoo have been answered and satisfied for many, but for the benefit of the public this explanation is published.

Skidoo is a cleansing paste of superior qualities. It is made of purest ingredients such as cocoanut oil, a high grade white cleansing powder, and glycerine. Besides being pure, Skidoo is more economical than other cleansers. When a powder is used, a greater amount than is necessary is applied and thus wasted; but Skidoo is in paste form and only a small amount is required for cleaning extreme conditions.

Another advantage Skidoo has over powders is that it is more pleasant to use. Powders are very easily inhaled when being sifted from the container, but there is no danger of such in the use of this paste. Being as pure as castile, it does not harm the hands.

Skidoo is supreme among cleansers for cleaning of kitchen ware, aluminum, enamel ware, glass ware, porcelain and woodwork. It is invaluable for cleaning sinks, bathtubs, all bathroom fixtures, and the enamel part of stoves. It may also be used to remove ink stains from delicate fabrics.

If you wish to have these statements verified, you are referred to the users of Skidoo in Lockney.

The junior class has received the right to distribute Skidoo in this city and vicinity, and will be able to supply your demand for this product. If you are now using Skidoo, will you please do the juniors the favor of advertising its splendid qualities? When you are ready for another purchase, notify any member of the junior class or Mrs. R. C. Haitcock and your order will be given prompt attention.

INTERMEDIATE DEPARTMENT

Seventh Grade

Several have been absent from room 7A this week. Allen Taylor was out all week to work. Rowan Ward was absent Tuesday. Dovie Williams and Lula Visage Friday, Wood Stevenson all week, and Mary Wofford a few days, all out on account of illness. Dezzie Norris was absent all week, being a visitor in Tulsa. Lillie Hise, who entered school here after the holidays, was absent Thursday and Friday.

Since the holidays some in this room haven't been able to get back to work. The other day Miss Simpson asked Madison why he was always playing with his history book.

Madison said, "Because you said the other day that every thing you saw is playing with would be taken away from us and I wanted you to take my history."

Room 7B has had several absent this week on account of illness; they are Willie Hill, Lucille Quisenberry, Lelan Fields, Mauretta Brotherton, and Ouida Townsend.

Mae Belle Lewis moved to Fort Worth during the holidays. She has attended school here all her life and we are sorry that she has left.

William Hise entered school in the 7B room Tuesday. He came from Haskell, Texas. We hope he will like his work here.

The seventh grade rooms have been making salt maps of Texas. There were five groups in each room with a captain for each. The captains in this room were Lela Comer, Kenneth Hohlaus, Carrie Lee Prickett, Weldon Dodson, and Evelyn McDonald. Every one enjoyed the work immensely. Kenneth Hohlaus, Buster Broyles, and Rachel Graves had the best map of Texas.

Our room teacher, Miss Simpson, spent Christmas at her home in Plainview.

Sixth Grade

Welcom Armstrong has withdrawn from school here and moved to Matador. We are sorry to lose him.

Among those who have been absent this week are Imogene Roberston, Henry Brotherton, Gordon Suits, Fred Beall, Austin Meriwether, Carl Stinebaugh, and Elna Witte.

Mid-term examinations will be given next week. We are eager to take them, hoping to make good grades.

Honor Roll for Room 5B

Lawrence Thompson A plus.
Kenneth Orman B.
Junior Busby A plus.
Willie Mae Donk A plus.
Glenna Whitfill A.
Mary Roselea Jackson A.
Emma Lois Huggins A.
Inez Baxter B.
Marvin Sams A minus.
Robert Jackson A plus.
Vada Shadix A minus.
Charley McDonald A minus.
Joe Brannan B.
Lenda Shadix A minus.
Vernon Holland A.
Walter Reves, A plus.
Gwen Wofford A minus.

We have had several pupils absent this week because of illness. They are: Zona Mae Grubbs, absent all week; Lee Kinney, Tuesday, Wednesday,

Seniors Now Selling Stationery to Studes

The selling of stationery has been adopted by the seniors as a method of raising funds needed for class activities. The stationery serves a two-fold purpose; besides supplying the demand for writing material, it helps to advertise Lockney High School.

Each box contains twenty-four sheets and twenty-four envelopes of excellent quality white paper. In the upper right hand corner of each sheet is an attractive emblem composed of the word Lockney and of the seal on the signet of the senior rings. All of this is worked into a unique design.

The cost of this stationery is one dollar per box and it is on sale at the high school library.

PRIMARY DEPARTMENT

First Grade A
The following pupils were absent from school last week on account of illness: Mary Taylor Ball, Johnnie Marie Simpson, Evelyn Stalcup, Rev. is Neil Harris, Eldon Hill, Bob Miller, W. L. Thomas, and Dan Williams.

These pupils were absent one day. Wayne Blount, L. D. Bennett, Fred Brannon, Leon Comer, and Mary Dean Carroll. We missed these boys and girls very much and we will be glad when they are all able to be back in school again.

Francine Branch withdrew from school Friday and moved to Tyler, Texas, where she will be in school.

Norman Hilburn withdrew before the holidays and is now going to school at Roseland.

Lauriel Doak will finish the school year in Plainview.

We are sorry to have these pupils move away. We hope they will like their new homes.

Room One B

Captain Milk is down in Buttercup Valley and we are building him a castle up in the mountains for soon he will want to come from the valley. In order to get to paint a brick we must follow the health rules. Our room has divided into two parts and half of our room is racing with the other half to see which one can get their side of the castle painted first.

Elmer Swaffard, Edith Gray, James Murrell, Jessie Hill, O'Neil Shurbet, and Eugene Royal, have returned to school after being sick last week.

Second Grade

Jack Harris, Harris Ball, Jr., Gordon Fore, B. J. Wofford, and Burlidine Persons returned to school this week after being ill for the past week. We were glad to see them and have them with us again. There are several out yet and we hope they are soon well and strong again.

Third Grade

The children have been very busy working with their picture show which is the story of "Little Red Riding Hood". They hope to have it finished by the end of the month.

Gold stars will be given to the pupils for every one hundred that they make in spelling this month. Those that get twenty gold stars will be rewarded with a "surprise package."

We are glad to have our "flu" patients back with us.

Fourth A

All pupils in fourth grade reported an enjoyable Christmas.

We have had many pupils on the sick list the last week. They were: Iwana Simpson, Anna Dell Whorton, Pauline Beall, Rayborn Spence, Muriel Trussell, Hollis Harris, and Doris Fields.

Eva Mae Woods has entered school again. We welcome her back. Sterling Hise has enrolled in the fourth grade. He came here from Haskell county.

Carl—Once I wrote an article on cow's milk for a paper.

Duane—Is that a fact?

Carl—Yes, and when it came into print it was condensed.

Cop—Say, there, young fellow!

Pull up to the curb. What's the grand idea of going seventy-five miles an hour in that new fiver?

Wayne Coleman—Honest injun, officer, was I really making seventy-five? Lead me to the judge; I want to be put on record.

Ask your neighbor about that 15c wonder box.

day, Thursday, and Friday; Junior Busby, Monday and Friday; Vivian Pittman, all week; Leon Dagley, four days; Essie Mae Hamilton, three days; Wilma Pearson, Wednesday; Gwen Wofford, Charlie McDonald, and Willard Lard, two days; Mary Roselea Jackson, Friday, and also Junior Busby and Vada Shadix the same day.

Lockney Girls Make Fine Showing in Basket Ball Game Played in Quitaque Friday Night

FOOT BALL BANQUET

We regret to announce that the football banquet has again been postponed. On account of the unusual amount of sickness in town and among members of both the football and pep squad, it was thought best not to have the banquet as planned. Since it has been postponed once, we have decided not to set another definite date yet. The pep squad will sponsor an entertainment for the Longhorn boys sometime in the spring.

SENIOR PRESIDENT TALKS THINGS OVER

Lockney, Texas, January 3, 1929.

Mr. D. V. Biggers, Lockney, Texas,

Dear Friend:

As the end of the first semester of the present school year draws to a close, I feel it my duty to give you some much needed fatherly advice.

I believe that you will agree with me that you have been very negligent about your written work in English. A man once said, "Better late than never," but there was a wiser man who said, "Never put off until tomorrow what you can do today." Why did you make a "D" in English last six weeks? Was it because you made low daily grades? No. Was it because you made a low examination grade? Not altogether. Then it must have been due to the fact that you failed to hand in your written work. I know you intend to get your work in, but Napoleon intended to conquer the world, but he failed to get his written work in.

Yours sincerely,
D. V. BIGGERS.

Home Economics II

The Home Economics II class is making a layette as a class problem. Blue is being used as a color scheme. Each girl in the class is to make two garments and when the layette is finished the class intends to put it on display down town. Each girl is to have one garment finished by mid-term. Caps, booties, jackets, blankets, and all necessary undergarments are being made. This problem is being used as a means of studying appropriate patterns, materials, laces, and decorative stitches for such garments.

Jim—What kind of watch have you got?

Floyd—A wonder watch.

Jim—Wonder watch! I never heard of that before.

Floyd—Yes, you see every time I look at it, I wonder what time it is.

The juniors will supply your Skidoo needs.

Why not quit worrying over those pots and pans. Let Skidoo dispel your worry.

At the Methodist Church

Subject next Sunday morning 11 o'clock, "Sunset Glimpses of a Christian Life."

At the evening hour, 7:30, Rev. M. M. Bell, Presiding Elder of the Plainview District, will preach and hold the 1st quarterly conference for Lockney Methodist church. Let's have a full house.

J. E. STEPHENS, Pastor.

When some nerve gets squeezed by slip of the spine
Vital energy's reduced along that nerve line.
Distress of the body will appear here and there.
Spinal adjustment gives the needed repair.
All that is needed is just the bare hands.
This the Chiropractor's trained to do. He understands.

DR. C. J. McCOLLUM
McCullum Building Locust Street

READY NOW— TO HELP "OPEN UP"
and Develop this rich
So th Plains Country with a
CONVENIENT
Freight and Passenger
SERVICE
Sleeping Cars to Wichita Falls, Fort Worth
and Dallas

SCHEDULE:
Lv. Lockney 8:28 p. m.
Ar Wichita Falls 2:45 a. m.
Ar. Fort Worth 6:35 a. m.
Ar. Dallas 8:10 a. m.

THE DENVER ROAD

LAIRIE CHAPEL

Jan. 9.—A large crowd attended church here Sunday. Bro. Barton preached Sunday morning.

A light shower fell last night, but it is clear again this morning.

Mr. and Mrs. Floyd Ewing, Mr. and Mrs. Sam Smith visited in the home of Mr. and Mrs. Bybee Sunday.

Several from this community went to see the play at Aiken Friday night.

Mr. and Mrs. Hooten and Mr. Nicholas visited in the home of Mr. and Mrs. Frances Carthel Sunday afternoon.

Mrs. J. C. Weathers gave a turkey dinner Sunday. Those present were, Bro. J. A. Weathers, and Ed Whitfill's family of Lockney.

Mr. and Mrs. Clarence Lovell of the Cedar Hill community spent Sunday with Mr. and Mrs. W. A. Lovell.

Mr. John Belt and family attended church here Sunday.

Mr. W. A. Carthel and family were Lockney visitors Saturday.

Mr. Boedeker and family visited in the home of Mr. and Mrs. Smith Sunday.

Mr. and Mrs. Frances Carthel visited in the home Mr. Frank Jones Tuesday night.

There is still lots of sickness in the community, but no real serious cases so far.

Mr. and Mrs. Joe Reeves of the Lone Star community visited in the home of Mr. and Mrs. G. E. Tannahill Sunday afternoon.

Aiken will bring her play, "The Arrival of Kitty," here Thursday night. Every one come and see a good play.

ROSELAND

Jan. 8.—A number of cases of flu have been reported in the community the past week, but no serious illness at present.

Mr. and Mrs. G. C. Hilburn have been at Floydada for several days at the bedside of his mother.

Mrs. Chas. Flack of Plainview visited her mother, Mrs. Sims, Tuesday.

Mrs. Barton spent the week-end in Lockney with her son, Arthur and family, who were sick with flu.

One of the Nix boys, grandson of Mr. and Mrs. W. A. Whitlock, who has been ill at their home since Christmas, was carried to his home at Clovis, N. M., Monday.

Some moving has been taking place in the community since the first of January. But there will be only a few changes.

RAMSEY

Jan. 8.—Mr. and Mrs. Luther Rhine visited Mr. and Mrs. Edd Muncy last Sunday afternoon.

Edgar and Katherine Miller returned Sunday from Oklahoma City, where they spent the holidays with their grandmother.

Mr. W. E. Thornton and family have moved to the place vacated by Mr. and Mrs. Cates.

Miss Annie Landrum returned Monday from a visit with her brother and family at Friona, Texas.

Miss Mervette Meador attended a show at Floydada Monday night.

Mr. and Mrs. S. W. Potts have moved to the Frick community since Christmas.

Mrs. Gladys Cagle called on Miss Jessie Landrum Thursday afternoon.

Mrs. Judson Miller and Mrs. S. J. Livingston of Lockney were Floydada visitors last Monday.

Mrs. Moruca King has been ill with the flu the past week.

Mr. James Miller is on the sick list this week.

The young people enjoyed a party at the home of Mr. and Mrs. Earl Smalley last Friday night.

MUNCY

Jan. 7.—The gentle rain that is falling over this section will be appreciated by every one.

We are glad to know that all who have had the flu the past week or two, are convalescing, but there is still some illness from the epidemic.

School was dismissed for this week on account of a large per cent of the pupils and patrons suffering from bad colds and flu.

Mr. and Mrs. J. A. Smalley were in the W. G. Ferguson home Friday. The Ferguson family were all sick, but we are glad to report them better.

Mr. J. F. Biggs and W. M. Vandergriff and families have been seriously ill this past week, but we are glad to know they are improving.

A. B. Muncy had the misfortune to collide with another car, on a dark crossing in Floydada Friday. His car was overturned and both cars were greatly damaged, but none of the parties injured.

Mrs. Nell Southern and Mrs. Bob Muncy went to Lockney yesterday.

Mrs. Nurgas Richards has been seriously ill from a cold, the past few days.

School will begin again Monday, Jan. 13, if all recover from the epidemic.

We are sorry to learn that we have lost the Foster pupils from school, but are glad to know that the family moving in will add several pupils in their place, and we are glad to welcome them into the community.

LONE STAR

Jan. 7.—Mr. J. H. Phillips, who has been seriously ill for some time, is reported better.

They began work toward moving the Baptist church to Sterley on Friday.

Rev. Strong filled his regular appointment at the Methodist church Sunday.

Mr. and Mrs. E. W. Walls of Floydada visited Mr. and Mrs. T. J. Jarboe Sunday.

A baby boy was born to Mr. and Mrs. C. C. Riddle on Sunday morning.

On Friday Mr. Price Scott and a committee from Dougherty visited our school. They are planning to erect a new school building.

Mrs. G. B. Johnston and children, who have been ill with flu for several days, are improving.

Mr. and Mrs. Holt Bishop of Crosbyton, Texas, visited Mrs. Bishop's parents, Mr. and Mrs. H. M. Thomas, Sunday.

Mr. Walter Griffith and family visited Mr. Glen Griffith and family of Prairie Chapel Sunday.

Misses Dora and Wayland Marsalis of Quanah, Texas, are visiting Mr. E. J. Bragg and family.

Mrs. T. S. MaGehee was called to Abernathy Sunday by the illness of her mother.

Mrs. J. C. Moore of Electra, Texas, is at the bed side of her father, Mr. J. K. Phillips.

Rec Phillips and family of Sand Hill have also been at the bed side of his father.

CEDAR

Jan. 8.—Our community is still on the sick list at large with colds and flu, however, it is giving way in a small measure.

Mrs. H. C. Randolph is convalescing from a rather severe case of flu.

Miss Odessa Clendennen left last Tuesday for Canyon to enter school.

Mr. Roy Shields, who has been over near Lubbock for some time building a house and improving his place, returned last week for his wife and children.

There is quite a bit of moving going on in our midst this week. Mr. E. Durham moved to the Uncle Pete McDonald place down near the cap-

rock. Mr. Ferrier moved to the place just vacated by Mr. Kimberly, while Mr. Kimberly is moving to Floydada.

Mr. Massengale has moved to the Ben Dillard farm.

Miss Opal Higgins was operated on at the sanitarium at Lockney last Wednesday.

Mr. Webb Taylor and wife of Goodnight were visiting in this community last Sunday. On returning home they endeavored to cross the grade across the lake near Grandma Brown's and their car stuck in the mud and ice, they worked the remainder of the evening trying to get out, with M. H. Taylor and family, Monday morning by the use of a block and tackle the car was extricated from the mud. Mr. Taylor said he thought the road had been traveled, but we think he was rather busy admiring his new wife and failed to pay any attention to the road.

Misses Lottie Easley and Agnes Taylor went to Floydada last Saturday, having some dental work done.

ANTELOPE

Jan. 8.—Several cases of flu are reported in this community, but nothing serious yet.

N. E. Combs took sick at school today and had to be taken home.

Joe Smith spent the week-end here with his parents.

Mrs. R. S. Moore, Mrs. Bill Audry, and Miss Lora Bell White spent Sunday afternoon with Mrs. Ted Jones.

Mrs. W. B. Wisdom was a visitor in Mrs. P. H. Thomas' home last week.

Zelma Aston spent Friday night of last week with Sarah Frances Smith.

Mrs. Bob Hinsley was on the sick list last week.

Mr. Odie Hally of Spur was a visitor at Joe Bailey Sunday afternoon.

Warren Pool spent the week-end here with his parents, Mr. and Mrs. Will Pool.

Miss Cap Garner of Spur spent the week-end with her mother, Mrs. Grace Garner, of Dougherty.

Mr. Henry Thomas made a business trip to Wake Tuesday.

Mr. J. M. Aston is reported ill with the flu this week.

Mr. and Mrs. Gene Cantrell spent Monday night of this week with Mr. and Mrs. Willie Wisdom.

Mr. Palmer and Mr. Barker have gone to New Mexico on a business trip.

BAKER

Jan. 7.—Several are out of school at this writing on account of the flu. We hope they will get along all right and be back in school soon.

Raymond Colston spent Sunday with his cousin, Bill Colston.

Mr. Allen Peacock and family spent Sunday afternoon with Mr. and Mrs. W. H. Nelson.

Mrs. Cardinal visited with her mother, Mrs. W. B. Jones, Sunday.

Several families are leaving our community. Among those leaving are Tate Jones, Mr. Pollans, and Mr. Palvadore.

Several of the young people attended the party at Mr. Reidhimer's Saturday night.

Mr. and Mrs. Jeff Hart visited with Mr. Hart's parents Sunday.

STARKEY

Jan. 7.—There are many people on the ill list this week.

Last Friday evening the McCoy basket ball girls came and played ball the scores being 12-8 in favor of Starkey.

Mr. H. R. Burgett of Floydada spent the day visiting his son and family, J. H. Burgett.

Mr. C. H. Briggs and family returned last week to Dallas county to make their home.

The McCoy boys were winners in the boys' basket ball game Friday afternoon.

L. H. Dunn and family are moving four miles South of Floydada.

Miss Thaker spent the week-end with her parents, Mr. and Mrs. C. H. Thacker.

Sam Reasonover, son of Mr. and Mrs. J. T. Reasonover, is home on a few days vacation. He is employed with a railroad company.

The work on the new road is progressing rapidly, both the cut and the fill in.

GOODNIGHT

Jan. 8.—Jack Lackey of Lockney visited in the R. C. Cogdill home Sunday.

Mr. and Mrs. Webster Taylor visited Mr. Randolph of Floydada, Sunday.

Mr. and Mrs. Clyde Payne and family of Quitaque were guests in the Cecil Payne home, Sunday.

The C. I. Keisling family spent the week-end in Lubbock.

Mr. F. M. Ramsey and family attended church and Sunday school in Quitaque Sunday.

Mr. and Mrs. Carey Cassidy visited her parents, Mr. and Mrs. A. B. Smith Saturday.

The E. A. Kent family were Quitaque visitors Saturday.

IN THE CONGRESSIONAL NURSERY



dada Saturday. Miss Lola Davis of Quitaque spent the week-end with homefolk.

Mrs. Gus Smith has been sick for several days, but is some better at this writing.

Mr. Fenny Purcell was a Plainview visitor Saturday.

Miss Isa bell Kelly is home now for a rest. She has been working in the E. G. Rice dry goods store.

Mr. C. I. Keisling went to Floydada Saturday.

Mr. and Mrs. Leonard Merrell attended the funeral of Lee Pierce's baby at Sunset Sunday.

Miss Sallie Baker spent the night with Miss Nellie Rhodes Monday night.

Artie Mae Baker is sick with the flu this week.

Mr. Gus Smith was a Quitaque visitor Saturday.

J. L. Edwards and family visited M. M. Edwards and family Sunday.

Mr. Bob White and son, O. C., made a business trip to Floydada Monday.

On this account several reservations have already been made for the next trip which is scheduled to start Jan. 15. A new bus has been secured from the West Texas Coaches of Fort Worth, which has a capacity of twenty-nine passengers.

Only twenty-five or twenty-six passengers will be taken on each trip, however, according to B. M. Whiteaker, who is arranging the trip.

Special rates have been promised by the motor company and the round trip can be made for less than \$50.00 bus fare. Other necessities, such as rooms and meals for the entire trip will bring the expenses for the two weeks or longer to about \$95.00.

On the first trip Scurry County sent the most representatives, there being five from Snyder. So far Haskell county leads with the largest number for this trip.

Information about the trip will be freely given from the Stamford office.

"TEX" RICKARD DIES AT MIAMI, FLORIDA. Miami Beach, Fla., Jan. 6.—Death claimed today George L. (Tex) Rickard, New York sports promoter.

He succumbed in a hospital here at 8:37 o'clock this morning to complications which set in after an operation for the removal of his appendix New Year's night.

Mrs. Rickard, Jack Dempsey, Mr. and Mrs. Walter Field of New York, Dr. E. H. Adkins and two nurses were at the bedside when the maker of champions passed away.

track and to arrange for a heavy-weight match between Young Stripling and Jack Sharkey.

Stricken at Home. He was stricken Tuesday at his home, but was not removed to a hospital until that night, when physicians diagnosed his illness as acute appendicitis. An immediate operation was performed.

Rickard showed improvement and was pronounced on the road to recovery until Friday night, when he suffered a relapse and peritonitis infection developed. The promoter fought against the inroads of the disease and yesterday told Jack Dempsey, his friend: "Jack, I've got this licked."

Throughout the day his condition was considered grave and his strength, physicians said, was being sapped, but at midnight last night Dr. Adkins announced the promoter's resistance better and left the hospital.

At six thirty this morning Rickard suddenly lapsed into unconsciousness, from which he never recovered.

What's Doing in West Texas

Jan. 4.—Part of the Cap Rock Jersey Farm at Crosbyton is being cut up into blocks for rent and for sale. Each residence has five acres of fertile land surrounding it. This fills a need for new homes that has been growing in Crosbyton.

Under the joint auspices of the Brady Chamber of Commerce, and the Brady Water and Light Board eleven prizes were given for the best lighting effects used on local houses during the holidays. First Prize was \$40.00.

The paving of seven blocks in the business district of Muleshoe will occupy the people of that progressive town during 1929. The problem of drainage which has been a handicap is being studied by an expert engineer.

Bailyboro's new school building is going up as rapidly as material can be obtained. It will contain four class rooms and an auditorium and be modern in every respect.

Calahan county farmers and ranchmen are making efforts to rid the county of wolves. One cent per acre is paid by the farmers, and this money used to buy dead wolves. The price paid is \$7.50 for females, \$5.00 for males, and \$2.50 for pups.

Pyote's new \$100,000 school will be occupied in full by the second week in January. Previously it has been occupied in part while work continued on parts of it. Two years ago Pyote's scholastics could have been housed in one room, so the growth is remarkable.

Estelline High School is to have a new athletic stadium to be built from contributions donated by business men. The stadium is to be built of wood and will be 84 by 90 feet wide. The ceiling will be twenty feet in the clear which will give plenty of room for basket ball games.

Stamford — (WTCC) The West Texas Chamber of Commerce will start the new year's work by promoting another agricultural motorcade to California, to study the methods of farming, poultry raising, and dairying in the Sunshine State.

The first trip of this kind sponsored by the Agricultural Department of the regional organization was held in September and was very successful. Most of the advertising of the trips has been word of mouth publicity given out by the twenty-five Texans who made the initial journey.

On this account several reservations have already been made for the next trip which is scheduled to start Jan. 15. A new bus has been secured from the West Texas Coaches of Fort Worth, which has a capacity of twenty-nine passengers.

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Pennant Service Station No. 1 NOW OPEN

We handle Buckskin Tires and Tubes and good line of accessories.

We do car washing, greasing and fix flats.

Drive in and Gas with us WAYNE WATTS, Prop

Stop That Cold NOW



Slight colds are not, generally, dangerous in themselves but most often are signals of more serious illness not to be lightly regarded.

We have many highly endorsed cures, cold tablets and cough medicines that will stop that cold now and avert further illness.

STEWART DRUG COMPANY

Beautiful Homes Baby Chicks Thrifty Farms

15 varieties \$11.00 to \$13.00 Hundred delivered. State accredited and Standardized Quality chicks. All kinds of plants for West Texas \$1.00 thousand up. 500 varieties garden field and flower seeds.

Poultry supplies of anything you want for garden, orchard, lawn, field, poultry and stock.

WE HAVE IT OF QUALITY AT RIGHT PRICES.

C. E. WHITE SEED COMPANY PLAINVIEW, TEXAS

CHARTER NO. 9126 RESERVE DISTRICT NO. 11

REPORT OF CONDITION OF THE FIRST NATIONAL BANK

of Lockney in the State of Texas at the close of business on December 31 1928

Table with columns for RESOURCES and LIABILITIES, listing various assets and liabilities with their corresponding dollar amounts.

State of TEXAS, County of Floyd, ss: I, Burton Thornton, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

Subscribed and sworn to before me this 9th day of January, 1929, Katie Pittman Price, Notary Public. CORRECT—ATTEST: Artie Baker, Dorsey Baker, R. E. Patterson, Directors.



LETTER FROM MARY BAKER
Room 716, St. Mary's Hospital,
Rochester, Minn.
January 4, 1929.

My dear friends—

Seventeen weeks ago yesterday I hurriedly told mother, Meda, and Trentie goodbye in the store, stopped at the corner of the First National for another glimpse of home and fairly flew to the waiting stage which was to begin what has become the most eventful trip of my life—and led me to St. Mary's Hospital on Saturday afternoon, Sept. 22.

For fifteen weeks these four walls have been my "world." After mother left, with the exception of the fine doctors who call each morning, and my nurses, the only other "inhabitants" were occasional visitors. I have heard a telephone ring and seen airplanes from my window. The only other contact I've had 'th the world outside is the Western Union boy and the Florist man. But as paradoxical as it may sound I've been far from isolated. Three times a day Uncle Sam brings me letters, cards, and packages from you wonderful friends who have been interested in me, and kind enough to break the monotony of long days by cheery messages, friendly good wishes, and encouraging words. Your books, papers, and magazines are within reach, your flowers have made my room more like a flower garden than a hospital room, and your pictures and various assortments of gifts are constant reminders of some one's remembering. Every day has brought a reminder of some one's kindness. While I could never adequately express my appreciation for your many kindnesses, and all that you have done to make my stay pleasant and myself happy, I do thank you.

—Soon Norton is coming to carry me home to mother, and when I leave St. Mary's I shall carry with me gratitude and thankfulness to mother and my family who made my stay possible, to Dr. Henderson whose skill seems almost uncanny, and to the many friends who have added so much happiness to my stay.

Till then, au revoir—
Cordially,
Mary Baker.

**ED BISHOP HAS EMPLOYED
NEW ASSISTANT SECRETARY**

Ed Bishop, secretary of the Chamber of Commerce will have an assistant despite the fact the board of directors have refused his request for a helper time and time again. It is hoped that the board will approve despite the fact that Ed has been rather persistent and secured this new helper without their advice or permission. The announcement of this action came in the form of a telegram and it read like this: "Miss Berlye Williams, daughter of Mr. and Mrs. Harrison Williams and Edd Bishop married at Matador this morning at the Baptist parsonage, Rev. Keller officiating. Reason, Chamber of Commerce refused to employ assistant secretary."

Miss Williams is the charming daughter of Mr. and Mrs. Harrison Williams of Matador. She was reared in Matador and is a teacher in the public schools of that city.

Edd is the son of Mrs. Jennie Bishop of this city and was reared here. He has been secretary of the local Chamber of Commerce during the past three years. After the wedding Mr. and Mrs. Bishop left for a trip to Fort Worth and Dallas and are expected to return to Floydada Monday.—Hesperian.

Maurice Ewing Married

Mr. Maurice Ewing, son of Mr. and Mrs. F. F. Ewing of Lockney, was married on Oct. 31st, 1928, to Miss A. Arillo Grace Hildenbrand, in Houston, Texas, announcement being made during the Christmas holidays, the contracting parties having kept the marriage a secret. The following announcement appeared in a Houston paper of recent date: "Mr. and Mrs. Harry Hildenbrand announce the marriage of their daughter, Avarillo Grace, to Mr. William Maurice Ewing, on Oct. 31st, 1928."

Maurice Ewing is well known in Lockney, the family having lived here for many years, he has been a student in Rice Institute in Houston for the past seven years, and will get his Ph.D. degree at the close of this year's term. Mrs. Ewing is also a graduate of Rice Institute having received a B. A. degree in that institution.

The many friends of Maurice in

Lockney wish them a happy and prosperous life.

**CHAMBER OF COMMERCE
OFFICERS TO MEET**

Lubbock, Texas, Jan. 8.—Chamber of commerce presidents, directors, and secretaries from the South Plains section will gather in Lubbock Tuesday, Jan. 15, for the semi annual meeting of the South Plains Commercial Executive's Association when a number of subjects of vital interest to every South Plains town will be discussed.

Efforts are being put forth by all discussed by authorities. Chamber of Commerce secretaries to get a good number, if not all of their directors to attend along with the president. Word has been received from W. M. Wilson, secretary of the Lamesa Chamber of Commerce that the entire number of directors of that organization will be on hand.

Airports, City Planning, Fair Exhibits, Community Building, and Chamber of Commerce work will be discussed.

The program starts at 9:30 a. m. luncheon at noon and the meeting Lubbock Chamber of Commerce at a. The visitors will be guests of the will adjourn at 5:00 p. m.

The annual election of officers of the organization will be held during the business session in the afternoon. A general discussion of each subject will follow each address, with the exception of the address at the noon luncheon.

The subjects and the speakers follow:

Morning: "Airports," A. P. Barrett, president, and Silliman Evans, manager and vice president, Texas Airport Transportation Company, Ft. Worth. "How to Get Members to Work," Jack H. Hott, manager, Association of Commerce, Fort Worth.

Noon: (Luncheon) "Building Your Community," H. W. Stanley, Chamber of Commerce, El Paso, Texas.

Afternoon: "City Planning," E. A. Wood, City Planning Expert, Dallas. "Fair Exhibits," discussion led by A. B. Davis, Lubbock.

Each of the subjects hold a wealth of interest among the presidents, directors, and other members of the chambers of commerce on the South Plains, as well as to the secretaries and for this reason, an extra effort is being made to bring a big percent of the directors and other members of the chambers of commerce to the meeting.

**CLARENDON COLLEGE
WILL GIVE RADIO PROGRAM**

The second semester will begin at the Clarendon Junior College on January 14th. Although the college is a junior institution, it has senior college equipment and a splendid enrollment.

The basket ball squad has started intensive training and will make its first extensive tour among the colleges of New Mexico during the latter part of January.

The Alpha Delta Psi Literary Society will give a radio program over station K. G. R. S. Amarillo Sunday afternoon, January 15th. They will be on the air from 5:00 to 6:00 p. m. More than ninety calls and letters were received by the president of the society during their last radio program. Novelty music, readings, and solos, both instrumental and vocal, will constitute the entertainment. Cut in on these programs if you want to enjoy the afternoon.

**MARRIAGE LICENSES ISSUED
SINCE DECEMBER FIRST 1928**

The following marriage licenses were issued from the office of Tom W. Deen, county clerk, since the first day of December.

R. F. Lloyd and Miss Florence Morris, December 1st.

Arthur F. Sledge and Miss Edna Collins, December 8th.

J. B. Clements and Miss Vera Tarleton, December 9th.

Thomas Hilburn Casey and Miss Doris Carrie Callahan, December 14.

Grafton Waddill and Miss Nona Shearer, December 14th.

Barney Hill and Miss Mary Sue Tidmore, December 15th.

Hershel C. Stanley and Miss Flora Belle Spence, December 15th.

C. H. Tisdell and Miss Ethel Stagner, December 21st.

A. L. Jackson and Miss Mary Grace Amburn, December 21st.

Ford Johnson and Miss Irene True, December 22nd.

Lee Parker and Miss Annie Shep-

pard, December 22nd.

Albert Riebe and Miss Angelina Vasek, December 24th.

L. L. Bullock and Miss Mary Lou Cardwell, December 24th.

R. C. Yarbrough and Mrs. Essie Blankenship, December 24th.

W. D. Colson and Miss Grace Marie Sutton, December 24th.

Richard Ballard and Gladys Gertrude Sparks, December 24th.

J. H. Dehart and Miss Elsie Lee Stewart, December 24th.

B. W. Hickman and Miss Mabel Duvall, December 26th.

A. P. Hodges and Miss B. E. Stewart, December 26th.

C. E. Simpson and Miss Mildred Snodgrass, December 29th.

Terry F. Worley and Miss Opal Richardson, December 30th.

Boyd Vick and Miss Kathleen Reagan, December 21st.

Eddie D. Bishop and Miss Beryl Williams, January 2nd.

J. O. Howard and Miss Gladys Bonner, January 3rd.

H. W. Young and Miss Vera Carzine, January 4th.

Ed Holmes and Miss Alma Naomi Smith, January 5th.

Baptist Church

We are having this week a B. Y. P. U. Training School with Miss Grace Conn of the State B. Y. P. U. Department leading and teaching by actual demonstration to seniors and adults plans and methods of having the Training service. Mrs. E. Ray Smith and Miss Erna Lee Crawford, both of Floydada, come up each evening and teach Intermediate and Junior Methods to the intermediate and junior ages. Twenty-seven enrolled the first evening and in spite of much sickness in town and country the attendance grew through the week. The last lesson will be Friday evening at 7:15. By that time we hope to discover the necessary workers to put on the General Organization of B. Y. P. U. and at 6:15 Sunday evening have a graded B. Y. P. U. for all ages starting off with pep and purpose. As we profit by this help we become able to carry on our work better and have a place for all ages in the training service.

The pastor will give two more Pictures of the Christ Sunday, at 11 The Serving Christ, at 7:15 The Indignant Christ.

E. D. MORGAN, Pastor.

**SILVERTON BOY MAY
DIE FROM INJURIES**

Tommie King in Serious Condition At Sanitarium; Intestines Severed In Fall Through Window

Plainview, January 8th — Grave doubts are expressed for the recovery of Tommie King 12 year old son of Mrs. Ruth King, who was seriously injured at Silvertown last night. Tommie is at the Plainview sanitarium suffering from serious abdominal injuries sustained when he fell through a plate glass window last night at Silvertown about 9 o'clock.

The boy was riding a bicycle when he collided with a pedestrian. In the resulting fall he was thrown into the window and cut across the abdomen by the jagged edges of the broken glass. Drs. E. J. Nichols and J. L. Guest were called from Plainview to attend the youth and found holes in

the intestines, section of which it was necessary to remove.

He was brought to Plainview at two o'clock this afternoon accompanied by his mother, and a blood transfusion was immediately performed in an effort to save his life. His condition is very serious, attending physicians state.

Prof. W. D. Biggers and family have returned from a visit at McLean, Texas. They were all down with an attack of the flu, while spending the holidays with relatives at McLean.

Official statement of the financial condition of the—

Security State Bank

at Lockney, State of Texas, at the close of business on the 31st day of December, 1928 published in the Lockney Beacon, a newspaper printed and published at Lockney, State of Texas on the 10th day of January 1929.

RESOURCES

Loans and discounts, undoubtedly good on personal or collateral property	\$119,227.75
Loans secured by real estate worth at least twice the amount loaned thereon	10,000.00
Overdrafts, undoubtedly good	1,603.54
Real estate (Banking House)	10,000.00
Furniture and fixtures	4,000.00
Cash on hand	7,285.45
Due from approved reserve agents	97,212.58
Acceptances and Bills of Exchange, undoubtedly good	103,801.68
TOTAL	\$344,131.00

LIABILITIES

Capital Stock	25,000.00
Other surplus fund	4,000.00
Undivided profits net	2,500.00
Dividends unpaid	2,500.00
Individual Deposits subject to check	266,869.58
Time Certificates of Deposit	15,146.75
Cashier's Checks Outstanding	5,772.22
Other Liabilities (Bank Clearings)	22,342.45
TOTAL	\$344,131.00

STATE OF TEXAS
County of Floyd.

We Carl McAdams, as president, and Gip Hudson as assistant cashier of said bank, each of us do solemnly swear that the above statement is true to the best of our knowledge and belief.

Carl McAdams, President
Gip Hudson, Asst. Cashier
Subscribed and sworn to before me this 7th day of January, A. D. 1929.

A. J. White, Notary Public, Floyd County, Texas.
CORRECT—ATTEST:
Geo. T. Meriwether, A. C. Wimberly, J. C. Broyles, Directors.

TAX COLLECTOR'S NOTICE

I will be in Lockney with my force on Monday, January 21st, with the rolls for the state and county taxes on all real and personal property, and will spend the entire day at the Security State Bank, for the purpose of giving the people of Lockney and

the north part of the county an opportunity to pay their taxes, without having to make a trip to the county seat. All those who have not paid their taxes are asked to arrange to pay them at this time, if convenient.

I will not collect registration fees on motor vehicles at Lockney on the above date as there has been no time extension, and all cars were supposed to have been registered on January 1st. If you have not registered your car, it would be best for you to obtain your license numbers before using same on the roads, as state officers have arrested many car owners in nearby counties for not having 1929 registration numbers on their cars.

Remember the date: at the Security State Bank in Lockney, Monday January 21st, all day.
P. G. STEGALL, Tax Collector, Floyd county

A delegation of Plainview Rotarians were in Lockney today, getting members to organize a Rotary Club in this city. A organization meeting will be held one day next week, at which time the Lockney club will ask for a charter. This will be the first club of this kind to be organized in Lockney. Nineteen charter members were secured.

**Better Than Whiskey For
Flu and Colds**
I Mean Chiropractor Adjustments
Dr. S. T. Cooper, D. C.
Phc.
(Chiropractor)

3 WAY PROFITS FROM AN AVERAGE FARM DAIRY

WHAT 11 AVERAGE FARM COWS DID IN A YEAR

1 They Paid Cash for Crops and Labor
2 The Net Profits From Butter-fat for these items
3 They Produced Valuable By-products

They Paid Market Prices for feed grown on farm
Paid all overhead costs
Paid 20¢ an hour for labor

They Produced Valuable By-products

DAIRY COWS PAY SEVERAL PROFITS

Provide Market for Crops, Labor, Furnish Skimmilk for Hogs, Poultry.

An average herd of 11 dairy cows maintained a butterfat producer returns profits to its owner from several directions, according to the Blue Valley Creamery Institute, after analyzing a year's data covering the expenses and sales on 23 Pine county Minnesota farms as kept by the Minnesota College of Agriculture. The 23 farms maintained a dairy herd averaging 11 cows as the chief source of farm income. The dairy herd provided a market

for home-grown crops and the farmer's labor. After the herd had paid market prices for the feed grown on the farm (also all overhead costs, such as barn costs, equipment and interest) and also paid 20 cents an hour for every hour of labor required to care for the cows, there was enough net profit made from the herd to:

1. Pay for all hired labor.
2. Pay the yearly mortgages and notes.
3. Pay insurance premiums.
4. Pay fuel bills.
5. Buy all reading matter.
6. Pay for amusements.

Nor is that all. The average dairy herd on these farms, in addition to providing the family table with all the choice dairy products the farm family can consume, reproduced itself in a yearly crop of calves, provided 78 tons of fertilizer for the fields and 23 tons of skimmilk for use in growing calves and growing and fattening hogs and poultry.

Let the Waves Roll On

INTEGRITY IN GOVERNMENTAL MANAGEMENT

PROSPERITY WITH ROOPEL

PROSPERITY WITH COOLIDGE

GET THE WAVES

**A FRIEND MAKER
A TIME AND MONEY SAVER**

Advertising plays no favorites—it makes friends of you and for you. Those who watch the ads know this. Those who persistently use the ads know this.

Ads tell you what is in fashion, what is most healthful, what will bring comfort, save time, what will please the palate at less cost and be more healthful.

Advertising is, unconsciously to you perhaps, your steadfast friend. It has established an area of good feeling between you and the stores, the manufacturer and their products.

Advertising is a real friend maker.

It pays to use and read the ads.



The Plainsman

Shortest Line—Quickest Time

Through, all steel train with Pullman service between Floydada and Oklahoma City making direct connections at Oklahoma City with Fast Pullman trains to St. Louis, Kansas City and Chicago.

Schedules

East Bound	West Bound
6:00 P. M. Lv. Floydada	Ar. 12:40 P. M.
10:00 P. M. Ar. Quanah (B)	Ar. 7:45 A. M.
10:10 P. M. Lv. Quanah	Lv. 8:30 A. M.
6:50 A. M. Ar. Oklahoma City	Lv. 11:20 P. M.
8:20 A. M. Lv. Oklahoma City	Ar. 6:20 P. M.
11:30 P. M. Ar. Saint Louis	Lv. 10:45 P. M.
7:30 P. M. Ar. Kansas City	Lv. 11:00 A. M.
7:45 A. M. Ar. Chicago	Lv. 11:30 P. M.

(B) Breakfast Station



QUANAH ACME & PACIFIC RAILWAY CO.

FOR FURTHER INFORMATION CALL OR WRITE

T. K. HAWKINS
General Passenger Agent
Quanah Texas

CONDENSED STATEMENT OF THE CONDITION OF

The First National Bank

LOCKNEY, TEXAS

At the Close of Business, December 31st., 1928

Resources

Loans and Discounts	\$164,618.33
Overdrafts	2,145.18
United States Bonds	10,000.00
Banking House, Furniture and Fixtures	19,500.00
Other Real Estate	9,850.00
Stock in Federal Reserve Bank	1,500.00
Cotton, Bills of Exchange	\$3,476.21
Cash and Exchange	1,141.98
Total Cash Available	74,618.19
TOTAL	\$282,231.70

Liabilities

Capital Stock	\$25,000.00
Surplus and Undivided Profits	5,584.65
Deposits	251,647.05
TOTAL	\$282,231.70

The above statement is correct
M. R. SNYDER, Cashier

OFFICERS:

ARTIE BAKER, President
DORSEY BAKER, Vice-Pres.
M. R. SNYDER, Cashier
Mrs. Katie Pittman Price, Ass't. Cashier.

DIRECTORS:

S. L. RUSHING, Chairman of Board.
FRANCE BAKER
P. M. SMITHERMAN
ARTIE BAKER
E. G. FOSTER
DORSEY BAKER

PRAIRIE CHAPEL

Jan. 9.—A large church here. Thomas and family have preached here from Kingling, Okla., where they spent the Christmas holidays visiting her parents.
Mr. Roy Caplinger and family spent Sunday with Mr. Burkhead and family.
Miss Marguerite Aston had three fingers badly bruised Sunday in a car door.
Miss Reta Maples of Spur visited with Miss Cap Garner of Dougherty last week.
Mr. Reed of the City National Bank of Spur, was a visitor in Dougherty Sunday afternoon.
Mr. Frank Sudith of Roaring Springs visited relatives and friends here Christmas week.
Mr. Odis Halley and Mr. Brogue Puckett of Spur, were visiting in Joe Bailey Sunday afternoon.
Mr. Joe Smith and family of Hamlin, Texas, visited relatives here Christmas.

PRAIRIE CHAPEL

Jan. 2.—The weather has been unusually pretty for the past two weeks, but it looks like we might have some rain or snow before many more days.
Our school opened again Monday morning, after being dismissed for a week for the holidays.
There seems to be lots of sickness in our community. Most everyone is trying to have the flu.
Mr. J. C. Weathers and family spent Christmas in Acme and Quanah visiting Mrs. Weathers' parents, Mr. and Mrs. Thompson.
Mr. Teaff was called to the bed side of his uncle, last Saturday, who lives in Idalou. He was seriously ill at the time of the message.
Mr. Nicholas spent Christmas with his mother and father at Seagraves.
Miss Mildred Walters, who is attending school at Canyon, spent the holidays here with homefolk.
The attendance in school has been rather small this week on account of so much sickness in the community.
Quite a number of the young people of this community were entertained at the home of Mr. and Mrs. Teaff Saturday night. Every one reported a good time.
Quite a few families of the community are moving away. We regret very much to lose them.
Mr. and Mrs. Richard Hooten had relatives visiting them during the holidays.
Miss T. B. Ballard of this community and Mr. Harold Graves were married last week. Their many friends wish them a happy and prosperous life.
Mrs. J. S. Harris and family took Christmas dinner at the home of Mr. and Mrs. W. A. Carthel.
Edwin Bodecker, who is attending school at W. T. S. T. C. spent the holidays here visiting his parents, Mr. and Mrs. T. H. Bodecker.
Miss Grace Teaff spent several days visiting her brother and sister-in-law in Carson City. They returned home with her for a brief stay visiting Mr. and Mrs. Teaff of this community.

HILLCREST

Jan. 7.—Attendance at our school is poorer than usual just now because of the cotton that is still in the fields and because of the sickness.
W. D. Rape and family of Center visited during Christmas with their daughter, Mrs. J. H. Norvell.
Mrs. L. H. Lewis is in bed with the flu just now.
J. O. Dudley and J. H. Norvell were business visitors in Lubbock Thursday and Friday. Mrs. Dudley accompanied them to Petersburg and visited there with relatives while the men were in Lubbock.
J. O. Dudley has been in bed with the flu over this week-end.
Mr. and Mrs. J. B. Burkhead and children have moved to Floydada. Mr. and Mrs. Speer formerly of Hill County, who have been living in Floydada for a month or more, have moved into the house vacated by Mr. Burkhead and family.
We were sorry to hear of the death of little Herbert Jones, a brother of one of our pupils, J. L. Jones, and a son of Mr. and Mrs. J. C. Jones. His death was due to diphtheria. We extend our sympathy to those whom he left.

HARMONY

Jan. 7.—Mr. and Mrs. Walter Hanna and Miss Ruth Johnston returned Saturday of last week from

holidays visiting relatives.

Raymond Williams returned to Lubbock last Monday, after having spent the Christmas holidays with his parents, Mr. and Mrs. L. A. Williams.
Mrs. L. E. Williams and Mrs. M. W. Heard visited relatives at Dimmitt last week.
Mr. W. C. Clubb is visiting a brother in Oklahoma. He will probably visit in the Rio Grande Valley before returning home.
Christine Trowbridge spent the week-end in Plainview with Lena Fay Parkey.
Miss Blanche Scott and brother, Hal, are attending the Harvester Insurance meeting in Dallas this week. Mr. Scott has won high honors as a representative of this company during the past year. They are expected home Tuesday.
The Demonstration Club met Wednesday afternoon with Mrs. G. L. Snodgrass. Due to the large amount of sickness in the community the attendance was very small. The subject discussed was living rooms.

PLEASANT HILL

Jan. 7.—Mr. and Mrs. Donalton of Lakeview, spent Sunday with their daughter, Mrs. Tom Hall.
Mr. and Mrs. Fred Battey visited Mr. and Mrs. Paratt Sunday.
Miss Grace Shelton returned home from the sanitarium Sunday. She is doing just fine at the present.
Mr. and Mrs. Wilkes left Sunday for Gainsville, where they will attend the funeral of one of their cousins.
Little Curtis and Virgil Kelley are out of school this week, on account of the flu.
Mrs. Paratt has been very ill, but is better at this time.
Mr. and Mrs. Cardinal and children visited in the Shelton home Sunday afternoon.
Mr. and Mrs. Strain and children have moved to Center. We surely did hate to see them leave, but we sincerely hope they will like their new home.
Mr. Clyde Day has been ill, but is able to be out now.

MAYVIEW

Jan. 8.—Quite a few in this community have the flu.
The consolidation of Mayview and Newlan which was voted on Saturday, carried by a vote of 26 to 8 in this community.
Mr. and Mrs. E. F. Handley are entertain a new son since Saturday—name Kenneth Edmond.
We have several new pupils in school this week, however, several are out on account of sickness.

SAND HILL

Jan. 8.—The play, "Hold That Line Jinnie," cannot be put on Friday night at Sand Hill, because of so much sickness in the community. No date has been set.
Grandma Conder died Sunday afternoon. The remains were shipped back to Tolar county.
The small son of Mr. Dick Davis was buried Sunday afternoon at Floydada. The family has our sincere sympathy.

McCOY

Jan. 7.—Bro. Y. F. Walker of Lockney filled his regular appointment here Sunday.
Mr. Earl Switzer has returned home from a visit in Dallas.
Miss Myrtle Coleman spent Sunday with Maudie Pittman.
Miss Clara Smith, who has been real sick with the flu, returned to her work at the gin, last Wednesday.
Miss Elizabeth Thacker, teacher of Starkey school, spent the week-end with her parents, Mr. and Mrs. C. D. Thacker.
Miss Lou Berry has been confined to her bed with sickness.
Mr. and Mrs. John Foster had as their guests Sunday, Mr. and Mrs. Williams, teacher of the Blanco school.
Mrs. Stanley Childress, of Ralls, spent a few days last week, with her mother, Mrs. J. W. Jackson.
Mr. A. Curry and family is reported to be very sick.
The basket ball teams, both boys and girls, played Starkey Friday afternoon on the Starkey court. The scores of the girls team was 18 to 6 in favor of Starkey and the boys scores were in favor of McCoy.



For Sale by E. L. AYRES, DRY GOODS, LOCKNEY

VIEW

Jan. 7.—Bro. Reed filled his regular appointment here Saturday nite, Sunday and Sunday nite.
Mr. and Mrs. Fielding Roy and family were the guests of Mr. and Mrs. John Conway last Sunday.
Health of the community is not so good, several families have the flu.
The third and fourth grade teacher, Miss Phifer, relapsed with the flu and was very sick last week.
Mrs. O. M. Conway took her little daughter, Florrie, to Dallas last Monday, for treatment at the Hella Temple Sanitarium.
Miss Grace Shelton is convalescent, after an operation for appendicitis at the Smith sanitarium.
Miss Hazel Jones, of Austin, spent the holidays with her parents, Mr. and Mrs. W. N. Jones, of this community.
Mr. Homer Gilpin made a trip to Roaring Springs last Sunday.

The Parsonage family of the Lockney Circuit have been received very kindly out over the circuit as well as in the city. Many have come in visiting and bringing their poundings. The Lone Star people came in a body and made a most delightful time with their poundings. We will enjoy the good eats they brought, but the spirit in which it was given is enjoyed as well.
Please accept our most hearty thanks.

W. H. STRONG AND FAMILY.

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