

# SOUTH PLAINS SUN

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## SOUTH PLAINS IS NEW TOWN ON F.W. & D. RAILROAD

### SOUTH PLAINS ASSURED OF WATER AND ELECTRICITY BY DEVELOPERS

#### ACTUAL CONSTRUCTION WILL START AT ONCE ON PLANT

The developers assures prospective citizens that South Plains will have a first class water system, a light plant and an ice plant by the time there is a demand for them. It is understood that at least two of the prominent utility companies operation in this section of the state have made tentative investigations relative to putting a high line into South Plains but whether they do or not the town will have electricity in the near future even if a local plant has to be put in. Parties already have the plans about complete for putting in a water works and ice plant so that it will not be necessary for each individual home builder to go to the expense of punching a well and putting up a wind mill. This area is blessed with an abundance of good plains water at a reasonable depth and the perpetual springs within a few miles of the town assures the community of an extraordinary advantage in this line.

#### AMARILLO PARTY WILL BUILD IN NEAR FUTURE

W. C. Mann, prominent man of Amarillo will build a business building on Wall & Main street in the near future it is reported. E. Guthrie, Panhandle and real estate dealer of Lockney says "I don't see why South Plains will not make a mighty good little town in a very short time. The calibre of the developers coupled with natural advantages of the immediate vicinity of South Plains are arguments you can not get around. The soil is deep and rich and the town will serve a large and well settled territory."

### BUILDING BOOM ON IN EARNEST HERE; TEN BRICK BLDGS.

The building program at South Plains is on in earnest. The pre-development of sale of lots to business men who were anxious to go ahead with building has exceeded the fondest expectations of the developers and already ten or more brick buildings are planned and the contracts have been let on the majority of them. It is understood that the contracts have been let on four other brick building adjoining the bank building to the north. A substantial brick and tile structure is practically completed to be occupied by the town site company, with Mr. A. R. Meriweather, pioneer South Plains real estate in charge. R. M. Carter will build a concrete and brick store building across the street from the bank. J. S. Edwards is planning two brick buildings on the corner one block south of the bank and Mrs. Homer Harper is building a brick filling station. A large number of residents are being planned. At least three grain elevators will be ready for next seasons harvest and a new gin is already completed.

"Work not Wait," should be our motto" said John E. Hill, to the Kiwanis club yesterday when he told of his impressions of the tour of the East with the Texas Special.

"People are willing to listen to our story and we must establish direct contact with them now" said Mr. Hill. "Everybody is talking about us and our part of it. We must get our story to them in order that we may be the Texas Special trip."

### CONTRACT IS LET FOR BANK BLDG.

A contract has been let for the construction of a modern bank building at the corner of Brown and Main Streets by A. B. Brown one of the developers of South Plains and president of the First National Bank of Lockney. The building will be 25x60 feet in size and the walls and foundation are being planned to accommodate an additional story should it be desired at some future time. The face brick being used in the bank building is the newest and most attractive to be found anywhere. It is of a dark color and rough texture. The trim will be in white cut stone. By the time this issue of the Sun is off the press most of the material for the building will be on the ground and actual work begun.

### SOUTH PLAINS IS PART OF FAMOUS OLD "F" RANCH

The two hundred acre tract upon which the town of South Plains is located is a part of the famous old "F" ranch, headquarters of which was located on the Quitaque creek a few miles below the cap rock. One of the principle watering places of the ranch was only a few miles from the site of the newest and most promising town in the Panhandle. This is one of the oldest settled sections in the entire plains country as there were many who came here some 36 to 40 years ago. Some of the land put under the plow in those days is still being cultivated and producing bumper crops of grain and cotton. Among the oldest settlers was the Ewing family, Floyd Ewing being in the mercantile business at Lockney and John Ewing in the furniture business at Quitaque.

### SOUTH PLAINS IS CONCEDED TO BE LOGICAL TOWNSITE

It is generally conceded that there will be an important town and shipping point somewhere along the main line of the new Ft. Worth and Denver South Plains railroad between Plainview and the Cap Rock. The developers of the city of South Plains and multitudes of others believe that the logical site is the point that has been selected. It is pointed out that the location is accessible by well graded highways and that it is equi-distant from the already established communities in this and neighboring counties. In addition to the natural advantages of the town, the developers are men of vision and action.

They believe that the way to build a real town is to start laying brick and a visit to the town site will demonstrate this point vividly. They are encouraging the building of permanent structures and are favoring business men who will promise to erect such buildings rather than the speculator and the tent and shack type of citizens.

By the time any other town can get started South Plains will be a thriving community with perhaps a dozen brick buildings with business firms being patronized by hundreds of prosperous farmers who already live in the immediate territory. Those who believe that there will be a town at the "Junction" are reminded of the fact that it "takes people to build a town." By actual surveyor's chain measurement the Junction

### Plains Men Implicated In Bank Robbery

From Amarillo News: Intimation that even more sensational arrest may follow in chief Gaither's roundup of an alleged crime ring was made last night following the arrest by police here Saturday night of R. L. Hicks, Panhandle and eastern New Mexico rancher, on a felony warrant from Farwell.

Hicks is charged with robbery with firearms in connection with the daylight holdup of the Friona bank recently in which \$3,700 was taken.

Hicks son arrived last night to confer with his father.

Hicks will not be transferred to the county jail and it is unlikely that he will be released on bond pending the arrival of the Palmer county officers to take him to Farwell, Chief Gaither said.

R. M. "Red" Cummings is another held in the robbery. He is in jail at Muleshoe. Two others are held in connection with the robbery of the Elida, N. Mex. bank recently.

The Friona bank robbers, this last time and a year ago when the same bank was robbed made good their escape over the same route near Vega and police here believe that Hicks is wanted not for the actual holdup but in aiding in the escape through the wilder sections of the country.

Still other arrest are pending in Chief Gaither's roundup which when completed, he believes will have accounted for a general looting of banks, automobile and petty thefts which have swept the Panhandle during the last six months.

Nearly a dozen men have been arrested recently in Amarillo and various sections of the southwest. None of them have come to trail yet as officers are hoping to close in the net which will bring the whole organization or organizations to justice.

Some of those whom officers are seeking probably will be well known here it is believed.

### A GENERAL MERCHANDISE STORE FOR SOUTH PLAINS

W. P. Fewell, has leased one of the new brick buildings on the west side of Main street, the contract for which has already been let, and will open a general merchandise store in South Plains.

Mr. Fewell will carry a large stock of dry goods, shoes, and ladies' and gents' wear. He will open the store just as soon as the new building is completed.

tion is six and two tenths miles from Lockney and less than five miles from the site of South Plains. There is no argument for a town at the Junction except that it is on the main line of the railroad, which argument holds for South Plains with the added advantages of a larger trade territory and being farther away from already established towns.

### South Plains Location

South Plains is centrally located in a territory that will not be served by a good trading point closer than Lockney as the junction which is some five miles west of South Plains bears no significance, the railroad shops, roundhouse, etc. are to be located at Plainview and where the Denver crosses the Santa Fe line at Lockney will be the only point of importance from a railroad standpoint. The Denver railroad junction is only about six miles north of Lockney.

Again, besides South Plains being located in the rich farming belt, the town is within five miles of what will soon be the scenic wonder of Texas—The beautiful creek supplied by springs with a continuous supply of water clear as crystal and leading from the Plains to the tunnels, also furnishing the medium of breaking through the great "cap rock" and traversed by the new railroad in its ascension to the Plains.

### Thornton & Bean To Build Elevator Here

Barton Thornton and Gilbert Bean, business men of Lockney, have purchased a site south of the railroad for a grain elevator. They will build a modern elevator of 20,000 bushels capacity and are planning construction as soon as practicable. These men are old timers in the grain business. Mr. Thornton is with the First Natl. Bank at Lockney.

They state that they will give a premium of \$1000 dollars to the farmer selling them the first car of wheat at South Plains.

### E. D. SMALLIN HAS CONTRACT TO BUILD FIVE BUILDINGS

E. D. Smallin, contractor of Lorenzo, has a contract to build five brick & tile buildings on main street commencing with the bank building and building north. The building material has been purchased from J. C. Woodriddle Lumber company and they are designed to be much nicer buildings than are common in even towns like Plainview and Lubbock. The finish is of a fancy dark blue, rough finished brick and will be trimmed in white stone.

### LUMBER YARDS AND OTHER BUSINESSES ARE ALREADY CERTAIN

One of the largest lumber concerns in Texas has purchased suitable site for a good yard, an announcement is expected to appear in the next issue of the Sun about its opening. Other businesses are known of but parties are desirous that the particulars not be given for a while. There has been two lots purchased by a party at Silverton just across the main street from the five new brick buildings now under construction. Hauling of materials and construction will begin on these lots at once and substantial brick and concrete or tile buildings will be built.

Telephone companies have already made application for permits to put in an exchange.

### OIL TEST HERE VERY PROBABLE GOOD GEOLOGY

Dr. Edwards, prominent geologist in the mid-continent fields, has prepared a very thorough geological map of this immediate section and it is said to be most excellent geology. Several of the major oil companies have their eyes on this particular part of the Plains at this time, especially since the bringing in of a producer near Hale Center, and it is thought quite probable that a deep test will be made here just as soon a block of acreage is secured.

### GRAND OPENING AND DOUBLE-HEADER AUCTION SALE JULY 22nd AND 23rd

### J. B. JARNAGIN TO OPEN GROCERY

J. B. Jarnagin, of Lockney was the first business man to secure a lease in South Plains. He spoke for the first building to be completed and will open a first class grocery store just as soon as he can get possession of the building. Mr. Jarnagin is now in the grocery business at Lockney and he has great faith in the future of South Plains.

### FIRST BRICK & TILE BUILDING NOW UP

The townsite company building which is being built by Cloninger & Hill is practically completed and office for the company will be in it. The building is made of brick and tile.

### TWO OIL TESTS STARTING IN FLOYD COUNTY AT ONCE

The oil developments of West Texas and the Panhandle country have at last turned to the Plains country and the counties just under the cap rock in the Central Plains section.

Tests are now starting at two points in Floyd county. One well is to be sunk near Sand Hill, eight miles from Lockney on an air line. The test is to go 4,000 feet, provided oil is not reached in paying quantities before that depth is reached. The derrick for this well is complete, drilling machinery is now being put in place and the well will be spudded in within the next few days. Another drilling crew is getting ready to spud in a well about 20 miles east of Lockney on the Matador land, and this well will be the next few days. There are probably be spudded in within prospects for at least two other oil wells to be started in the county within the next few weeks. These wells will be located in the country north of the center of the county.

### SHORTEST CORN CROP FOR OVER 25 YEARS IS PROSPECTS FOR 1927

Washington July, 11. —The shortest corn crop in 26 years was indicated today by the department of agriculture in its July crop report, which forecast a production of 2,274,424,000. The figures is almost 500,000 bushels below the average production of the last five years.

"Crop prospects as a whole are far more promising," was the comment of the crop reporting board in its review of conditions "While it is still too early to forecast accurately, the production of late sown crops the present outlook is for a very short crop of fruits, for a material reduction in the production of tobacco; for about average production of potatoes, wheat sugar beets, flaxseed, and feed grains other than corn; for rather large crops of beans, peanuts and sweet potatoes, and for a record production of hay. Crop prospects are fairly good in the western states but very unpromising in the eastern part of the corn belt."

### EDWARDS TO BUILD TWO BRICK BUILDINGS

J. S. Edwards, one of the owners of the townsite will build two brick buildings and has already made the location for them.

### BEING DEVELOPED BY PROMINENT TOWN BUILDERS

South Plains is the new and booming town on the Ft. Worth and Denver South Plains Railroad. It is located on the main line of the Denver 30 miles east of Plainview and 23 miles west of Quitaque. It is approximately five miles from the point where the rails come onto the Cap Rock up South Plains valley and is surrounded by the richest and finest plains land to be found anywhere.

It has a fairly well developed trading area of from 800 to 1000 square miles larger than either Lockney or Floydada, it being 15 miles from Lockney and 17 miles from Floydada. It is also 17 miles from Silverton. It is in the best farming section of Floyd County, long given up to be one of the best farming counties in the state. It is on a main highway half way between Silverton and Floydada and is accessible to its entire trade territory by a net work of good roads.

The town is being developed by A. B. Brown president of the First national bank of Lockney and J. S. Edwards prominent town builder of Slaton. Their methods are vastly different from those of the average promoter and they are backing up their belief in the future of the town by substantial investments in permanent improvements.

The grand opening and auction sale of residence and business lots will be held Friday and Saturday July 22 and 23, 1927. Pre-development sale of lots and reports from all over the Panhandle indicate that there has seldom been such keen interest in the starting of a town in this part of the state.

### Mrs. HOMER HARPER BUILDING BRICK FILLING STATION

In line with the permanent improvement being built in South announced that she will start the Plains, Mrs. Homer Harper has erection within the next few days of a substantial brick and tile filling station on the east side of Main street adjoining the railroad right-of-way it is understood that 160 acres of the townsite of South Plains was bought from Mrs. Harper.

Henry Ansley, special correspondent of the Amarillo Daily News and Maury Hopkins, general secretary of the Plainview Board of City Development visited South Plains early this week.

J. T. Cummings, who owns the land adjoining the townsite on the north made a business trip to Lockney Tuesday.

"The way to build a town is to go to laying brick." Come to South Plains!

### HOME READERS NOTE

Owing to the rush to get a paper out for South Plains this week in order to do out part to help the developers local news is may but the Sun is strictly for South Plains and the territory and will have to publish the local happenings and personals to serve in such capacity, and the management will hereafter put forth special efforts to secure personals. Anyone in the territory is urged to hand in local happenings and correspondents are wanted.



### THE MCKENZIE CAMPAIGN AGAINST THE COMANCHE INDIANS IN 1874-1875

—Briscoe County News.

(Written by H. S. Smith from data given by Mr. J. B. Brown "Citizen-Scout" with General McKenzie from Fort Concho to the finish of the Campaign at Fort Sill and Camp Supply.)

Editor's Note: The Mr. Smith above named is a close friend to several old timers here, including R.F. (Bob) Stevenson who has the article as written by Mr. Smith and gives it to the News for publication. Mr. Smith at one time worked for Q. E. Brown for a period.

General McKenzie, with a small military force, started from Fort Duncan near Eagle Pass, Texas. His mission was to invade the Comanche country, to subdue these Indians and, therefore, end their wanton attacks on the settlers of the upper Colorado and the Concho rivers and vicinity. On his way from Fort Duncan to Fort Concho, General McKenzie gathered additional force, and, on arriving at Fort Concho, his equipment was made to number 2500 men and 125 wagons, muled and horsed and supplied with campaign necessities. The greater number of these soldiers was made up of colored men. There were some white soldiers, Citizen-Scouts, and Tonkwa Indian trailers. The names of the Citizen-Scouts were as follows: J. P. Brown, T. E. Brown, Wash Tankersley, Chas Mullin, John Davidson, P. R. Clark, J. G. Connell, A. E. Adams, B. W. Lee and a few others whose names are not remembered. Some adventurers, too, were coming and going from time to time.

Leaving Fort Concho, with his army, McKenzie made his way northward toward the Plains Country, the Llano Estacado, the land of the Comanche, and the home of the buffalo, 'white swan', and plover.

The army moved along its course without casualty until reaching Renderbrook Springs. Here about twenty miles south of the present site of Colorado City, a "little brush" between the soldiers and the Indians occurred. Just a bit of fun for the boys and the braves. However, the Indians were routed out toward the north with Tonkwa trailers, Citizen-Scouts, and soldiers in their wake.

On Tobacco Creek, a head prong of the Colorado River, McKenzie succeeded in coming up with the Indians. Here a "brush" somewhat larger than before occurred, but the Comanches were routed out as they were in the preceding "brush". The Indians were here seen to be banding together, gaining in number.

The army pursuer, as like the sport of a visitor, and at Blanca Canyon overtook the Comanches who were retreating in apple-pie order. Here quite a fight took place. And through the indiscretion of one of McKenzie's captives a number of soldiers were trapped and killed by the Indians. The Red men had greatly increased in number. McKenzie reduced this captain to the rank of a private. The Indians were routed and the army followed them in the usual way, but it was "gittin' wus and wusser" all the time.

Next the Indians were overtaken at Quitaque where they endeavored to make a stand but failing in this they continued northward along the "breaks" of the plains sometimes they trailed out onto the caprock.

At the Tulia or the Toole Canyon, the next clash of arms occurred. It was very serious for both pursuers and pursued. Here a number of McKenzie's wagons were rendered teamless, and all such wagons were burned by order of the General. There were wounded and dead on both sides. The Indians had greatly increased their number and becoming rather formidable. Battling like this was ceasing to be sport any longer, for it was getting to be the real thing the "boys" and their mounts were becoming much worn out—and it was a cold mid-winter, too. The army was now short on food and supplies in general. Their diet was buffalo meat straight. Though in the face of all this, McKenzie routed the Redmen out again toward the Palo Dura.

To days after the big fight at the Tulia or Toole canyon, the Indians were known to be making what proved to be their last stand in the Palo Dura Canyon. They were fortifying by felling the red cedar trees and arranging them in lines of defense and protection.

General McKenzie, from his own scouting in company with the Indians trailers and the Citizen-Scouts, knew just about

### MOODY'S PARTY

#### BACK IN TEXAS

Corsicana, July 6.—The "all Texas special" train's swing through the north and east, which headed by Governor Dan Moody, was concluded Monday night, was "a greater success than was anticipated even by the most optimistic," Lowrey Martain, chairman of the committee which directed the trip, said today.

"The newspaper publicity alone, space being given the tour as a matter of news, could not have been purchased. The message of Texas reached millions of people, and was delivered forcefully and effectively.

"S. V. Strauss, New York, said that the good will tour has done more to standardize the citizenship of Texas, strengthen its credit and insure the investment of eastern capital than anything ever done before."

LAMESA. — Approximately 400 acres of the Weaver Ranch, west of Lamesa, is being planted in sunflower seed, the Mammoth Russian variety being sown. The average yield expected is about a ton to the acre, and during the last ten years, the average price per ton for this seed has been \$90. It is thought a new industry will receive impetus from the Weaver Ranch project.

what Mr. Comanche was doing and how he was doing it. He was not long, therefore, in designing his mode for continued action. It was plain that the longer the delay in resuming the attack on the Comanche the greater the better he would be prepared to meet it. McKenzie, therefore, on the second or third night after the Toole battle, built a great number of bivouac fires of "buffalochips" and other available fuel, as if he were going to pass the night in camp. Later in the night, the army went out in the direction of the Indians encampment on the Palo Dura. At a point out, McKenzie detailed 700 of his soldiers with some Citizen-Scouts to cautiously proceed to a hiding place about a half mile above the Indians camp. Here this squad was to remain for further orders unless it should there find opportunity to engage the Indians. The General took the remainder of his army quietly and entered the canyon just below the Indians. At early daylight the fight was on. White and colored men charged the red cedar fortification and a hand-to-hand fight ensued. The Indians after a hard fight were forced to flee up the canyon. There they were surprised by the 700 soldiers in hiding and were turned back in the face of McKenzie. The fight now became a running fight and occupied the greater part of the day. The Comanche warriors were all killed to a man. More than two thousand dead Indians lay scattered about this battle field. About 3,000 squaws and children together were taken from their hiding place under the nearby caprock. They were kept unharmed as captives. McKenzie lost about 300 men. Two trenches were dug side by side on the battle ground. The colored men (soldiers) were buried in one and the white in the other. All Indian's ponies, not desired for use by McKenzie's men as well as incapacitate horses of the army, were rounded up just above the battle ground and shot by order of the General.

This fight forever broke the power of the Comanche. His squaws and children were taken by the way of Fort Griffin to Ft. Sill. They were held as ransom for the unconditional surrender of two Comanche chiefs, yet at large with their small bands. These chiefs surrendered at Ft. Sill, and the remnant of the Comanche tribe was moved on the reservation about Fort Sill.

(NOTES) General McKenzie died at the Soldiers Home in California—so the writer understands. Horses were shot about a half a mile above the battle ground against a bluff. A firing squad of 24 men did the work.

The soldiers were buried in a little valley on the battle ground. The battle ground covered a vast scope of country during the day's fight but of course the main part was about the Indians fortification on the Palo Dura.

General McKenzie took the lead in person and had a horse speared from under him in the fight.

The General told his men that he was after blood to follow him. The Indians dead were not buried.

The squaws and children were herded like cattle and bedded at night within a guarded circle. They made the nights, sold with howls and moanings.

### Principle of Newspaper Advertising is Praised

By J. C. Penny Exec.

New York, July 9.—"Slowly but surely the great American public is becoming, to quote from the advertising of a prominent New York store, 'more wisely critical of what it buys,' according to R. L. Whitman, advertising director of the J. C. Penny company." And I further believe," Mr. Whitman continues, "that we are approaching very near the time when the confidence building, service rendering type of merchant will discontinue such practices which are branded as unethical. A newspaper is primarily a news medium, and if advertising does not present an instructive news message, it has no place in a newspaper.

#### Plan Ads

The best advertising work of our organization dates from January 1, 1926. More thought, planning and better execution is being put into the job and the results have been extremely gratifying. While the percentage cost of our advertising to our gross sales has varied but a small fraction from year to year, our sales in 1926 increased 27 per cent. From January 1 to June 1 of this year we made a sales gain of nearly 31 per cent. This year's gain we regard as rather remarkable considering weather conditions and a tendency on the part of many people to find that times are not as good as they were.

"A point that every publisher would do well to emphasize to the retail merchant is the importance of a definite tie-up with nationally advertised merchandise. Of course he must be posted in advance by the national advertiser on publications and insertion date so that he can plan ahead for his local advertising and displays.

"We tell the people through our advertisements, that they do not need to respond today, tomorrow or any particular day, to our message, but that they can come at any time. Our merchandise and our prices will be the same next week or next month, as today.

#### Value of Good Will

"Neither price quality style nor service is the outstanding feature of our collectively and inventoried as 'good will reserve.' Good will and confidence in our operations are to us what comparative prices are to other stores, the basis by which we wish people to judge our values. We use thousands of of space for institutional or good will advertising with very satisfactory results.

"We have repeatedly found that the morning newspaper, with its country circulation requires a different merchandise message than the one for the evening field. To use the same advertisement in both editions would, in our case results in much waste of money. This is not a theory with us. It is our experience. We refuse to quarrel with the publisher in cases of this kind, but we reserve the right to buy space just as we buy merchandise, so that we can handle it at a profit.

#### One Newspaper

"Another point that must always be borne in mind is that our experience has conclusively demonstrated that one newspaper covering, for example, two-thirds of the trading population, enables us eventually to make our advertising effective with the entire population. When we have sold the two-thirds in a definite way the force of that achievement brings the necessary influence to bear upon the families comprising the remaining one-third.

"The J. C. Penny company entertains no fear for the future of newspaper advertising, believing that its principle is fundamentally more and more safeguarded as time goes on. We can all be sure that the American newspaper is a vital and growing force in the retailing world."

### POISONING HOUSE ANTS

(By W. M. Gourley)

There seems to be at present an epidemic of small house ants, the kind that are attracted to sweets. The following poison will be found valuable in exterminating these insects.

White arsenic—1/4 teaspoonful  
Cane Sugar—5 teaspoonfuls.  
1 cup water.

The mixture is made as follows Dissolve white arsenic in part of the water by boiling and put the sugar in the remaining portion. The two solutions are then mixed and water is added to make up for the evaporation. This mix-

### BYRD UNABLE TO FIND WAY TO PARIS DUE TO STORM

Paris, July 11.—Battered by a storm and blinded by fog, with compass out of order and out of gasoline, the giant trans-Atlantic monoplane of Commander Richard E. Byrd sped swiftly to the sea at Ver Sur Mer on the coast of Normandy early this morning valiantly completing its goal, Paris.

Not until virtually the last drop of gasoline was gone did the American argosy give up its determined groping in the impenetrable fog for the landing field at Le Bourget—a field that lay waiting eagerly for their arrival. At 3:30 this morning, French time, after more than 40 hours in the air, the end of the heartbreaking suspense came.

"We had no choice but to seek a landing", Commander Byrd told a correspondent for the Associated Press. "I sent down a flare and then followed with the plane".

But there was more than that. The great plane which had leaped with such power from the runway at Roosevelt field in the early dawn of Wednesday, still was mighty in its final sweep to earth. Landing in shallow water, it tore the wheels from the fuselage and plunged out 200 yards off the beach and then sank to the top of its wing in the boning surf.

It was then that Commander Byrd's painstaking foresight came into play and the rubber life raft that he had been so careful to test before hopping off proved its service. Clinging to their now helpless ship, the four American aviators succeeded in launching their raft and manning it, rowed quickly to shore.

Not content with simply assuring their own safety, the aviators true to the traditions of their calling made several trips to the plane to obtain their most important equipment, personal effects, a sack of mail and some of their precious records, although much valuable scientific data was lost, to Commander Byrd's great disappointment.

They waited on the shore for two weary hours until they succeeded in getting in touch with fishermen who took them to the nearby lighthouse of Ver Sur Mer and the home of the acting mayor where they found food and much needed sleep.

Today the great plane that had served them so well was dragged from the sea by fishermen and naval men from the port of Cherbourg under the direction of two of the crew of the America. The engines were demounted and carefully gone over, while every piece of equipment that could be saved was stowed away.

### WHAT'S DOING OUT IN WEST TEXAS.

SAN ANTONIO.—Traffic experts of the West Texas Chamber of Commerce have completed an analysis of the recent decision handed down by the Interstate Commerce Commission with reference to what is known as the Common Point Freight Case after six weeks of intensive study. U. S. Pawkett, traffic manager, states that the sum-total of West Texas freight charges on traffic to and from the Southwest will be very considerably reduced under the new rates, and that distributions if the reductions spreads out over practically the entire territory, excepting for more or less considerable increases that are made to and from points in Arkansas; and Louisiana. The new order is to become effective December 5, next.

SAN SABA.—San Saba's new hostelry, Hotel San Saba, will be erected at a cost of \$96,000 and will contain 35 rooms. The building as suggested would have space on the first floor for a drug store, barber shop, and a telegraph station.

LOCKNEY.—Work on the gas distribution lines over Lockney and Floydada will be underway here soon. It is expected that gas will be ready for use by fall.

ture is poisonous to people and thus some fruit coloring should be added to warn of its poisonous nature. Perhaps it would not be advisable to use around a home where there are small children. A convenient way is pour some of the solution in a shallow dish and place where ants frequent most

### HAS 94 CANDLES ON HER BIRTHDAY CAKE

On June 25 there gathered at the home of Mr. James Smith one quarter mile south of the Easter school house, fifty two neighbors and friends for the purpose of helping Mrs. Nancy Sames celebrate her ninety-fourth birthday.

Grandma Sames, as she is affectionately known by all, was born in Sullivan County, Tennessee, ninety-four years ago. The daughter of Thomas and Julia Anne Berry. She was married to James L. Sames in 1853. To this union was born five children, two daughters and three sons. Only one child is now living, Mrs. James Smith of Easter community.

In 1872 together with her family she came to Texas, locating in the western part of Ellis Co. While hauling material to build a home, two of her sons were waylaid by outlaws who shot them both, poured oil on their bodies and set them on fire. The boys were industrious law abiding citizens, but were in possession of evidence that might cause their murderers serious trouble.

Grandma has twenty-one grand children; twenty-eight great grandchildren and six great great grandchildren. She is unusually well for one of her age, eats heartily and sleeps well. She reads, writes a plain legible hand, makes her bed and sweeps her room.

Besides her own, she has helped rear four families; the families of her two daughters, the family

### MATERIALS FOR NEW RAILROAD LINE (YARDS AT EST)

Hundreds of tons of material for the South Plains Railroad are being unloaded on the local switch

Steel for approximately two dred miles of track is stored here which is an interesting to those who have never seen many railroad steel rails stored in one place. A special crane mounted on trucks was used in handling and stacking rails. Several acres are reserved to store all the material while being unloaded.

Not only are there piles of rails, but big bridge timber, sections of which will be used in bridge work and load for a big truck, poles and everything needed to complete the job is rapidly being put on ground at this end of the line.

The contractors and subcontractors are compiling estimates this week and making settlements on grade work and it will on a few days until the actual laying of the track will start.

of a niece, and her husband's. Naturally she is opposed to bobbed hair.

Note: Grandma Sames will be glad to have letters from one who cares to write to her. Especially from natives of Tennessee. Address Mrs. N. Sames, Hereford, Texas.

# HOKUS POKUS

Magic words in buying Groceries!

We invite you to visit our Store while in Lockney and compare our prices.

With our connection we are enabled to buy Groceries at a saving which we pass on to our customers.

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LOCKNEY, TEXAS

## GENERAL CONTRACTORS and BUILDERS

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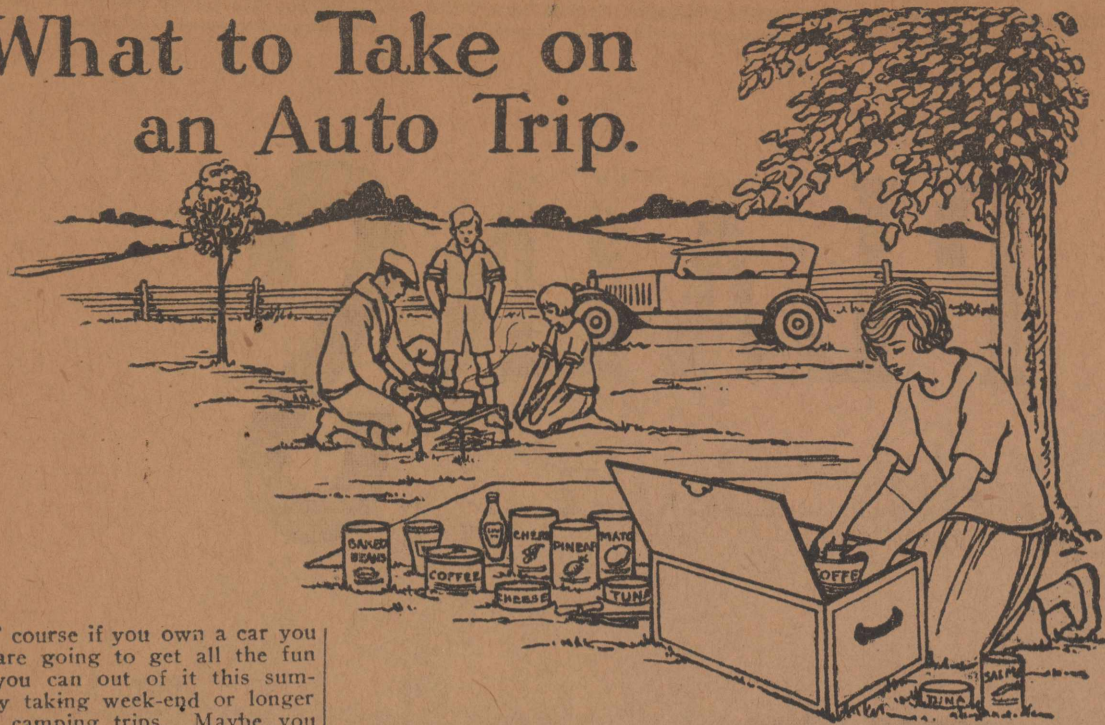
SOUTH PLAINS, TEXAS

We built the first Brick and Tile building in South Plains.

We invite you to let us figure with you on ANY Building



# What to Take on an Auto Trip.



Of course if you own a car you are going to get all the fun you can out of it this summer by taking week-end or longer motor camping trips. Maybe you are planning to spend your vacation that way. If you are, there are a lot of do's and a lot of don'ts to the program. But food seems to be the main consideration, especially if you are going into the woods and some distance from stores.

### Supplies Needed

First of all you will need a folding camp stove and a few cooking utensils. Then you will need a sufficient stock of ready prepared foods to last the trip, with the addition of such fresh foods as you may pick up enroute, like green corn, melons and such meats as do not come in cans.

In stocking up for the trip your first consideration should be to see that you have enough variety to furnish a well balanced diet for the three meals a day. Cheese is all important, and practically every kind of cheese even Swiss now comes in cans, so that you will have no trouble keeping it from hardening or getting strong. Cheese, bread and fruit or salad will give you one well balanced meal. So don't forget the cheese.

Coffee is another staple that you should buy in cans because it will keep better and be unaffected by moisture if packed that way. And coffee suggests milk which you can conveniently carry in either the evaporated or the powdered form. Again coffee suggests breakfast, and breakfast suggests grapefruit which you can carry in cans ready to serve.

### Balanced Diet

When motoring you will probably want to eat your heavy meal in the middle of the day, as one gets ravenously hungry riding. Here is where you will have to watch out for the balanced diet. Tomato soup, baked beans and pork, or creamed chicken, or Welsh rarebit, with salad, bread and butter, fruit and coffee, will give the balanced diet. Canned asparagus may be most successfully used for salad. For supper you can get a well balanced meal out of sandwiches of various kinds supplied from canned foods, especially if you mix them with cheese. You can secure excellent recipe booklets from the various canners of the products you buy.

### Foods Needed

A suggested list of foods to take on the trip would be soup, baked beans and pork, spaghetti, tongue, corned beef, chicken, deviled ham, sardines, pickles, tuna fish, salmon, cheese, pineapple, grapefruit, mixed fruits for salad, peas, asparagus, crackers and cookies, marshmallows, milk, either evaporated or powdered, coffee and tea, mayonnaise and jams.

Statistics tell us that 2,000,000 people went motor camping in the United States last year, and this year promises to double that number. Remember this when you go camping, and don't forget to clean up after your party. Think what it would mean if 4,000,000 left their

various camping grounds, many of which are used 100 or more times in a season, littered with papers and rubbish and garbage! Fortunately, comparatively few motor parties are careless, or all our streams would be polluted and our camping grounds just one rubbish heap after another, but whatever else you do on your camping trip, see to it that you are not numbered among the careless.

### Clean Up Camp

Where food is carried in cans, the containers, themselves, may be used to hold refuse bits of food till they can be buried if there is no place provided for them. Papers can, of course, be burned, only great care must be taken that you do not set the forest on fire. It is best to dig a hole for this purpose, and surround it with a low wall of stones. Then the cans and other refuse can be burned at the same time, and remnants buried in the same hole afterward.

Remember in starting off on a motor camping trip half your enthusiasm oozes out if you spend too much time and energy preparing. So get started with as little preparation as possible, and don't start off with so much junk you have to sit on one pile while another sits on you. By taking your food in cans you will economize on space, at least, and you will require less cooking utensils than if you decide to purchase and cook fresh foods as you go along.

## BIG BANK DEPOSIT ON SOUTH PLAINS

Plainview, July 2.—Heavy deposits, low loans and high cash reserves feature the statement of the South Plains territory on the June 30 call at the end of business for the first half of 1927.

Seven South Plains cities show combined deposits in excess of \$10,000,000 with loans practically half that amount, and cash reserve in excess of the loans a few thousand dollars.

Plainview's three banks had a total of \$4,244,624.28 on deposits on this call which is the highest in the history of the city, exceeding the high record back in the hectic days of 1920 when the deposits reached \$4,122,376.32 or \$122,265.96 less than on this June 30.

The condition of the Plainview banks is fairly representative of the other banks of this section.

**RULE.**—Contracts for the bridge over the Double Mountain Fork of the Brazos west of here has been awarded. The contract price was given as \$1327.7.

guidance all his life, and was conducted by him to success and happiness.

**Outward and Inward.**—The fundamental temptation of worldliness is to look on the outward appearance of life and not on the inward realities. The worldling seeks the shell of things, money, luxury, ease, fame, surface beauty, power, rather than the truth of things, which is God. David sought first God's kingdom and God's righteousness, and so all other good things were added to him.

"Were I so tall to reach the pole,  
Or grasp the ocean with my span,  
I must be measured by my soul.  
The mind's the standard of the man"  
—Isaac Watts.

## SWISHER FARMERS CUT SECOND CROP OF ALFAFA HAY

Tulia, July 8.—Farmers are reaping their second cutting of alfalfa here now, which is averaging from a ton to one and one-half tons to the acre. This particular crop is rapidly gaining favor here, especially in the North and South Tule creek valleys, the sub-irrigated areas, and in the shallow water belt. Most of the crop is being fed to livestock and used for grazing purposes; however a number of those who have produced it for a cash crop say that the price has been good and it has proved to be a very profitable crop. Several farmers have raised it on the uplands this season, most of whom have found it to be more prolific by planting in rows instead of sowing it broadcast.

Harmon Benton, county agent said that the crop had increased to more than 8,000 acres this year, and is probably the most valuable asset we have in dairy production.

Among the outstanding ones who have stated that it was profitable this year are, J. S. Christian, W. J. Richardson, H. B. Pezatt, A. M. Anderson, R. W. Mitchell, J. W. and J. E. Vaughn, J. H. Adams, S. B. Barnes, Bass Malone, J. W. McKenny, W. O. Foster, J. P. Sharp and others.

**SHAMROCK.**—An expenditure of \$16,000 for improvements in the Shamrock yards has been authorized by officials of the Rock Island Railroads. Included in the improvement program will be three additional spur tracts, two north of the depot and one south.

## COLONEL SMYTH ADDS OIL TO HIS LIST OF HALE CO. RESOURCES

PLAINVIEW, July 9.—Col. R. P. Smyth, the veteran founder of Plainview, and the man who forty years ago surveyed the townsites of numerous South Plains towns that are now thriving cities of several thousand people, who has for years preached the gospel of diversified farming for this section of the Plains once known as the Great American desert, and has had more to do with its development perhaps than any one man, is now finding out something new about this country of which he has always been the most ardent booster. The Colonel is proudly displaying his Panama hat all dirtied up with oil—oil from Hale county's first oil well, Mullican No. 1, down west of Hale Center, 20 miles southwest of Plainview, and the Colonel is just as proud of the new resource as he has been of the wonderful agricultural products which he has shown at so many fairs in the southwest section of Texas, and with which he has won so many different blue ribbons.

According to Col. Smyth there is nothing that this country cannot produce, now that it has oil. He once contended that this country had everything that California could boast of except oil and earthquakes. And then one morning an earthquake tremor was felt and the Colonel struck that from his list. Now with the Mullican Number 1 standing two hundred feet in oil, and oil men flocking into the section to have a look, the Colonel has revised his statement again.

## INTERNATIONAL SUNDAY SCHOOL LESSON WRITTEN BY DOCTOR J. E. NUNN

GENERAL TOPIC: Samuel Anoints David.

SCRIPTURE LESSON: 1 Samuel 16:1-13

4. And Samuel did that which Jehovah spake, and came to Bethlehem. And the elders of the city came to meet him trembling, and said, Comest thou peaceably? 5. And he said, Peaceably; I am come to sacrifice unto Jehovah: sanctify yourselves, and come with me to the sacrifice. And he sanctified Jesse and his sons, and called them to the sacrifice.

6. And it came to pass, when they were come that he looked on Eliab, and said, Surely Jehovah's anointed is before him.

7. But Jehovah said unto Samuel, look not on his countenance, or on the height of his stature; because I have rejected him; for Jehovah seeth not as man seeth; for man looketh on the outward appearance, but Jehovah looketh on the heart.

8. Then Jesse called Abinadab, and made him pass before Samuel, and he said, Neither hath Jehovah chosen this.

9. Then Jesse made Shammah to pass by. And he said, Neither hath Jehovah chosen this.

10. And Jesse made seven of his sons to pass before Samuel. And Samuel said unto Jesse, Jehovah hath not chosen these.

11. And Samuel said unto Jesse, Are here all thy children? And he said, There remaineth yet the youngest, and behold, he is keeping the sheep. And Samuel said unto Jesse, Send and fetch him; for we will not sit down till he come hither.

12. And he sent, and brought him in. Now he was ruddy, and withal of a beautiful countenance, and goodly to look upon. And Jehovah said, Arise anoint him; for this is he.

13. Then Samuel took the horn of oil, and anointed him in the midst of his brethren: and the Spirit of Jehovah came mightily upon David from that day forward. So Samuel rose up, and went to Ramah.

**TIME:** The birth of David, B. C. 1092; his anointing, B. C. 1077. **PLACE:** Bethlehem, about five miles south of Jerusalem.

**GOLDEN TEXT:** Let no man despise thy youth; but he thou an example to them that believe, in word, in manner of life, in love, in faith, in purity.—1 Tim.

**Introduction:** The new king was a success at first, for he formed an army consisting of an immense number of warriors and of infantry, and prepared the powerful tribe of Judah for the nation, holding the coast to the west

of the Israelites, had not been subdued by Joshua, a failure which was for generations to bring woe to the Israelites. They were a warlike people, and had by this time reduced Israel to virtual slavery. A revolution could not be successful if attempted in man's strength alone, and this great truth Saul did not understand. He brought his army together at Gilgal, near Jericho, the historical capital of his kingdom. The well-armed and well-disciplined host were sternly arrayed within only ten miles of Saul's trembling and weak body of soldiers.

**Saul's First Failure,** chap. 13. 8-14.—Samuel had bidden Saul wait for his arrival before joining battle, that he might offer sacrifices, and thus beseech the aid of Jehovah. Samuel delayed his coming beyond the time set, and Saul decided not to wait longer, but to conduct the sacrifice himself. Samuel arrived as Saul was concluding the sacrifices, severely rebuked the king, and declared that the kingdom should not remain in his house, but that another king would be chosen by the Lord. This was Saul's first failure, and it was born of self-will, the use of his own judgment in place of the divine ordering.

**Saul's Second Failure,** chap. 15. 3-9.—This second failure was in connection with an attack which Samuel bade him make upon the nomad people, the Amalekites, living to the south and southwest of Palestine. The cup of their iniquity was full, Jehovah doomed them to merited destruction, and Saul was to be the instrument of their annihilation. He was ordered to spare none of them to be a thorn in the side of the Israelites in the future. Nor was he to make spoil of their animals, but was to make it plain by his entire conduct of the campaign that he was acting as God's avenger, and not for personal aggrandizement or profit. But once again Saul failed through self-will and disobedience. His military skill won a decisive victory and he had the Amalekites completely in his power; but he spared Agag their king and kept the best of the sheep and oxen of the Amalekites. He set up his own judgment in place of God's repeating the sin which had brought about his first condemnation.

**Jehovah's Condemnation of Saul,** chap. 15: 22, 23.—Then the spirit of prophecy came upon Samuel, and he gave tongue to one of the noblest utterances in all the Bible, an utterance which tore asunder Saul's pitiful cloak of excuse, and pierced to the very heart of hypocritical falsehood:

Hath Jehovah as great delight in burnt-offerings and sacrifices, As in obeying the voice of Jehovah? Behold, to obey is better than sacrifice, And to hearken than the fat of rams. Because thou hast rejected the word of Jehovah, He hath rejected thee from being king,

**The Sin of Self-will.**—"Saul was unfit for the great place he occupied. He wanted the one quality necessary for success and happiness. He never rose to the full conception of what God's kingdom was, and demanded." God's kingdom is made up of those who do God's will, and it requires the doing of that will. Self-will is treason to God's kingdom.

**"Jehovah Seeth Not as Man Seeth,"** v. 7.—"For man looketh on the outward appearance, but Jehovah looketh on the heart." The Lord can pierce beneath all surfaces; he knows the words in our tongues, before they are shot out upon the air. He sees our inner desires, watches our growing tendencies, perceives our characters as plainly as our friends see our faces and hands and clothes. "Thou God seest me" should be our constant thought, and to make ourselves worthy of the gaze of the all-seeing One should be our ceaseless and earnest purpose.

**David Chosen King,** vs. 11-13.—Jesse seems to have thought, if he did not say "The boy is usefully employed; why take him away from his work on such an empty errand as this? Behold he is keeping the sheep." It is pleasant to think of the thoughtful and beautiful boy engaged in this peaceful work. How often must have sung to himself on those upland meadows the Shepherd Psalm, and, through the starry nights, "The heavens declare the glory of God!" His occupation was not free from peril, either for savage beasts prowled about the edges of the flock ready to spring upon any wanderer, and the shepherd boy must be keen-eyed to pick out any skulking shadow, quick as lightning with his sling, and bold to use his club-like "rod" in fierce combat with marauders, either beasts or men. It was ideal training for the mind and body of the future warrior, statesman, and leader of men. Through all the Bible, down to the time of the Carpenter's Son whose birth was heralded to shepherds in these same fields, the great leaders of men were selected from the ranks of the toilers. Let no one consider it a misfortune, but the best of fates, if he is compelled to work at some laborious routine task. Rightly accepted, such tasks make heroes and rulers.

**David Under the Spirit's Influence,** v. 13.—"And the Spirit of Jehovah came mightily upon David from that day forward." So little is apparently thought of David that up to this point the lad's name has not been given. "David" means "darling" or "beloved," a name well suited not only to the youngest of the family but to the boy's character. We have already seen "the Spirit of Jehovah" coming mightily upon Saul (1 Sam. 10: 6-11), inspiring him for his high calling; but Saul was untrue to the Holy Spirit and drew away from his leading, while David (with one terrible exception) followed the Spirit's

# Announcement---

WILL OPEN GROCERY STORE IN NEW BRICK BUILDING.

## South Plains Grocery

J. B. Jarnagin, Prop.

# Greetings!!

We extend you a cordial invitation to visit our store at LOCKNEY---

JUST A LITTLE BETTER ASSORTMENT

JUST A LITTLE LOWER PRICES

COURTESY---is Our Watchword

## E. Guthrie & Co.

LOCKNEY, TEXAS



# SOUTH PLAINS

*"Where the Plains Begin"*

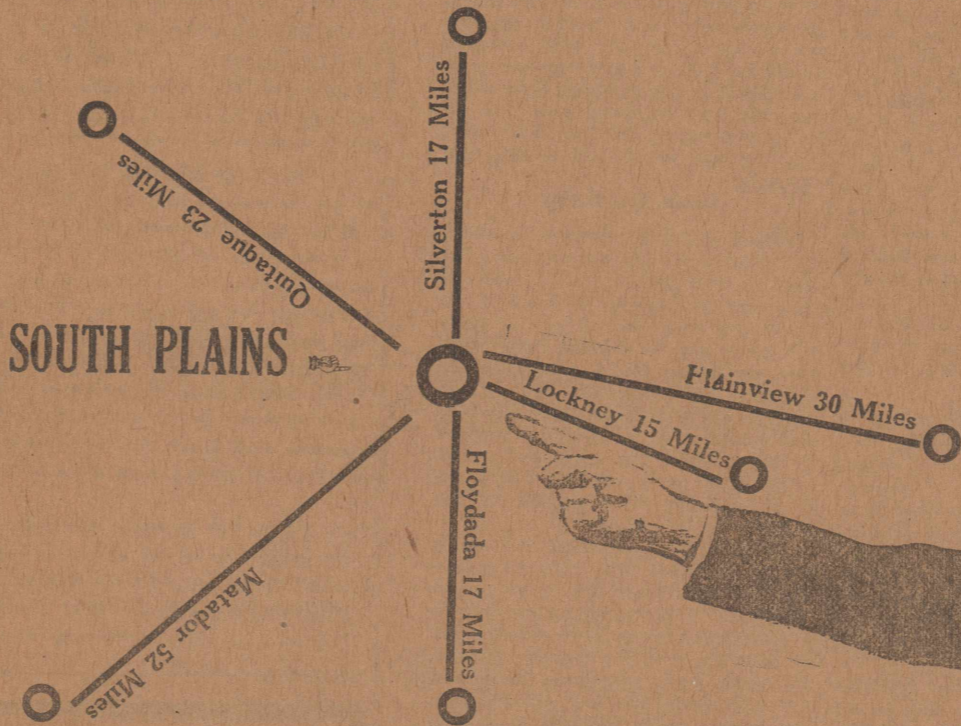
Where the F. W. & D. Railroad Main Line Crosses the Silverton-Floydada Highway

Property In South Plains will be  
**Worthwhile**

Note the sketch. South Plains is being started off in a substantial way by business men who are noted for their success as town builders and is in the center of a territory that will be the only good town within fifteen to fifty miles of this point.

Come to this auction sale. Be with the crowds. See this opportunity for yourself and grasp it. Don't forget the dates, Friday and Saturday July 22 and 23.

**The Opportunity of a Lifetime**



**GRAND OPENING**  
*And Double Header*

## Auction Sale of Lots

**JULY 22 and 23, 1927**

Located on the Main Line of the Fort Worth & Denver South Plains Railway, that is now under construction from Estelline to Plainview, Dimmitt and Lubbock, in one of the best diversified farming sections of the Plains, where Wheat, Cotton and all kinds of Feed Crops, Fruits and Vegetables, are raised in an abundance. Where the Cow, the Sow and the Hen have proven a success in every sense of the word.

**South Plains** offers you a safe investment for your money; where business opportunities are on every hand, with a large trade territory that is today capable of taking care of a town of several thousand inhabitants. Come to **South Plains**, Floyd County, Friday and Saturday, July 22 and 23, and buy a lot at your own price. The lots will be sold on these days to the highest bidder for cash, or a small payment down, and the balance in small monthly payments. This is a chance to get in a new town, in the best county on the Plains; an investment well worth while, and one that will bring you big dividends.

FOR FURTHER INFORMATION, ADDRESS

**SOUTH PLAINS TOWNSITE CO.**

LOCKNEY, TEXAS



## FLOYD COUNTY'S WHEAT CROP IS MAKING RECORD

FLOYDADA, July 8.—One million, twenty-two thousand and three hundred bushels of 1927 wheat have been shipped from four stations in Floyd county, according to figures furnished by wheat shippers over the county. This represents seventy five percent of the total 1927 yield, ten per cent of the total yield is already in storage or will be, is the belief of the grain dealers. To date there has been seven hundred and thirty cars of new wheat shipped out of this county by the four stations. A part of Floyd county wheat is marketed in Roaring Springs and Plainview. With the average price paid for the grain, Floyd county has realized \$1,277,860 from the harvest of the "golden grain".

While the late wheat is yielding an average of from seven to nine bushels per acre and testing as low as fifty-four there is still a good business among the buyers. Early wheat was a big surprise for it yielded over the county an average of fourteen bushels per acre. This was practically a dry year as the grain did not receive any moisture after the 23 day of December and yet some of it made as much as thirty-two bushels per acre. There was no early wheat that tested below number one. From a dollar and cent view point the county has benefited more from the 1927 crop than from the 1925 yield, which was considered a banner year.

Contrary to the expectations of dealers there was no trouble in shipments. Cars were available throughout the season and shipments were made promptly. According to figures furnished by the dealers the shipments from the county were divided as follows:

- \* Floydada, 357 cars or approximately 499,800 bushels.
- Lockney, 260 cars or approximately 364,000 bushels.
- Aiken, 101 cars or approximately 141,400 bushels.
- Muney, 12 cars or approximately 16,850 bushels.
- Fifteen per cent not harvested, 153,300 bushels.

### POET ELECTED MAYOR



St. Paul, Minn., again has a poet-mayor. Laurence C. Hodgson, known as a writer of verse and prose under the name of "Larry Ho," has been elected the city's chief executive, defeating Rev. Howard Y. Williams, who was endorsed by labor. Arthur E. Nelson, whose mayorship expired, did not seek re-election. Mr. Hodgson formerly had served two years as mayor, and for the last two years had been city commissioner of finance.

## DEVELOPERS SEE GREAT FUTURE FOR NEW TOWN ON SOUTH PLAINS LINE

South Plains, new Floyd County town, 17 miles south of Silverton being developed on the Denver South Plains line by A. B. Brown of Lockney, and S. J. Edwards of Slaton will be launched formally on July 22 and 23, when a big auction sale of lots will be held, according to announcements by the South Plains Townsite Company.

Interest in the new town is already pronounced, A. B. Brown one of the members of the development company said the first of this week. In addition to a \$30,000 gin now in course of construction in the industrial section of the new town, and six brick buildings on Main Street already begun, four other buildings of brick will be constructed as soon as the builders can get to them and sites have been reserved by lumber dealers and elevator men. Other brick buildings for business houses, which the developers are not now in position to announce, are also in the offering and will likely be under way in the course of a few weeks.

The new town is expected to attain rapid growth from the first view of the large territory already well-developed, generally speaking that it will serve. It will be fifteen miles northeast of Lockney seventeen miles due north of Floydada, seventeen miles south of Silverton twenty-three miles southwest of Quitaque and thirty miles east of Plainview.

The town is situated four miles west of the point where the new Denver line will emerge from the brakes but the territory which it will aid to serve extends in a fan shape northeast and southeast for much greater distance than that. "We want to make this a substantial community from the beginning," Mr. A. P. Brown said, "and in addition to putting some of our own money into substantial buildings we are going to encourage others to build well and discourage inadequate buildings and shacks at all times."

On the opening days, July 22 and 23, an auction sale of lots will be conducted by W.H. Seale, veteran auctioneer of the Plains and Panhandle, of Floydada, W.A. Nash & Son of Plainview and Jno McDonald of Lockney, will be in charge of the auction, Mr. Brown announced. Details of the auction sale together with terms and other details of the plans for the opening days will be made public as soon as complete plans can be matured. "Not only the home-folks but investors and business men in general from over the southwest are talking an interest in the plans for South Plains. We are getting letters daily from various points inquiring about the new city we are developing in Floyd County."

Main Street on the plat of the new town is the Silverton Floydada Highway. The Denver South Plains line will be at the South end of Main Street which will be 100 feet wide. All other streets in the town will be eighty feet in width.

In the plat is included forty acres off the east side of the S. E. Gilliland and purchased from Mr. Gilliland by the developers some weeks ago; and also 160 acres purchased from Mrs. Holmer Harper lying immediately east of the Gilliland land across the highway. The developers are calling atten-

## CHEVROLET AUTO STANDS GRUELLING TEST WITH HONORS

A romance of the General Motors Proving ground at Milford, Mich., comes to light today with the announcement that Chevrolet test car number 112 has been retired from the proving-ground service after withstanding the withering strain of 46,150 miles in four and one-half months over various types of roads and a wide range of driving conditions.

Number 112 had a standard light delivery panel body on the standard commercial car chassis and had been taken out of regular production at the Flint plant. When, in the course of the usual routine, it was placed at the proving ground by another Chevrolet, it still had in it many miles or unused transportation, engineers declared, despite the gruelling experience of so many miles of terrific test driving.

Forty miles out of Detroit in the hills and vales of Livingston county, where the great outdoor automobile laboratory is located, this Chevrolet, like others there underwent supreme tests in the cause of improved automobile transportation. In the course of these tests the car was called upon to go through all the types of service an automobile may be called to—and more.

It was kept on test for 135 days, "working" on an average of 341.8 miles a day. There were days when it was driven more than 500 miles in order to try its stamina. In addition to the test work at the proving ground, the car carried mail to Detroit and return each day, permitting of a study and check of the car under actual road traffic conditions.

Engineers and technical men who drove and checked the car at the proving station had in mind the many difficulties an automobile has to contend with in its lifetime. They thought of the driver who speeds his car over rutted roads; they considered the motorist who rides his clutch; they had in mind the man who habitually tramps on his brakes, another who races a cold motor, another who asks his car to pull out of a mud hole in high, and so on.

Although they realized at the same time that only a very small minority of drivers do these things today, they wanted to study the ability of the Chevrolet to withstand these abuses and to be constantly on the watch for developments that might improve

PETERSBURG.—Contracts has been let and work is underway on a light and power plant for this place.

A Throckmorton contractor has charge of the work.

LAMESA.—Approximately 400 acres of the Weaver Ranch, west of Lamesa, is being planted in sunflower seed, the Mammoth Russian variety being sown. The average yield expected is about a ton to the acre, and during the last ten years, the average price per ton for this seed has been \$90. It is thought a new industry will receive impetus from the Weaver Ranch project.

Attention of interested investors to the fact that the land is probably as well drained as any piece of land in Floyd County.

## Our Trip to Carlsbad Cavern; 8th Wonder of the World

By Mrs. I. B. Brooks.  
From Castro County News:

The B. A. Fuller family, I. B. Brooks family and Ione Lile, left Dimmitt at 9:30 a. m., July 3rd, drove to Clovis where we spent about 30 minutes. Then on to Portales where we spread our lunch on the court house lawn and just as we started in on that roast pork, fried chicken, potatoes, pickles, cake, jelly, etc., someone remembered that it was too early for lunch as the time was set back one hour at Texico. Did we wait? We did not. After a nice rest, we resumed our drive toward Rosewell over the finest roads and the ugliest scenery in the state. But we were allowed a few minutes rest when B. A.'s Chrysler refused to run good with a nail in its left back tire. On reaching the beautiful city of Rosewell we were amply repaid for our long drive, trees, trees everywhere, both fruit and shade, beautiful homes, green lawns, flowers, vegetables, melons and water in abundance everywhere for its irrigated country. But it was too early in the season, for us to feast on all these good things as we did on our last trip to Roswell in August.

We ate supper and spent several hours in Roswell then decided to drive on to Carlsbad so as to be as close to the Cavern as possible, as we were told that sometimes you stood in line an hour or more to buy your ticket, and as that was the object of our trip we didn't care to run the risk of getting left, as the time of entrance was at 10 a. m. So as a couple of cat birds, one on the ground and one in a tree woke us up real early, (about 4 a. m. N. M. time) we went down to the beach where we soon had a real camp breakfast of coffee, bacon and eggs and the kiddies enjoyed a fine swim as the river was wide, deep and clear at this lovely playground of the little city of Carlsbad.

Arriving at the Cavern, thirty miles S. W. of Carlsbad early, we learned the authorities intended to divide the crowd that day, so as there were three hundred of us ready to go at 8:15 a. m. We started on our seven mile trip 755 feet below the surface of the earth, down, down, winding this way and that way a jolly bunch of sight seers.

We were given a brief history of the finding of the Cavern by Jim White, now called the veteran guide, who saw, as he thought, a dense cloud of black smoke rising off the mountain top but which upon going close, he found to be thousands of bats coming out of the cave. This was 26 years ago and every evening from five to seven o'clock these bats still come out by the millions and as with all things of this nature it took Mr. White years to get interest up to the point of development. I cannot

find words to describe this wonderful natural Carvern with its lofty rooms, some as high as 558 feet to the ceiling, with from above while in other rooms the stalagmites extend upward. Other chambers contain the fluted cave marble, folds of cave marble resembling a ortiere, and other formation called cave peadls, all this with the great electric search lights playing on their gleaming beauty, was a picture of grandeur. We were given 30 minutes for lunch in a large chamber called the dining room. We wondered why so short a rest, but before the time was up we were ready to move on, because while just cool enough to be pleasant walking, was too cold to remain still very long.

The cavern holds a temperature of 56 the year around and an abundance of clear, cold water and fresh air.

Just before starting on our upward climb we rested a bit and sang several patriotic songs in honor of the day (July 4th.) Then in honor of Him, the giver of all things, we sang "Rock of Ages". Can you think of any thing more beautiful than 300 voices singing a song of praise to God hundreds of feet underground while viewing one of His great works of nature. No though of fear for personal safety entered in, only a reverent awe as to why.

On our march out we passed the second party in which were 500 people. Then the upward climb, which is real exercise but as we were allowed plenty of

## Clarendon Citizens Boosting College

The Clarendon chamber of commerce is planning three booster trips within the next three weeks in the interest of Clarendon new Junior college. The first trip will be made on Friday of this week when Claude, Panhandle, White Deer, Pampa, Groom, Jericho, and McLean will be visited. The second trip a two-day affair to be held on the 13, and 14 of this month and will include Memphis, Estelline, Childress, Kirkland, Quanah, Crowell, Paducah where the night will be spent and on to Matador, Roaring Springs, Turkey, Quitaque, Silverton and Clarendon. The third trip to be held on the 21, will include Alanreed, McLean, Shamrock, Wellington, Quail, Hedley, and Lelia Lake.

This will be the first year of the Clarendon Municipal Junior College, all teachers have been selected, and Dean Burton predicts a student body at least 100 for the first year.

BIG SPRINGS.—Farmers of Howard County are milking more cows, feeding more chickens, and hoeing more gardens than at any previous time. Neither the acreage usually sown in cotton nor that of feed is as large in this section for 1927 as it was for 1926.

time we arrived at the top around 3 p. m. but feeling well paid for our trip.

## ANNOUNCEMENT---

WE HAVE PURCHASED

TRACKAGE AT---

## South Plains

—and will build a 20,000 bushel Capacity GRAIN ELEVATOR

We will give a premium of \$100. to the farmer selling us the first car of wheat at

— SOUTH PLAINS —

## THORNTON & BEAN

J. B. DOWNS

A. R. MERIWETHER

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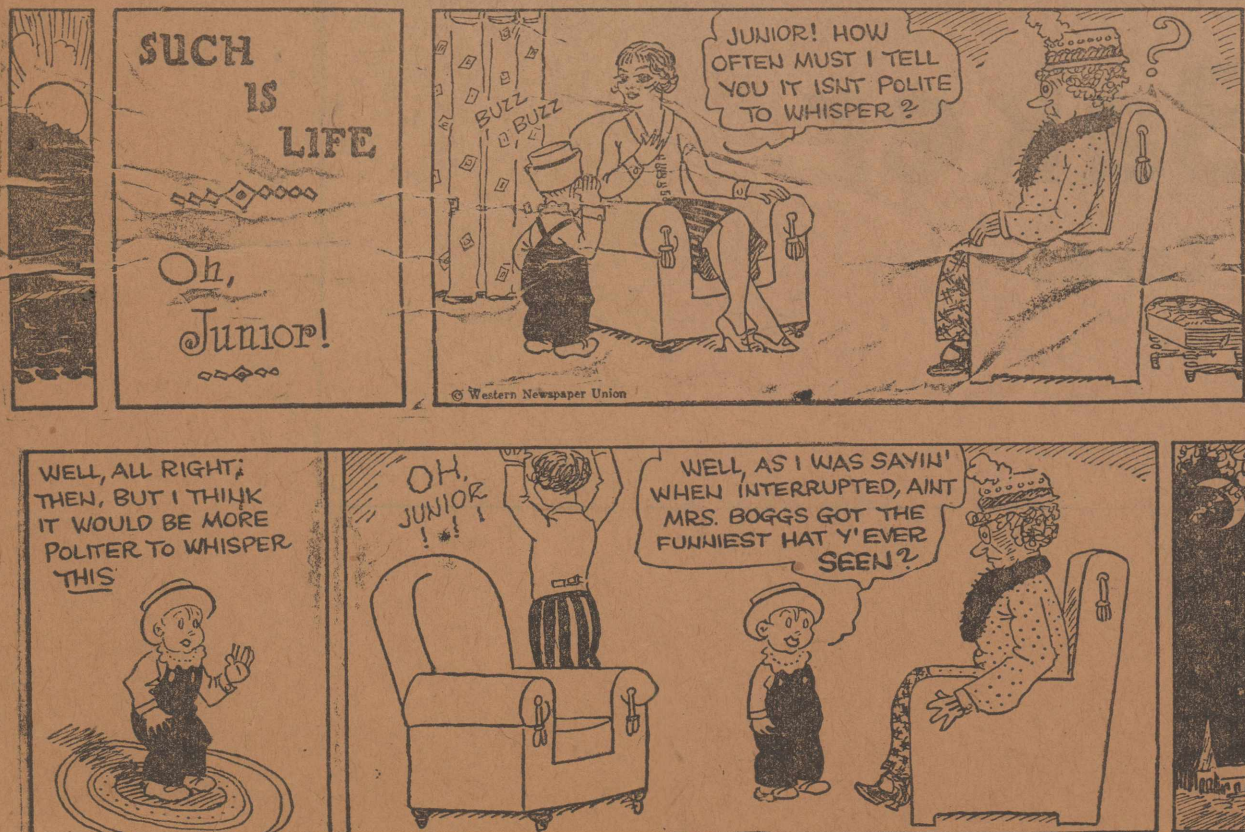
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LOCKNEY, TEXAS

OFFICE IN FIRST NATIONAL BANK

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# NAME IT!

Some Call It, "Lockney Junction"

Some Call It "Fuqua"

Some Call It "Surprise"

Call it what you may---It's going to be a--  
**TOWN**

**\$25<sup>00</sup>**

*For the Name Finally Selected*

**Artie Baker**

Lockney, Texas



# SOUTH PLAINS SUN

NUNN-WARREN PUB. CO. INC. Publisher  
\$2.00 Per Year Advertising Rates on Application

## Why The "Sun"

In establishing a newspaper at South Plains we feel that we are beginning on the ground floor and we are glad to be in a position to do so, for to wait until the new town is well established would be shifting an extra burden upon our fellow townsmen and developers by not being willing to join in the pioneering of the town.

The management feels that as South Plains is some sixteen miles from the nearest town—Lockney—and is in the midst of the best farming section in Texas that it will be only a comparatively short time until the already well developed area around the town will be inhabited by an even much greater populace of successful farmers, poultry and stock raisers. It is an established fact that many owners and tenants are having better financial returns from their eighty and hundred and sixty acre farms in this section than those who are trying to cultivate a section or more. The smaller farm is taken care of in a more intensified manner and still the owner has time to look after his chickens, hogs and cows, and as a rule diversifies his crop planting a greater variety of grains, etc.—but so much for farming—it is a success here and even on a small tract one may become independent and not many years hence such will be the picture of the territory surrounding South Plains.

South Plains will be a railroad point convenient to the citizens of this vast and rich territory. Good, level, plains roads, already well graded, lead into to town. Why shouldn't this make a good town? We believe it will and are willing to cast our lot here and will endeavor to give South Plains a newspaper that will always stay ahead of the town and the territory it serves.

The South Plains Sun is one of eleven progressive Home-Town newspapers published in prosperous Panhandle communities by the Nunn-Warren Publishing Company, Inc.,

Come to South Plains! —The Editor

## THREE COUNTIES FORM DAIRYING PROPOSITION

Tulia, June 26—In order to stimulate and encourage the most rapid growing industry in the Panhandle country, dairying; Swisher, Hale, and Floyd counties have entered into a parley by jointly employing Prof. Geo. P. Grout, professor of dairying at Texas A & M college, to devote his entire time to instructing the dairying interests in the three respective counties. The salary was not definitely announced at a recent C. of C. meeting here, however, it was guaranteed to exceed \$3,000 per year in the initial movement so as to spend his time equally among the three counties. Dairying has been increasing in such strides here recently that it is taking the lead in stable industries, the milk and butter fats sold in the county last year, exceeded the half million mark and those familiar with the business say it will be much greater this year. Many farmers have become thoroughly sold on the business and are initiating the use of it into their general farming program.

Prof. Gout has purchased 320 acres near Tulia which he expects to convert into an ideal dairy farm and has arranged to ship several head of choice stock here soon before starting permanent improvements and he expects to locate permanently in one of the three counties. He is well known throughout the breeding circles in the north, central and southwestern states as an expert on dairy stock and has travelled to a number of foreign countries as a judge of premium winning stock and studying marketing problems.

## JUNE WAS GREAT MONTH FOR LOCKNEY FARMERS

LOCKNEY, July 8.—June, usually a month of watchful waiting and suspense to the farmers of the Lockney section as the crops are on the last lap of their growth to maturity, has proven the exception and turned out to be one of the best months of the year from a financial standpoint to the farmers.

Due to the lack of moisture from the first of the year up to the middle of June, prospects for good crops were far from promising but with the beginning of the harvest came reports of unexpected wheat yields which continued all through harvest. During the month of June there was deposited in the banks of Lockney approximately \$550,000 as proceeds from the wheat crop to July 1, and at this time, prospects are very promising for an abundant crop of grain sorghum, however, the cotton crop is generally conceded to be too late to mature even a fair return.

Because of the poor prospects for a wheat crop, the farmers have not spent as much as they usually do and on account of this fact there is more money in circulation in this section than in many previous years. The farmers have lived from the proceeds of their produce and hogs, which alone have brought into this immediate section \$33,000 last month.

Spurred on by the good farming conditions, the building program continues to expand. Besides the major pieces of construction, the Fort Worth and South Plains Railroad, the Lockney, Cotton Oil company's cotton oil mill, the Prairie Oil and Gas company's gas extension, the Texas Compress; there are two brick business houses going up in this city and several new residences and the coming of the late summer months give promise for the building program to expand greatly.

look upon a new enterprise or a new citizen as an "infringement" on them and instead of giving them the glad hand of welcome they withhold their patronage and try to "starve them out."

Cities do not just "grow." They are built; it's the people that build them. Are you helping to bring people to your town or city and do you encourage them after they come and invest their money there? Or do you treat all "new comers" with suspicion and make them feel like they wished they were in some other town. You can help to build or you can help retard the growth of your city by suspicion and by

## FRANK E. CLARITY AND PARTY GO OVER NEW RAILROAD LINE; WORK IS PROGRESSING NICELY

### DENVER OFFICIALS TOUR NEW LINE OF SOUTH PLAINS RAILROAD

Plainview, July 1.—Train service into Plainview on the new line of the Fort Worth and Denver South Plains Railroad Company will be in operation by June 1 of next year, according to General Frank E. Clarity of Fort Worth, who was in Plainview Friday on a tour of inspection of the new line with a party of Denver officials.

Clarity was well pleased with the progress that is being made on the new line and states that work on the grading operations was 30 days ahead of schedule on the entire 200 miles of new roadbed from Estelline to the Plains including the main line from Estelline to Plainview, the intersecting line from Silverton to Lubbock, and the branch line from Plainview to Dimmitt.

The grading on the entire distance is 70 per cent finished and according to Clarity, were it not for the ascension at the caprock the road would be in operation much sooner than June 1. Work trains are expected to be working out of Plainview by March 1 of next year and the officials are counting on laying the rails at the rate of a mile a day when that starts.

The officials expressed themselves as very anxious to see an early completion of the new lines because of the unprecedented development that is taking place at Plainview and in this section of the Plains. A heavier tonnage than they had hoped for seems to be awaiting the new line, according to the present outlook of business conditions.

The laying of rails from Estelline to the caprock on the new line will begin by July 20 of this year and the completion of the rails to that point will give the Denver a rail connection with the caprock where the greatest diffi-

## IMPORTANCE OF THE STAMPED EGG FOR MARKETING

During my recent trip to Austin and other points in Texas I inquired about the methods of buying and selling market eggs during the summer months in a number of those towns. The fact that the average egg placed on the open market is such a poor product that many people have quit buying them at all unless they carry an egg stamp. Housewives in buying stamped eggs know that they can break them in the frying pan and feel perfectly safe that it will be a good egg. For that reason they feel no hesitancy in paying a premium of 5 cents per dozen or even more for such eggs. They say that they will actually save money buying eggs this way for if eggs that are bought straight run without even being candled will entail a loss to the buyer through the summer of at least 25%, and the eggs that are useable are usually of such poor quality that you hesitate to use them. To say nothing of the

culties in building the line at that

In the party with Clarity on the tour of inspection were L. W. Hogsett, general field superintendent; M. A. Stainer, engineer of maintenance; B. Violet, general roadmaster; W. L. Broome, division engineer; John Pfeiffer, superintendent motor power; L. B. Furman, construction engineer, all of Fort Worth; John A. Hulen, traffic manager, Houston; R. C. Gowdy, chief engineer, Denver, and S. A. Covington, general superintendent, Wichita Falls. The party left Friday for Dimmitt to observe operations on the branch from Plainview to that point.

unpleasantness of using bad eggs. Market eggs carry the following grades: Extras, Extra firsts, firsts, seconds, thirds and rots. The average farm egg will not grade above a second class egg which is very low. What causes this low egg, and should the farmer and merchant be concerned about improving the product? Everything bought and sold today is handled on a grade basis. Now that is what we mean when we talk of grading eggs. Unless the farmer and the merchant come to realize that this particular product—farm eggs—should be bought and sold on its merits, the day is not far distant when this farm commodity will not be merchantable enough to justify the producer to keep farm poultry. Why did eggs go to 7 and 8 cents per dozen here this summer? Was it due to an over production? No! because Texas has to import eggs to furnish its population. It was due to an over production of low grade eggs. This class of eggs can be prepared to an over-production of bollie cotton, a product the market has no great demand for. Next summer we may see this same class of eggs selling for three cents a dozen. What are we going to do about it?

With a large increase in the number of laying hens, and if the volume of production greatly increases and with no effort to improve the market grades of eggs there is only one logical result and that always comes from the law of supply and demand—low market prices.

In a recent direct conversation with the largest poultryman in the world, M. Johnson, of Bowie, who has massed a fortune in the poultry business, he made the statement, that the low grade market egg was the greatest problem in the poultry world today and unless some definite steps are taken by the poultry raisers themselves and the people who buy these eggs, improve the market egg grades and prices, great losses will surely follow. There must be a definite educational program, well planned and well executed to meet this situation. He congratulated us on having formed a poultry association in this county and stated that only such organizations could we expect to accomplish much.

## MANY PLAINVIEW BUSINESS FIRMS ARE EXPANDING

PLAINVIEW, July 8.—With a boom impending at Plainview as a result of the discovery of oil in Hale county, 20 miles southwest at the Mullican No. 1 well, business changes and expansions are taking place with rapidity and new firms are coming to Plainview. With the discovery of oil at Plainview, are other causes for the boom that apparently will eclipse any development the city has yet seen including the big wheat crop harvested, the voting of bonds for will entail the expenditure of 3 millions of dollars in this county, the nearing completion of the Fort Worth and Denver-South Plains Railroad company's new line into Plainview, and the building of the natural gas line from the Amarillo field to serve South Plains cities, involving a total expenditure of close to three and a half million dollars.

Some of the business changes at Plainview include the expansion of the Donohoo-Ware Hardware and Furniture company one of Plainview's pioneer firms, who are doubling their storeroom capacity by separation their furniture from their hardware stock. They have rented the Griffith building on the east side of the square and moved their furniture store to that location giving their entire space to hardware, where they have been located for several years.

The Plainview Mercantile company has been sold to Barrier Brothers who are now operating it. A new photograph studio has been opened. The Northcutt Lumber yard has been sold to John Maynard Lumber company of Amarillo, who has taken charge. L. B. Platt and associates are building the largest produce house to be found on the Plains.

An effort is being made to locate a blue-print establishment in Plainview to make oil maps to furnish the oil men who are flocking to the town.

## BUILDING A CITY

Many people wonder why certain places grow rapidly and become important center of commerce while others with just as good opportunities for improvement make such slow progress. But there is a reason and that reason is the people who live there. A town is just what the citizens of that make it. If they are narrow-minded, selfish and close-fisted, the town just won't grow. People may come there to live, but they won't stay long. No industry will be located there, for they know that they will more likely have the opposition of the people than their co-operation.

And another thing. If the men who are in business do not advertise they will not get the patronage of the people, for people these days like to read about the things that are offered for sale, first, because they are interested in those things and secondly, they like to trade with live merchants. A merchant who does not advertise his business is doing himself an injustice, and he is also hurting his town by helping to create the impression that it is a dull place and that there are no people trading there; no they naturally "follow the crowd" to another town where the business men are soliciting their patronage and show they are wide awake by advertising in papers that come to them every day or every week.

A town depends for its growth upon the citizens who have money to build up a town. If the town is made up of "tightwads" who happen to own most of the property, "rich" widows who never buy anything unless they find it on the bargain counter and can get it at half price, then that town will just exist and its growth will be slow. And as long as those "tightwads" and rich widows live there will be nothing doing in the line of progress. Some towns are afflicted with wealthy citizens.

The people must be public spirited and be ready to give encouragement to who ever comes among them and to co-operate with them when they try to help build the town. We know some places where they seem to

# Dependable

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HAVE THE  
**SOUTH PLAINS**  
—SUN—  
**COME INTO YOUR HOME!!**

Only \$50

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*One of the first things a NEWSPAPER has to have is readers and especially those of the immediate territory.*

*The SUN is being launched by successful newspaper men who have never been known to stop a paper. Arrangements have been made for a building and a Printer-Editor will be located at South Plains at once.*

**You Are Invited To Tell Any Local-  
Happenings And Local  
Correspondents  
Are Wanted**