

The Lockney Beacon

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H. D. ADAMS, Editor and Owner

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COUNTIES SHOULD HAVE ALL AUTO TAXES

The Texas Highway Association, an organization that seemingly is for the purpose of backing the Texas Highway Department, is up in arms trying to get Governor Moody to veto the gasoline tax and auto registration bill, that passed the last session of the Legislature, because the law allows more of the registration fees to stay in the county where they originated.

The Texas Highway Association wants a law where the highway department can handle practically all of the money from the registration fees and use the money anywhere they desire to build highways. This means that the bulk of the money would be used in the Eastern and Southern part of the state where the "so-called highways" between towns of that section at the expense of other counties that are far less fortunately located. They predict a 5c gasoline tax within five years, and they want the gasoline tax and the auto fees to all go to the highway commission according to our understanding.

So far, according to records, a large percent of the money paid for gasoline tax and auto fees, practically all of which has went to the highway department, has been squandered to a large extent on graft, overpaid contractors, feathering the politician camps, and giving supporters of the various officials of the State soft jobs at the expense of the tax payers.

The people of Texas should wake to realize that the best way to han-

"Dangerous Business"



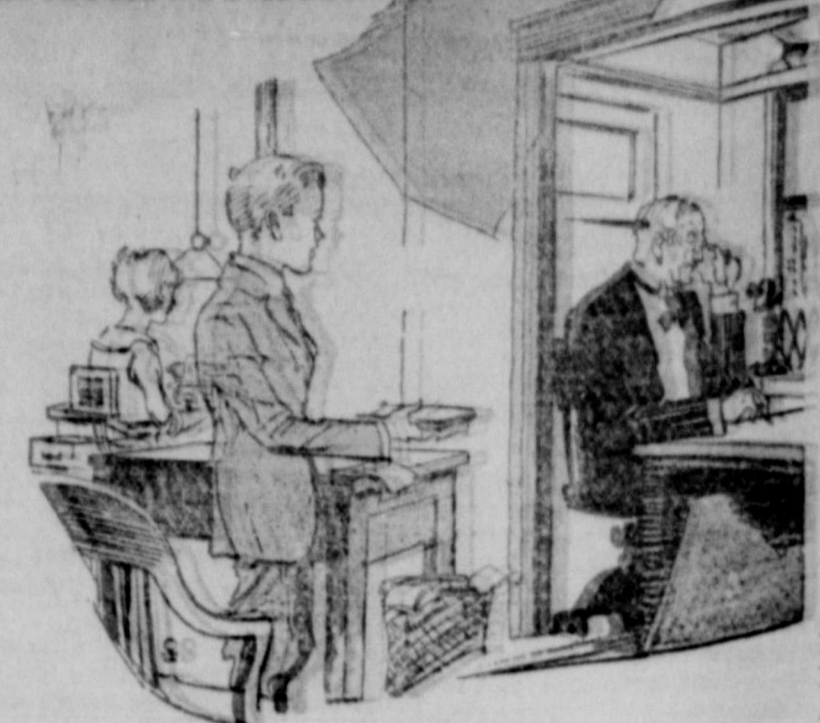
is exactly just what happened. There were several companies and officials that were charged with the graft and were not cleared of the charge even some of the companies contracting for the road work were found guilty, and returned large sums of money to the state that they had received unlawfully, and yet not a man of the whole works, so far as we can ascertain, has had to pay for his crime by serving time in the penitentiary. Stealing is stealing and a thief is a criminal, and all criminals no matter what their standing, should pay the penalty of their crimes in our state penitentiary. If laws are passed when the county commissioners can handle the road proposition of each county, we will for our money in road building, and it will take the money out of the hands of the commission at Austin that we are now paying them, and lessen the chance for graft, give us better chance to get good roads, not only highways, but all lateral and country roads, and will cause the taxation in counties on roads to be lowered. They road problems will be better looked after because the home commissioners, who are answerable to the home people, and who have the improvements of their roads, in their respective precincts really and truly at heart. They will spend the money they receive for road taxes with the smallest portion of waste or graft that can be made. We feel that the Texas Highway Association, is an auxiliary organization to the Texas Highway Commission, and that they are not in sympathy with the good roads proposition only as far as the State highways are concerned, and that the organization is composed chiefly of members of high finance, and there fore want good paved roads over desired sections. They will go to any length plugging our taxes to accomplish their ends. They are far more favorable to paying and over-plans to the contractors than making efforts to get the best roads at a minimum cost to the tax payer. In other words the cost of the roads to the tax payers of the state is a secondary consideration of the association as we see it. Every auto owner has a right to talk about the road situation, and every auto owner has a right to his part of the good roads. He is paying out his money for good roads. He can come nearer getting something for his money out of good roads at home, and he can come nearer getting a fair return for his money when it is placed in the hands of his home commissioners. We believe that the law just passed by the Legislature was a long stride toward self government and a better way of using our own tax money. Every auto tax payer should write a personal letter to Governor Moody, requesting that he not veto House Bill No. 129, but that he approve the bill so far as the Texas Highway Association is concerned in the matter, in their request to the Governor to approve the bill.

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CATHOLIC PROPOGANDA

We are in receipt of several books and pamphlets, that are being sent out by the Knights of Columbus, the Catholic organization, that does all the outside and dirty work of the Catholic church, telling of the situation in Mexico, and trying to embroil the people of America against Mexico, so that a war may result between the two countries, and the Catholics will be able to dominate the Mexican government again. Every Protestant in the United States should give President Coolidge and the United States Congress to understand that the white people of the United States are opposed to a war with Mexico, and that this country is not to be driven into war with Mexico on the strength of Catholic influences. Mexico has a right to rule her own country, and she has the right to overthrow Catholicism and her church and state, and she further has a right to make rules and laws governing her own internal questions. If the people of the United States or any other country cannot live under these laws let them leave Mexico and return to the countries they came from. In the United States a Mexican that cannot live under our laws, we tell him, where to head in in a hurry, and he can't like it he can go back to Mexico or receive the penalty this country inflicts for not abiding by our laws. The American in Mexico went there by his own choice, and he can leave there if the laws of that country do not suit him, and as we see it, it is not the business of the United States to dictate to Mexico as to the laws she passes that affect the foreign element in that country, and most especially the laws regarding the overthrow of catholicism. The Mexican citizenship principally has been held in penance for several years, even from the beginning of the rule of catholicism, and now that they are reaching the stage where they

Ambition



YOUR BOY AND SAVINGS

THAT a growing boy of yours is impressed by the actions of his elders. While still young he should be instilled with the importance of thrift to future business success.

WHAT better way have you of stirring his ambition than have him start a Savings Account in this Bank? We encourage young people. Let us help your boy.

THE FIRST NATIONAL BANK

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

GARDENING TIME AT HAND

It will soon be time to plant that garden. Some garden truck can be planted now. We have a full line of seeds for your convenience, and in planning your garden for this spring, we would like to have call on us for the seeds and sets you will need.

GROCERIES AND MEATS

A complete line of Fresh Groceries, Fresh and Cured Meats, and the very best of service at all times. Just Phone No. 10, and we will see that you get the very best and the promptest of service.

RILEY & BREWSTER

Start your Little Chicks right by feeding

SUPERIOR CHICK STARTER

SUPERIOR CHICK STARTER: Growing Mash, and Laying Mash, and all kinds of grit and charcoal. Also SUPERIOR Dairy Feeds. All

WE WANT YOUR CREAM POULTRY-EGGS-HIDES

MERCHANTS PRODUCE CO.

LAWN GRASS SEED

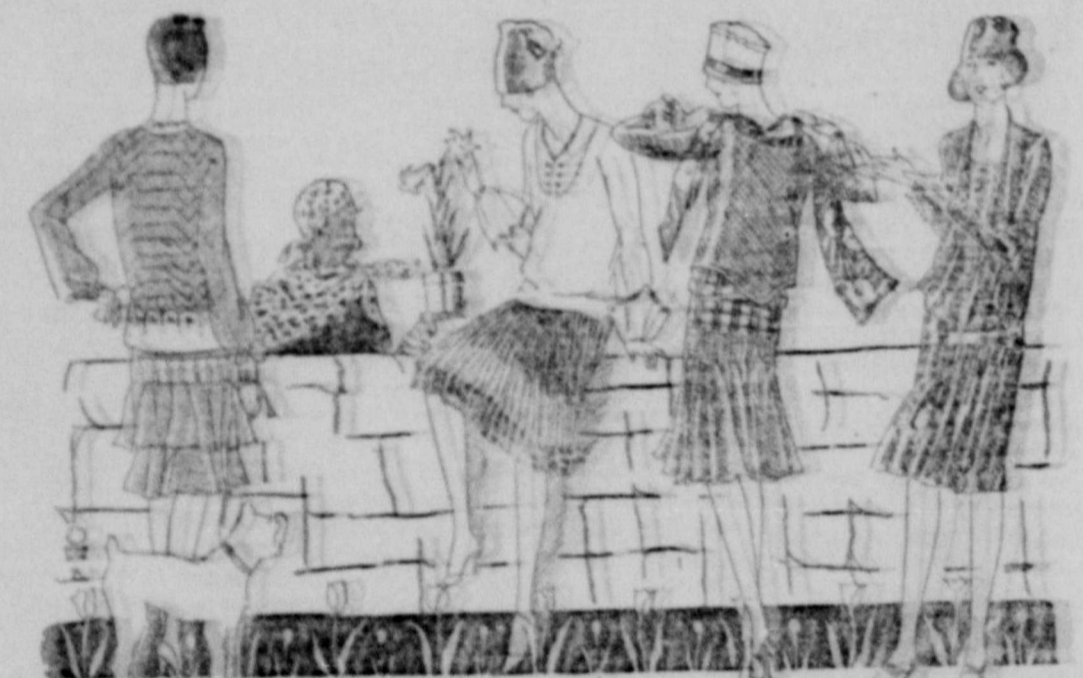
Kentucky Blue Grass Seed 100 pound. White Lawn Clover Seed 75c pound. 4 lbs. Blue Grass to 1 lb. White Clover is the correct mix for lawns. This amount covers 2,500 square feet of ground. BERMUDA GRASS SEED-50c pound. Use 1 lb. to 600 square feet of space.

ALFALFA SEED-SWEET CLOVER SEED

10 lbs. required for acre. This seed we offer is strictly Pure and bright and sound. PRICES-1 to 5 lbs. 25c 5 to 10 lbs. 20c 10 to 25 lbs. 15c 25 to 50 lbs. 10c 50 to 100 lbs. 75c 100 to 200 lbs. 50c 200 to 400 lbs. 35c 400 to 800 lbs. 25c 800 to 1600 lbs. 15c

All above seeds are priced Postpaid to you. A Beautiful Home, a Prosperous Home by the use of White's Seeds, Poultry Supplies, Plants, Roses, Baby Chicks, and other high class Home Adornments. Buy the Best From the House that Service and Quality Built.

C. E. WHITE SEED CO., PLAINVIEW, TEXAS



Frocks for Easter

\$19.75

New Colors.....New Lines.....New Trimmings

READY NOW, on our apparel floor, frocks that give a fashionable answer to "what's to be worn for Easter." The newest frocks, the smartest frocks in colors that date them definitely "Easter, 1927."

A wonderful showing of Dresses at the low prices of \$9.75, \$11.75, \$14.85.



MARTIN DRY GOODS CO.

"The Store With The Goods" Floydada, Texas

Continued on Page 3

These Cars are DOUBLY guaranteed!

YOU RECOGNIZE the emblems shown below. But do you know what General Motors has done to make each car the outstanding value in its price class? How it is using its great resources to provide each with a finer engine—a stouter chassis—a more beautiful, more lasting body—a finish that defies wear and weather—quality materials in those hidden places where quality is most needed? You'll save money on your new car by clipping the coupon below. Mail it TODAY.



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



5 models—\$775 to \$975. Has largest 6-cylinder engine in its price class. Fisher Bodies. Duco finish. Beautiful, stylish lines. Value proved by unprecedented sales.



11 models—\$875 to \$1,190. Gratifies your finer taste. Satisfies every need. Fisher Bodies. Duco finish. 6-cylinder motor. Harmonic balancer, 4-wheel brakes and other new features.



7 models—\$1,095 to \$1,295. The "six" that is winning and holding goodwill everywhere. Fisher Bodies. Duco finish. Rubber silenced chassis and other tested improvements. 4-wheel brakes.



18 models—\$1,195 to \$1,995. Everybody knows Buick's worth. Now finer than ever. New models vibrationless beyond belief. 6-cylinder valve-in-head engine. Fisher bodies. Duco finish.



6 models—\$2,495 to \$2,685. The new and beautiful car designed and built as a companion car to Cadillac. Has V-type 8-cylinder engine. Bodies by Fisher. Duco finish. Now on display.



50 body styles and types—\$2,995 to \$9,000. The pioneer in the 8-cylinder field. Standard of the world. Duco finish. Bodies by Fisher and Fleetwood. 500 different color and upholstery combinations.

(ALL PRICES F.O.B. FACTORIES)

GENERAL MOTORS

CLIP THE COUPON

GENERAL MOTORS (Dept. A), Detroit, Mich.

- CHEVROLET Please send, without obligation to me, illustrated literature describing the General Motors product I have checked—*together with the name of the nearest dealer in case I wish a demonstration.*
- PONTIAC
- OLDSMOBILE ALSO YOUR PROFITING GROUND BOOK.
- OAKLAND Name _____
- BUICK
- LASALLE Address _____
- CADILLAC

FRIGIDAIRE Electric Refrigerator DELCO-LIGHT Electric Plants

CATHOLIC PROPAGANDA

Continued from Page 2
are enlightened enough to see the workings of catholicism and desire to take the power away from the catholics, it is none of the put in of the United States government to force the Mexicans to accept catholicism and continue peonage to any so-called religious organization.

Mexico is becoming Americanized, and further Mexico is becoming civilized, and when a country becomes civilized there is very little place for catholicism in it, and therefore the catholic rule is dwindling. They are losing their power. That is what the matter is with the catholic church in Mexico today. They do not intend to give up their power over governmental matters if they can possibly hold it. They are determined to bring about a conflict with the United States and Mexico if possible to pull the wool over the eyes of the citizenship of this country. No true protestant can sanction such a move on the part of the catholics, and it is to the interest of every protestant to make a protest against our government against interference with the Mexican government in their political affairs in regard to catholic interests in their country.

This country is supposed to be a free country. But we would not be a free country under catholic rule. Mexico wants to be a free country and they have made a big step toward the overthrow of catholicism, and as believers in freedom and liberty we would not become the instrument of the catholic church to drive them back into slavery.

DIVERSIFICATION

By Fay Guthrie

Just what is a definition of the word diversification? Our general meaning as applied to the business of farming means the planting, raising, and growing, of poultry, crops, cows, and general farm products in the cheapest possible manner securing the highest rate of production, or in other words making the greatest margin of profit with the least possible amount of money invested.

We hear people talking of raising poultry and dairy cows as a means of diversification. But is that really diversification?

Here's a proposition: If a merchant sells only shoes and then adds cheese and crackers does he have a diversified store? The same thing that holds good for the merchant will hold good for the farmer if they are both business men and prosper according to the efficiency with which they run their business.

When the farmers of Texas learn to produce the articles for which there is a demand and will continue to be a demand they will not have the same attitude toward price conditions they now have. If there are ten stores in Lockney and all of them sell nothing but shoes, will they prosper? Would it not be better for each store to buy something else such as general dry goods in order to reduce competition in the shoe game? If that is a fact then it behooves the farmers of the Lockney country to study the conditions of demand and deduct from that census the articles that will be most in demand and prepare to produce that article at the least possible cost? For example; practically every farmer in the state of Texas had a huge cotton production in 1926. The only farmer that made money from the 1926 crop was he that produced his crop far below the cost of production.

A survey of the Texas Agricultural Outlook for 1927 will acquaint us with the conditions that will nearly rule the prices for the different farm products during 1927.

Cotton

As for cotton, after having taken practically everything into consideration the survey states that the outlook for PROFITABLE cotton production in Texas for the coming season is none too encouraging. Above all, it is time when every possible economy in production should be made, costs should be reduced to a minimum.

Grain Sorghum

With the poor price prospects for feeds crops in general, and with the heavy surplus of grain sorghum on hand, farmers are not encouraged to increase their grain sorghum acreage beyond that necessary to meet their own current feed requirements and to provide for a farm reserve.

Oats

Where oats can be used for a hay crop on the farm, the Texas farmer should sow a sufficient acreage to meet his own requirements.

Wheat

Present prospects are that the world carry-over for next year will be somewhat larger than last year, but not burdensome.

Hay

The hay problem of the Texas farmer is largely one of supplying his farm and local needs.

Sweet Potatoes

Only farmers who need the supply for their own use, who can sell the crop on the local market, or who can afford to produce a crop and sell at relatively low prices, should increase their acreage.

Mules

The prospects are that in the next few years it is going to be expensive to replace our work stock. For the Texas farmers who are favorably situated this suggests the opportunity of raising their own mules or an extra few to sell.

Beef Cattle

The supply and demand will remain approximately the same proportion. Texas is primarily a breeding ground however, the grain sorghum area of western and northwestern Texas gives promise of developing a considerable interest in feeding.

Dairying

One of the greatest opportunities for those inclined to dairying for 1927 is in the production of the dairy cow feeding home grown feeds and by proper housing and breeding, in selling cream, and in feeding the skim milk to calves, pigs and poultry.

Hogs

Deducting from previous circumstances the farmer should find it profitable to produce not only their own supply but also a supply sufficient to meet the requirements of local consuming centers.

Eggs

The safest egg production program for Texas during 1927 is the direction of quality production. The poultry that expands his egg production activities by using standard bred birds under sanitary conditions, feeding a balanced economical ration and housing his birds in a comfortable house, will be exercising the preliminary precaution that is essential to successful marketing and at the same time reducing his costs to minimum.

If Texas is to compete successfully with other states in the production of eggs, she must increase her average production per bird, specialize in high quality, and develop more marketing facilities.

Poultry

A large supply of frozen poultry on storage in the north will have a tendency to hold the prices of all poultry down to within a certain limit. This limit will be the price the public will pay for fresh poultry above the price of poultry on cold storage. This margin is as a rule sufficient to allow a reasonable profit to the efficient poultry producer. This will apply to Texas for 1927.

because the price of poultry feed will probably vary again during this year.

The above facts and forecasts were taken from Circular 45, Texas Agricultural Experiment Station. There may develop circumstances to alter the cases but they may be relied on as a basis.

The main thing is that the people of West Texas to strive for is to live at home. When this is done even though we miss the crop forecast we will not be compelled to call upon some one to help us. It will make the farmer independent of the market.

The first object is to live and the next is to make money. Be sure of the first and the second will take care of itself.

care of itself.

France Baker of Lubbock was here Sunday visiting with relatives.



IT opens the door to contentment—to independence—to happiness.

The plan is simple enough. Start today with a dollar bill, then deposit regularly.

SECURITY STATE BANK

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

ANNOUNCEMENT

We have purchased the stock of groceries and the business of the Northcutt Grocery, located in the McCollum building on the west side of Main Street in Lockney, and are now in charge of the business. We will continue to operate the grocery store.

We will appreciate a share of your business, and promise first class service and the best prices the market affords in the grocery lines at all times.

Come in and get acquainted with us, and let us figure your next grocery needs.

BLOXOM & SON

Successors to Northcutt's Grocery
Lockney Texas

QUALITY—OUR GUIDE

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

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

LOCKNEY GROCERY



THIS car's performance will win your heart, especially the smooth, effortless flow of power from an engine that is vibrationless beyond belief.

And Buick value will amaze you—

—Value made possible by great volume and its savings—the earnings of leadership, which are used continually to further enrich Buick quality.

The Greatest BUICK Ever Built
A 3440 Calloway Motor Co.
FLOYDADA, TEXAS



SPRING FASHIONS FOR THE Easter Promenade

Dresses
\$9.95 to \$16.50

FROCKS that will startle on Easter Day with their chic. All newest fashion features, including concealed fan pleatings in the skirt that surprisingly swing out as you walk in the Easter Fashion promenade.

Coats
\$16.50 to \$22.50

IN THE parade of fashion on Easter Morn Coats from this store will play a prominent role. Materials that are smart are kasha, flannel, tweed, mixtures and novelty plaids as well as silk. A very special offering that is in time Easter.

SUITS \$22.50 to \$29.50

ARE tailored with slim jackets, broad shoulders, manish lapels and smooth hips; clever belts, pleated skirts and plain in gray-tan or greenish tweeds and smart navy twill. Sizes 14 to 36.



Easter Millinery

A Timely Offering \$2.79 to
at a Special Price \$6.50

AN extraordinary purchase enables us to offer these Hats at this interesting low price! New, close-fitting brimless effects, soft draped Hats, chic ripple brims, embroidered Hats. All wanted head sizes for Women and Misses! All newest colors! Quality Hats just in time for Easter.

SOUTH
SIDE
SQUARE

Baker Hanna & Co.

FLOYDADA,
TEXAS

WHERE THE MOST-PEOPLE TRADE

LOCKNEY HIGH SCHOOL NEWS

WORK ON INTERSCHOLASTIC LEAGUE MEET MAKING GREAT HEADWAY IN LOCKNEY HI

Preparations for some "red hot" contests in the County Meet are now in progress. Rapid movements are being made toward helping put Lockney over the top with victory in her hand. Lockney high school students are manifesting a greater desire to help put Lockney on the map than ever before.

Every phase of the interscholastic league work is being carried on well. In the Literary work interest is shown to a greater degree than usual especially in declamations, debates, and extemporaneous speaking.

Try outs in debating contests, both boys and girls, have been held. The boys and girls have already begun work on their final speeches. Supt. Biggers and Mrs. Chas. Simpson carried the boys and girls to Silverton last Friday afternoon for some practice work with the Silverton debaters. The boys met Memphis at Quitaque. Friday morning the boys debating team debated the girls at the high school auditorium.

The declamation work has aroused the enthusiasm of several of the students. The tryouts will be held at the high school auditorium next Friday evening at 8:00 o'clock. Every

one has a cordial invitation to attend. Come and see how Lockney will shine at Floydada during the County Meet.

A portion of the interscholastic meet has already been staged when the Lockney Girls defeated the Floydada sextet to a score of 48 to 6, later losing to Prairie Chapel by one score. We are glad to congratulate our very near neighbor on winning the county championship in the tournament. We feel that Prairie Chapel is almost a part of us anyway, and therefore like to help her in gaining glory.

The track and field work is now coming to the front. Many boys and girls are reporting for practice each afternoon under the direction of Coaches No. 1's and Denman.

Misses Bridges and Thomas have charge of the volley ball and tennis respectively.

If you are really interested in the county meet and want Lockney to win just fall in line and put your shoulder to the wheel and wish "Lockney go over the top with victory in her hand." —School Editor.

CHURCH ANNOUNCEMENT

Trinity Ev. Lutheran of Providence Sunday, March 27:
10 a. m.—Sunday school.
No services that day.
Wednesday, March 30.
8 p. m.—Lenten services followed by choir practice.

You are cordially invited to attend.—J. FLIERL, Pastor.

PROVIDENCE NEWS ITEMS

Mr. and Mrs. George of Liberty attended the Play here Saturday night. Mr. and Mrs. Ed Singleton of Amarillo are here visiting at the home of J. H. Ratjen.

Miss Dela Ratjen of Amarillo is visiting in Amarillo this week.

Mr. and Mrs. John Hawkins of Balls visited R. C. Smith and family this week.

Mr. and Mrs. Chas. Veigel and children of Plainview attended the Play here Saturday night.

The sick people in our midst are about to get well again we are glad to state.

Sunset Home Demonstration Club

The Sunset Home Demonstration Club met at the school building, March 18. Miss Bass met with us on this date. Ten members and two visitors were present.

Miss Bass taught us the art of making set in pockets and of lining button holes.

Mrs. Nelson brought the rug to enter the Floyd and Hale county rug contest.

Mrs. Tate will be our leader for the next meeting which will be held April 1. We urge that every member be present on that date.—Reporter.

Seeds, Baby Chicks, Roses, Plants, Roots, Bulbs

All kinds of good seeds you want, at the right price. Baby Chicks, State accredited and Standard bred Barred Rocks, Rhode Island Reds, Buff Orpington, White Wyandottes, \$13.00 Hundred Prepaid. White Leghorns \$11.00 Hundred Prepaid. Guaranteed safe arrivals. Climbing Roses, American Beauty, Dorothy Perkins, Seven Sisters, White Ramblers, all 2-year-sizes, 75 cents each. Dudley Cross, Ever Blooming Monthly Roses, Red Radiance, Paul Neyron, 60 cents each.

American Beauty, Ulrich Runner, K. A. Victoria, 60 cents each. All large 2-years ready to bloom quickly. Grapes: Red Agawam, Black Concord, White Niagara, Moores Early, \$1.50 Dozen, Prepaid. Everbearing Strawberry Plants, \$1.00 Hundred Prepaid. Large Rhubarb Roots, \$1.00 Dozen Prepaid. Dahlias and Canna Bulbs, all colors and large at 15 cents each, prepaid. Onion Plants, Genuine Bermuda, \$1.10 thousand prepaid. Crystal White Wax, \$1.25 thousand prepaid. Frost Proof Cabbage Plants, 30 cents 100 or 500 for \$1.00, prepaid. Best Plants in Texas. Seed Potatoes, Irish Cobblers, Early Ohio, Red Triumph, \$5.00 hundred pounds F. O. B. Plainview, Seed Sweets, same price. Buy the best from the House that Service and Quality Built.

C. E. WHITE SEED COMPANY, PLAINVIEW, TEX.

"Have You Ever Been Hi-jacked"

INSURANCE

is nothing more than service, rendered through the local agent. If you have bought insurance and failed to get that service, you have been hi-jacked out of your money.

SERVICE

is rendered by the Local Agent and the Company by the Adjustment of claims and prompt paying of losses. We are in position to give you the very best service along this line.

FACILITIES

we have secured contracts with all the leading hail writing companies, and have the services of well known adjusters to handle our claims. The assets of our hail writing companies will exceed \$350,000-000.00 guaranteeing the insurer absolute protection.

WE APPRECIATE YOUR BUSINESS

Angel & Childers

AGENTS

PHONE 185

OFFICE FIRST NATIONAL BANK BLDG.

ISIS THEATRE

Program Week Commencing

MONDAY, MARCH 28

Monday and Tuesday—
W. C. FIELDS

—IN—
"THE POTTER"

PATHE NEWS

Wednesday and Thursday—
ADOLPHE MENJOU

—IN—
"Blonde or Brunette"

COMEDY—
"LOOKING FOR SALLY"

Friday—
BUSTER KEATON

—IN—
"THE GENERAL"

MACK SENATE COMEDY
PATHE NEWS

Saturday—
TOM TYLER

—IN—
"Arizona Streak"

COMEDY AND PATHE NEWS

SENIOR CARNIVAL BIG SUCCESS

The Senior Carnival produced by the Senior Class of Lockney High School on March 12 was a success in every sense of the word. The proceeds from the carnival are to be used by the Senior Class in purchasing new scenes for the stage at the High School auditorium.

The many booths proved to be the unusual and the unique. In the foreground of the evening the crowds saw the side shows and then assembled in the auditorium to see the pageant featuring the coronation of the carnival queen.

The stage in the auditorium had been transformed into a gorgeous throne room by decorations consisting of white lattices covered with trailing victrola and the draperies in

pastel shades which formed a background for the throne.

Two heralds announced the approach of the royal party and identified the members of the party as they ascended to the throne room.

Marching down the two aisles of the auditorium came the attendants of the Queen. The princesses were dressed in Bo-peep costumes and carried shepherds crooks tied with bows the color of their costume. The princes were dressed in costumes somewhat medieval in character with short trousers, colored satin jackets with frills of lace, and plumed hats.

First came Princess Jaunita of the House of Cowart, who dressed in pink and white was met at the front of the stage by Prince Edwin, of the House of Boedecker; next came Princess Lillian of the House of Powell in light green and white costume and Prince Travis of the House of Cowart; then Princess Annetta of the House of Johnson in lavender and white costume and Prince Clifford of the House of Kester; and then came Princess Irene of the House of Ritchey in blue and white costume and Prince Ernest of the House of Tannahill.

The princes and princesses were followed by Prince Lucelyn of the House of Cope, who, dressed in a suit of white satin, carried the crown of white pearls and rhinestones on a pillow of pink satin. Next came King William of the House of Moseley wearing royal robes of purple satin trimmed with white fur and a gold crown set with topaz.

Next came the Queen whose identity had not been disclosed. She was beautiful in a gown of orchid georgette headed with crystals and pearls attached to a fan like ruff of pearls and hanging from her shoulders was a filmy train of net and lace which was ornamented with pearls and rhinestones. The train bearers were little Misses Billie Jean Biggers and Iwana Louise Simpson who wore quaint and dainty frocks of pink and yellow respectively.

As the Queen mounted to the throne room, a herald announced, Princess Venera of the House of Norris to be crowned Queen of the Senior Carnival. As she knelt before the throne, King William crowned her and proclaimed her Queen of the Carnival.

Following the coronation ceremony a novel program was presented for the Queen's entertainment. This

program included:
Hawaiian number by Ukelele girls.
Chorus, "Glow Worm"—Ukelele Girls.
Dance of Flowers—Fifth Grade girls.
Pierrot and Pierette dance—Aline Davis and Velma Marble.
Chorus—"Trail of Dreams"—by Troubadours (Group of Senior boys)
Gypsy dance—Maenon Meriwether and Mavis Davis.
Chorus—"Goodnight Ladies"—Ukelele girls.

This event proved to be a happy experience for the members of the Senior Class and they desire to thank everyone, merchants, teachers, and students who aided in making the carnival a success.—Reporter.

Miss Christian and Mrs. Stevenson Gave Class Recital Tuesday Night.

The piano class of Miss Lauream Christian, assisted by the expressive class of Mrs. O. E. Stevenson, gave a recital at the high school auditorium in Lockney Tuesday night. The program was an excellent one and was well rendered.

Miss Christian's pupils were trying out previous to their taking part in the South Plains Music Festival which will be held in Lubbock today Friday and Saturday. Miss Christian will have about twenty pupils who will enter the contests in the Festival. Last year there were more winners from Miss Christian's class at the Festival than any other south Plains town in the piano contests. The program rendered Tuesday night was as follows:

Part I
"The drive around the Lake," Iwana Simpson; "The Boston Traveler," Frankie Dodson; "My Regiment," Harris Ball, Jr.; "The Wavelet," Floyd Jarnagin; "The Skeer," Mary Elizabeth Broyles; Reading Bernadine Bennett; "The Lamb's Frolic," Willie Mae Doak; Song, "Frankie Dodson, Pickaniny March and Don Juan Minuet, Milton Adams; "Miniature Prelude," Patricia Patterson; "Cris Cross," Virginia Hohlaus; "The Witch," Frankie Dodson; "Romance from Sonata in G," Addie Barker.

Part II
Play:—"Six Who Pass While the Lentils Boil."

Characters: Mary Alice Baker Frankie Dodson, Welton Dodson Wood Stevenson, June Guthrie, Martha Meriwether, Helen Baker, and

Glen Stevenson.
"The Guitar," Etheline Wofford, "Scherzino," Roy Thornton; "Toccata," Mary Leda McAdams; Reading, Mary Alice Baker; "Andante in F Major," Evon Griffith; "Interpretation of Waltzing Doll," Patricia Patterson, June Guthrie at piano; "Nocturne in E Flat," Mildred Carter; Reading, Martha Meriwether; Ensemble, Mary Leda McAdams and Anice Stewart; Violin solo, Alice Stewart; "Scottish Tone Poem," Maenon Meriwether; Reading, Ruby Lee Baker; Ensemble-Andante Hazel Gruver and Maenon Meriwether; Ensemble, June Guthrie and Evon Griffith.

Mrs. Brown Entertains Banner Class of M. E. S. S.

Mrs. A. B. Brown entertained the Banner Class of the Methodist church of which she is teacher, last Thursday evening, St. Patrick's day, at her home in West Lockney. The banner class is composed of young ladies in their teens and is one of the liveliest classes in the Sunday school. The evening was spent playing games and having a good time in general, and refreshments of cake, nuts and ice cream were served, carrying out the color scheme of green and white, and the favors were shamrocks and pipes, in keeping with the St. Patrick day spirit.

Those enjoying the occasion were: Misses Jettie Wells, Hazel Jo Anderson, Hazel Gruver, Delma and Melba Floyd, Frances Savage, Leona Wells, Ethelene Wofford, Irma Ida Thomas, Maxine Norris, and Ruby Cox.

When Fashion Deals

This Frock

Leads



NO MATTER whether you come home with the bridge prize or not, if you wear this smart new frock you will certainly win a more valuable reward: your friends' admiring approval of your costume. And, after all, it is of less importance to know what tramps are out than to know what styles are in. The front shirring of this frock is very new, as is the soft girdle with its ornamental buckle. The narrow little band finishes the neck discreetly enough until it reaches the devastating flower on the shoulder, but thereafter it trends a frivolous path, turning into a bow at the back, with long streamers. The cuffs likewise take an original turn.

(Copyright, 1927, by Butterick)



MISS OLIVE PORTER, AN ARTIST'S MODEL OF CHICAGO, PRESIDED OVER THE FIRST MEETING OF THE "SLOW CLUB" RECENTLY, WHEN OVER 200 YOUNG PEOPLE ATTENDED, IN AN EFFORT TO COMBAT THE HIP POCKET FROCK AND PETTING MOVEMENTS AMONG THE YOUNGER GENERATION. THE ORGANIZATION PROPOSES TO HAVE WEEKLY PARTIES WHERE THEY WILL DANCE AND SING AND ENJOY THEMSELVES IN A MANNER PLEASING TO THE MOST CIRCUMSPECT OF GRANDMOTHERS. THE "BLACK-BOTTOM" WILL ALSO BE TABOOED.

COTTON YARD CATCHES FIRE

Seven bales of cotton were destroyed at the cotton yards by fire last Sunday morning about 8:00 o'clock.



GLORIA SWANSON CHRISTENS NEW AIR TAXI

The Marquise de la Palaise, better known to the movie public as Gloria Swanson, christened the first Fairchild Flying Corporation's series of air taxis at Curtis Field, L. I. today. The new serial taxi carries five passengers in an enclosed cabinet at a speed of 125 miles per hour and is powered with a 200-H. P. motor.

CITY MEAT MARKET & GROCERY

FOR QUALITY AND SERVICE

FRESH VEGETABLES OF ALL KINDS

GARDEN SEED AND SEED POTATOES

STAPLE AND FANCY GROCERIES

QUALITY ABOVE ALL

PHONE 101

E. L. Marshall

BIG HATCHERY NOW IN OPERATION

TUESDAYS AND FRIDAYS OF EACH WEEK
FIRST SETTING

Eggs for Hatching will be received for Setting on—
TUESDAYS AND FRIDAYS OF EACH WEEK

Book Your orders with us now, for future settings. You are invited to call and inspect the Big Machine. VISITORS WELCOME AT ALL TIMES.

LOCKNEY HATCHERY

Bill Langfeldt, Mgr.
Cräger Furniture Co
Phone 121



Furnishings for Easter

HIGH quality furnishings to insure your being well dressed For Easter and a long time after—because the merchandise is made for quality and service, too.

Madras Shirts	\$1.50	Leather Belts	50c to \$2.00
Silk Neckwear	\$1.00	Silk Mufflers	\$1.00
Fancy Hosiery	50c	Spring Oxfords	\$4 to \$7.00
Spring Felts	\$5 to \$7	Union Suits	\$1 up
		Silk Bow ties	35c up

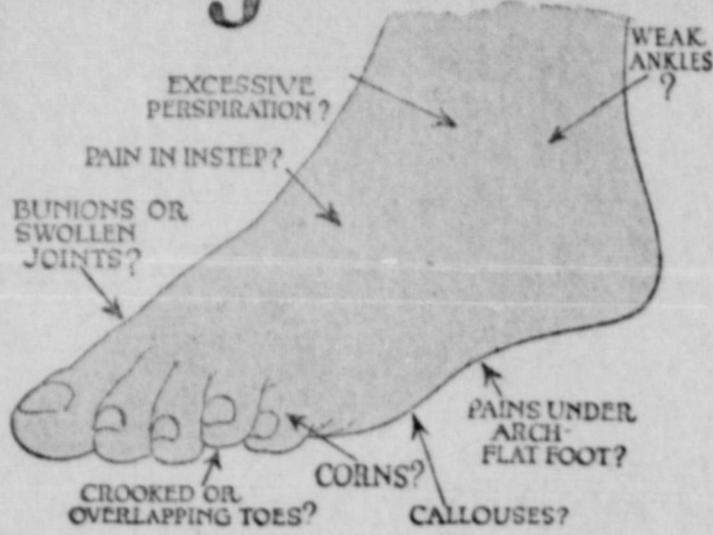
E. GUTHRIE & CO.

Will Demonstate Boll Extracting Machine

LUBBOCK, March 21.—South Plains farmers are expected to gather here Saturday, March 26 for a demonstration of a Mitchell Cotton Burr Extracting machine.

superintendent of the station is especially anxious to have a good attendance from each community on the South Plains. A cordial invitation is extended to everyone.

Do You Suffer from Painful Feet?



Foot Comfort Expert from Chicago will be here Wednesday, March 30th To Give Free Demonstration

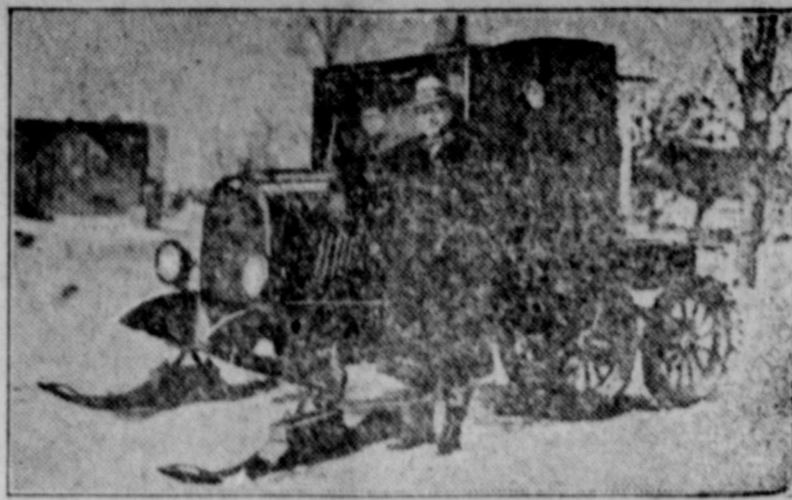
On the above date we will have at our store, through the courtesy of Dr. Wm. M. Scholl, famous foot authority, a Foot Comfort Expert from his own staff, sent here for the benefit of our patrons.

Over your stockings feet, this Expert will make Podo-graph prints, which will show the exact nature of your foot ailment. He will then demonstrate how the scientific method and improved appliances perfected by Dr. Scholl instantly relieve your painful feet, and restore them to health and comfort.

TO PHYSICIANS—You are invited to refer or bring your foot-troubled patients to our store during this demonstration. The latest improved appliances and method of Wm. M. Scholl, M. D., for relieving and correcting painful feet will be fully explained.

BAKER MERCANTILE COMPANY LOCKNEY, TEXAS

Snowmobile Defies Weather



Converting a Chevrolet car into a Snowmobile mounted on skis and tractor wheels has solved winter transportation problems for Charles Surrrell of Newberry, Mich.

Faced with the necessity of making long trips through a territory frequently covered with snow drifts 20 feet deep and where temperatures often hover around 28 degrees below zero, Charles Surrrell, of the firm of Surrrell & Son, Chevrolet dealers at Newberry, Michigan, has constructed a model Chevrolet "snowmobile" utilizing a Chevrolet motor and chassis.

The front end of the queer looking vehicle, which attracts unusual attention wherever it appears in the snow covered upper peninsula, is fitted at the front end with wooden skis, attached to the regulation Chevrolet axle and steering knuckles. The car is easily handled despite the heavy snow drifts and the average depth of 30 inches of snow encountered in

his daily travels, Mr. Surrrell says. The rear end of the car is fitted with two sets of Chevrolet wheels, set tandem style, over which an endless tractor belt equipped with flanges operates.

So powerful is the special tractor equipment when powered with the Chevrolet motor that Mr. Surrrell has often been called upon to tow heavy cars out of snow drifts where they have become hopelessly stalled. The extensive alterations required to transform the Chevrolet into a snowmobile were all made in the service station of M. Surrrell & Son. The Chevrolet motor had already put in four years of service on a Chevrolet touring car before it was utilized for special winter service, Mr. Surrrell says.

in order to move about the fields to the various cotton piles. It separates about 1,000 pounds of sledged cotton per hour.

Several reasons make the machine practical for farm use, Jones stated. It will enable the farmer to keep his burrs on the land for fertilization purposes. A test of the ashes of burrs burned in gins this year proved that there is about 35 per cent potash in the ashes. It will save ginning cost and hauling expense and will enable the gins to run the cotton through more rapidly and will therefore save the farmers much in time in waiting their turn at the gin.

John E. Mitchell of St. Louis, head of the manufacturing company will be here personally. Officials from

the Texas Experiment Station of College Station and others are expected here, according to Jones.

Pajama Party.

Thursday night, March 17, 1927, Miss Leo Simpson entertained the Pajama Club with a pajama party. The evening began by seeing "Love 'Em and Leave 'Em" at the Isis Theatre. After the show a car ride to Plainview was taken after which they returned to the Simpson home at an "early" hour.

The girls put on their pajamas and the remainder of the night was spent making candy and doing many other interesting things. A cup of cold water was handy for anyone caught trying to sleep.

About six o'clock Friday morning the girls prepared their breakfast

then dressed for a hard day of school. The Pajama Club consists of nine Senior girls; Misses Aline Davis, Hazel Bybee, Luella Cope, Loraine Still, Maenon Meriwether, Mavis Davis, Velma Marble, Venera Norris and Leo Simpson. Every member of the club was present except one, who was ill at her home. We sincerely hope she can be with us next time. A wonderful time was enjoyed by all, but lessons were very dull at school the next day.—Reporter.

Marriage Licenses.

The following marriage licenses have been issued from the County Clerk's office during the past week: Lewis Clark Betty and Miss Ethel Mae Musgrove, March 18th. J. W. James and Miss Aita Belle Busby, March 18th. R. C. Myers and Miss Bessie Black, shear, March 19th.

H. C. Randolph left this week for the cattlemen's convention in El Paso after buying 75 head of registered heifers and a Buick Sedan.

Mrs. Cleo Montgomery, formerly Miss Deliah Ayres daughter of Mr. and Mrs. E. L. Ayres, came down last week end from her home at White Deer for a short visit.



MAKES YOU FEEL FIT!

A pleasant and agreeable effervescent saline laxative.



REXALL LIVER SALT

Its action is gentle; it is an aid in cleansing the intestinal tract without nausea.

For rheumatism, stomach, liver and intestinal disorders.

50c 6 oz. Bottle

LOCKNEY DRUG CO.

The Rexall Store LOCKNEY, TEXAS

GOODRICH SILVERTOWN CORDS

This is not a sale and we are not selling below cost but these prices are good until change in wholesale cost. Save this price list and show it to your friends.

- Goodrich Silvertown Cords 30x3 1-2 regular 55 \$6.75 30x3 1-2 O. S. regular \$7.75 30 x 3 1-2 Giant O. S. \$9.75 30x5 H. D. Truck \$30.00 32x6 H. D. Truck \$40.00

- Balloons 29x4:40 \$9.95 30x4:75 \$12.95 30x5:25 \$17.45 30x5:77 \$19.75 33x6:00 \$20.90

- Goodrich Radio Balloon Tires 29x4:40 \$7.95 30x4:75 \$10.00 30x5:25 \$12.75 31x5:25 \$13.75

- Goodrich Radio Cords 30x3 regular 55 \$5.75 30x30 1-2 (signal) \$5.75 30x3 1-2 Giant O. S. \$7.75 31x4 \$10.75 32x4 \$11.75 32x4 1-2 \$15.75

- SPECIALS Ford Timers 40c 35c box tire patch 15c \$1.50 Tire pump 75c \$1.50 Ford Jack 75c Hot Shot Battery \$1.85 MacGuay Norris Step Cut Pistol ring, Ford size. 10c

- INNER TUBES 30x3 \$1.00 30x3 1-2 \$1.25 30x5 \$2.75 29 4:40 \$1.50 30 bars of P & G soap \$1.00 (Limit 30 bars to customer)

B. E. NEEDLES 625 Ash Street Phone 230 PLAINVIEW, TEXAS

Pirates and Romance

Carib Gold

By ELLERY H. CLARK

Make the acquaintance of Captain Francis Barclay of the swift sailing pirate brig, The Black Panther. Accompany him to the island of Jamaica, to that appropriately named anchorage and rendezvous, Port of the Devil, with its shady characters, its wild gambling and racing and dueling; and then go with him on his quest for treasure and vengeance to that closely guarded plantation in the interior where another old villain—old fox of an ex-pirate—hedges himself about in feudal style from fear of his victims and enemies. It makes rarely good and exciting reading.

Our New Serial Starting IN OUR NEXT ISSUE

J. O. ROGERS, M. D. Physician and Surgeon DIRECT MEDICATION Special Attention to Diseases of Children and Chronic Diseases. Office in City Drug Store Night Phone 4 Lockney, Texas

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

A. C. GOEN M. POLK GOEN GOEN & GOEN Real Estate Loans an Insurance Farm Lands, Ranches and City Property First Texas Joint Stock Land Bank, Houston, Texas. 6% Farm Loans. Quick Inspection and prompt closing of loans. Call us about your loan. PHONE 179 Surginer Bldg. Floydada, Tex.

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

Dr. S. M. HENRY PHYSICIAN AND SURGEON Special Attention Given to Women's Diseases. Office Lockney Drug Co. Office Phone 50—Res. 87 Lockney, Texas

DR. D. J. THOMAS Physician and Surgeon Office in LOCKNEY DRUG CO. A Share of your Patronage solicited. OFFICE PHONE 50 RES. 77

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

W. H. Seale Jno. McDonald SEALE & McDONALD Phone 907

AUCTIONEERS ATTENTION! PHONE J. I. Hammond, Clerk, Floydada for Dates. We will furnish dinking cups free at sales.

PIANO TUNING We have an expert Piano Tuner and Repairman. PLAYER PIANOS A SPECIALTY All Work fully guaranteed.

J. W. BOYLE & SON PLAINVIEW, TEXAS

MILK AND CREAM

Deliveries made both morning and afternoon. We will appreciate your business and give you prompt and efficient service at all times.

SAMS' DAIRY Phone 9008F14

THE BEST OF SERVICE CLEANING - PRESSING ALTERATIONS

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

D. F. McDUFFEE

Advertisement for Chevrolet Coach featuring the price \$595 and the text 'The Beautiful Fisher Body COACH'.

- List of improvements: New AC Air Cleaner, New AC Oil Filter, New Heavy One-Piece Full-Crown Fenders, New Windshield Pillars, New Bullet-Type Head-lamps, New Tire Carrier, New Coincidental Lock, New Remote Control Door Handles, New Duo-co Colors, New Gasoline Gauge, New Radiator, New Windshield on Open Models, New and Improved Transmission, New Brake and Clutch Pedal Controls.

DYER MOTOR CO. LOCKNEY, TEXA QUALITY AT LOW COST

VIRGINIA HART DAYTIME FROCKS VIRGINIA HARTS ARE NOT ORDINARY

FRIDAY SATURDAY

VIRGINIA HART SALE

WE ANNOUNCE



THE Greatest Sale of wash frocks. In our business life these frocks cost more than the ordinary but it is our intention to give you the best value we have ever offered.

Remember the price is for Friday and Saturday only. After Saturday these frocks will not be sold at this price.

Come prepared to buy several as you will want to buy more than one.

BAKER-CAMPBELL CO.

Floydada, Texas

WEST TEXAS TODAY

Big Lake—Royal welcome was extended C. F. Drake, newly elected full time secretary of the Big Lake Chamber of Commerce, at a banquet tendered him recently. Drake came to Big Lake from the Editorial Staff of the San Angelo Standard.

Eden—An average of \$1,196 worth of poultry, eggs, and cream is being shipped out of Eden weekly according to statistics kept by a local au-

thority. The town shipped out twelve cars of dressed turkeys the past season, and is becoming widely known for its quality of products.

Spearman—Initiating Texas' official "Capon Day," Spearman celebrated her lead in the State's new industry here recently. In recognition of Spearman's position as leader in the capon field, the town furnished capon for the annual exhibitors and directors banquet at the Fort Worth Fat Stock Show. The banquet was put on by the West Texas Chamber of Commerce and gave much publicity to all West Texas through serving of a "West Texas menu" in which products were listed coming from various sections.

Rotan—Considerable diversification will be carried on in this region during the coming year. One of the biggest extensions is that of truck farming. Much stress is being made on raising sweet potatoes in this section.

Lowa Park—Voting is to take place in precincts here at an early date on

A LOTTERY WITHOUT A WINNER

By W. R. MOREHOUSE Public Relations Commission, American Bankers Association

(There is presented herewith the first of a series of articles exposing the wiles of sharpers who are after your money.)

ALMOST unbelievable amounts are lost to the American people annually from unwise ventures. This loss, estimated at nearly one billion dollars a year, is accounted for when you take into consideration that practically all of the money "invested" in numerous fake schemes and half-baked projects is forfeited by the investors. In presenting this series of articles regarding sharp practices and various kinds of swindles we hope to prevent thousands of people from falling into the traps already set for them by irresponsible and unscrupulous promoters.

Through the use of only actual cases selected from several thousand, it is hoped to prove conclusively the futility of taking a "gambler's chance" with your savings, for as in a lottery without a winner you are bound to lose. Much of the material here used has been supplied by the Better Business Bureaus throughout the United States which are non-profit organizations serving the investor without charge and acting wholly in the public interest. Read these cases and then file them away for future reference, for sooner or later you may find yourself on the verge of "taking a leap in the dark"—of speculating with your savings as the people here told about were inveigled into doing.

A "good front" has put over more crooked deals than any other thing. Every irresponsible promoter specializes in putting on a "good front" in his dealings with those whom he fleeces out of their savings. Whether or not he is successful is due to a large degree on how good a front he is able to put on. In motion pictures, the sets, or "props" as they are called, supply the setting for the scenes. They are used to portray things that seem large things that seem grand and beautiful. Peer behind those sets and what do you see here? You see that the attractive fronts are supported by braces made of the cheapest knottiest and poorest timber imaginable.

They serve their purpose in the world of make-believe, but in real life you cannot afford to buy



only good fronts. Your house must have real rooms behind it, your purchases and investments real values. In the field of wild-cat financing if you peer behind the "good front" which the promoter puts on you will find that it is supported only by deception, dishonesty and fraud.

Unscrupulous persons of the "good front" type are expert actors in the role of "big brother" to inexperienced investors with money at their command. As protector and advisor to the widow and the inexperienced, which they claim to be, they are in reality wolves in sheep's clothing.

Gaining the Victim's Confidence In personal appearance they are impressive. As conversationalists they are convincing. As students of the traits of human nature they rate high. In short, they know how to stalk their prey successfully. With

(The next article in this series will tell of a clever scheme practiced in many parts of the country by which the unwary are robbed of their money.)

sands of dollars without effort or risk. He may describe some invention selling for an astounding sum, or depict the prospects of a fabulous mine or oil company that is going to double and treble in value over night. As climax he may paint the picture of a vine-covered cottage which is to be yours in your old age, with its radiantly burning fire on the hearth and with all the luxuries that go with a happy home. And finally, he may paint you sitting before this fire, happy and contented—Independent for life, as the result of an investment made according to his advice.

But there is a great difference between what you get and what the wild-cat promoter paints in the imagination of his victims. By the lure of easy money he leads them over the precipice of financial ruin. Instead of ease and comforts there usually results poverty and privation.

Fort Worth—The Panhandle-Plains district exhibit put on by the West Texas Chamber of Commerce came in for second place award at the Fat Stock Show, being lead by South west Texas exhibit by less than 1 per cent. The exhibit of all West Texas products, not sufficient to fill a competitive exhibit and not following a score card, placed fifth for the West Texas Chamber of Commerce territory. Three agricultural Judges from

A & M college judged the displays. non where he will spend the time between now and the next cotton season.

Mrs. Ruth Homer and Miss Dorothy Ford spent Sunday visiting their parents, Mr. and Mrs. Frank H. Ford of the Lone Star Community. Herbert Blanton who is bookkeeper as the McClesky Gin Co., the past season, has terminated his contract with the company for this year, and has gone to Lubbock. From Lubbock he will go to his home in Ver-

Miss Mary Baker who is attending school at the West Texas State Teachers college spent Sunday visiting in Lockney. Mrs. Ed Reeves and Mrs. W. L. Whitt spent several days last week visiting friends and relatives in Abilene.

THE STORE OF QUALITY

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

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

STEWART DRUG CO.

Member Texas Qualified Druggists' League

BUY YOUR COAL FROM US

Let us sell you your next order of coal. We carry a full supply of both lump and nut coal, and can give you prompt and efficient delivery. We handle the famous "Diavolo" brand coal for domestic purposes.

SOUTH PLAINS GRAIN COMPANY

PHONE 23

WE WANT YOUR HAULING

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

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

We haul:

- LUMBER FREIGHT EXPRESS MACHINERY BUILDING MATERIALS HOUSEHOLD GOODS

BENNETT'S DRAY LINE

CALL US FOR SERVICE

RES. Phone 78

Office Phone 164

GOODYEAR TIRES AND TUBES

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

AMALIE AND MOBIL OIL

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

QUICK SERVICE

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

OZARK FILLING STATION

Jackson & Dunn, Props.



JUST THINK

SPECIALS FOR ONE DAY ONLY

- Good 240 wt. Overalls- \$1.50 val., special \$1.00
Big assortment Dress Shirts, special \$1.00
3 Bottles Dyanshine, 50c size all colors special \$1.00
Ladies nice Silk Hose \$1.00
Two 65c Boy's Blue Shirts \$1.00

Floyd Huff THE CLOTHIER

WANT COLUMN

FOR SALE—Twelve room house in West Lockney at a bargain.—See S. W. Perry, Woodridge Lbr. Co. 15tf
FOR SALE—At a bargain, 160 acres choice land, close to good school, on highway.—See Marshall Davis. 14-tf-c
FOR SALE—I have full blood Barred Plymouth Rock eggs for sale \$1.00 per setting, also White Wyandotte eggs, full blood, \$1.00 per setting.—Elmer Shackelford, Phone 35J. 2t
FOR RENT—Nice furnished room, with conveniences.—Phone 108.

SHOES & BOOTS—Made to order. All kinds of repair work. Give us a trial.—Lockney Shoe & Boot Shop Rear City Grocery 26 4tc
Let me do you Hauling—Coal, Kerosene, Furniture, Express and other articles. Good service.—Elmer Shackelford, Phone 35J. 2472t-p
FOR SALE—Full blood light brown leghorn eggs from hens culled for laying. \$1.00 per 15 \$5 per 100.—Mrs. Emmett Tierce. 25 4tp
HATCHING EGGS FOR SALE—Tom Barron Strain English White Leghorns. \$4.00 per hundred—Silas Ellis, 1-2 mile south of Aiken school house. 26 4tp

FOR—Regular brooder coal that is more economical and gives far better satisfaction than soft coal come to Boothe Bros. Elevator, Floydada. We have just received a full car. 26 4tc

EGGS—S. C. American White Leghorns. M. Johnson, Bowie, Texas, strain. Special and imperial matings. \$1.00 per 15; \$6 per 100.—Ira Chambers, Rt. 2. 24 4tc

FERN'S NOBLE FERN PRINCE—No. 241478, registered Jersey Bull for service at my place 9 mi. north east of Lockney. This is one of the finest bred bulls in Texas. Being a line bred bull of the famous Noble of Oakland. Terms \$5 at the gate.—Robert Smith, Jr. 27 3tp

STREET SALE—Auctioneer John McDonald will hold his regular street sale Saturday, April 2nd. All those having articles they wish disposed of will please bring them in on that date. 27 2tc

FOR SALE—Ford delivery car, practically new, and in perfect mechanical condition.—See G. S. Morris.

FOR SALE—Hatching eggs full blood White leghorn eggs 50c per setting.—Mrs. Alva Raper, Phone 9004F14

HEMSTITCHING—Will finish and return on the next mail. 10c per yard. Mrs. C. M. Wilson, Floydada, Texas. Box 363. 23tf

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

FOR SALE—Canta and Dahlia bulbs, hardy Perennial Plox and hardy giant Carnation plants.—Mrs. Burton Thornton. 25 4tc

ANTHRACITE coal for Baseburner and Brooder stoves, the last car of the season, better get enough to carry you through. Price \$20.00 per ton.—E. T. Coleman & Co., Grain dealers, Plainview, Texas

COTTON SEED—Pure bred cotton seed. Several varieties Priced right.—Chas. Moseley, Lockney, Texas.

FOR SALE—5 Jersey cows, 2 fresh, 3 will be fresh soon; One big four year old mule, broke gentle.—H. A. Brotherton, Phone 9024F3 27tf

FOR SALE—One row McCormick—Deering Cultivator, good as new.—J. H. Henderson, Phone 9007F14.1tp

FOR SALE OR TRADE—One good Jack. Will trade for Jersey cows.—H. A. Brotherton, Phone 9024F3 27tf

WANTED—Man with car to sell complete line quality auto tires and Tubes. Exclusive territory. Experience not necessary. Salary \$300 per month.—Milestone Rubber Co., East-Liverpool, Ohio.

FOR SALE—Horses and Mules—Terms given.—See Geo. Graham, 8 miles southwest of Lockney. 27 2tp

Roseland Home Demonstration Club.

Miss Bass, met with the ladies of Roseland community Friday, March 4 and organized a club. Mrs. W. A. Whitlock, president; Mrs. John Smitherman secretary and Miss Anna Sims reporter.

Our next meeting will be held Friday, March 18.

Miss Bass will meet with us April 1st and give a demonstration on canned meats.

All the ladies in our district and elsewhere who are interested in this work are requested to meet at the club room at Roseland at 2 o'clock Friday, April 1st.

Misses Thelma Steele and Mollie Newman were Plainview visitors last Sunday afternoon.

Luther Harris who is attending Texas Tech at Lubbock spent last week visiting his parents.

PLAINVIEW SHORT ON RIGHT OF WAY FUND

Only Little more Than 1-3 of The Pledges Have Been Paid; An Additional \$125,000 will be Required

PLAINVIEW, March 22.—Herbert Dysart and L. R. Bain were appointed last night by the Denver railroad committee to secure options on property in Plainview that will be required for the right of way for the Fort Worth and Denver South Plains Railway. The railroad officials have indicated their willingness to use the route originally surveyed or an optional route, which will run a little south of the original survey through town up to Ash Street. From there it follows the general line of the survey. The route that can be acquired cheapest will probably be the route used.

A definite amount necessary for the purchase of the right of way cannot be stated and could not be known in advance, members of the general committee state; but it is thought that a total of approximately \$250,000 will be needed.

At the time the contract was signed with the Fort Worth and Denver

officials citizens of Plainview and Hale county, acting for the public, agreed to furnish right of way through Hale county and grounds for terminals. A subscription was taken a total of which was listed at approximately \$150,000. Of that amount \$65,000 has been paid in. The subscriptions are in effect promissory notes. Part of the amount will be uncollectable probably as much as \$25,000 or \$30,000.

When this list had reached the total of \$15,000 action was necessary. It was clear to the general committee that this would not be enough money for the purpose. A canvass of original subscribers was made and each asked to sign the contract with the Fort Worth and Denver, his responsibility to be in ratio this original subscription bears to the whole. Some 150 individuals signed this contract.

The right of way committee has reached the limit, it cannot go on with funds in hand. More money must be forthcoming, members of the committee state, before further progress can be made.

Actual construction has started on part of the survey. It is significant, the local committee point out that no progress has been made in actual construction from the junction north of Lockney, toward Plainview and Dimmitt. Until right of way deeds are in hand construction will not start. There must be enough right of way in a stretch to provide for economical construction.

Work has started south from Petresburg in direction of Lubbock. Railroads have an eminent right domain and it is possible through condemnation court procedure to acquire land and have its value set.

The local committee says that it is not the desire of the railroad committee to file suits against a large number of property owners, the preferred arrangement being to agree on the price of land for the right of way.

Solicitation will start Friday to secure the cash necessary to procure the right of way through Hale county.

REGULAR SPECIALS FOR SATURDAY

WE WILL HAVE A NICE LINE OF SPECIALS TO OFFER OUR TRADE FOR SATURDAY. BE SURE TO COME IN AND GET YOUR SHARE OF THE BARGAINS.

Cash Grocery

SPRING BUYING



Make your Spring buying easy by coming here to select your merchandise.

We have exercised great care that the STYLE as well as the QUALITY of our merchandise shall be correct. You will find it so.

BIG EXPRESS SHIPMENTS OF—MILLINERY, SILKS, SLIPPERS, TRIMMINGS, READY-TO-WEAR



SAVE THE SILVERWARE COUPONS

GROCERIES AND HARDWARE

YOU WILL FIND OUR GROCERY STOCK COMPLETE AND OUR SERVICE HARD TO BEAT

TRY OUR OWN ROASTED COFFEE

People who pay their bills are welcome to our Service and 30 days We have the Hardware you need—When you need it

oultry Netting, De Laval Separators, Maytag Washers, Perfection Stoves

WE OFFER YOU OUR SERVICE

Baker Mercantile Co.

THE STORE WITH THE GOODS

NEWS and PROGRESS No. 4

ECONOMIC SIGNIFICANCE AND SERVICE OF THE AMERICAN NEWSPAPER AND NEWSPAPER ADVERTISING—From latest volume in Manhattan Library of Popular Economics, republished in serial form through courtesy of Bank of the Manhattan Company, New York.

THE MODERN MARKET PLACE

WHEN a carrier leaves a paper on a doorstep, it may not occur to him that he is playing a part in the economic life of his town, but so it is, for to each individual subscriber he is really delivering the market place of the community. How many carriers, how many readers even, would recognize their familiar newspaper under such a title? Yet such it literally is.

Perhaps few people have stopped to think how completely the newspaper has become the market place of the community, bringing to all a knowledge of available goods and services. In fair and stormy weather this market place comes to the buyer in the form of news—news of what to buy and why, where to buy and when, and how much to pay.

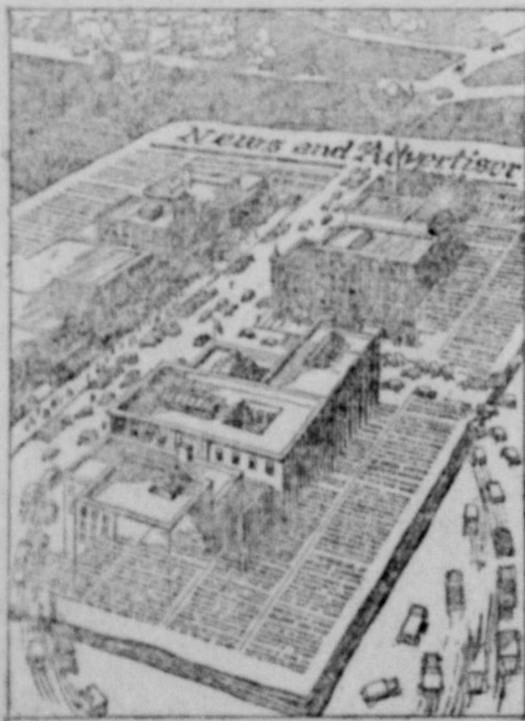
Follow a newspaper into any home. Here are gathered the members of the family circle—father, mother and children. Within a few hours each will read it and for each there must be that which he is most interested in reading.

Every editor knows this, every successful editor makes provision for it. To address each little audience with its special needs he sets forth an extensive bill of fare. In it are political and financial news, foreign cables, a woman's page, news of sports, society items, literary and amusement reviews, science, comedy and what-not besides.

To this wealth of information each member of the family will respond and each in his peculiar way. Only to one part of the newspaper will there be any degree of common response because that part has a universal appeal. Yet curiously enough it is the one part which was not directed by the editor, prepared by any of his staff, written by his writers, or received in any of his news columns. That part is the advertising columns. In these, could the editor view the reception of the paper, he would find that others—the advertisers—were sending him his orders by providing for tastes and needs outside his province.

It really is not fanciful to say that in these advertisements the paper has acquired a number of new department editors. Each one presents the subject he best understands—the offerings of his own business. Such "editors" have the largest possible motive to make their announcements interesting, for their own money is at stake in each issue. But even more than this, their reputation as well as that of the paper itself, is at stake.

When an advertiser resorts to misrepresentation of his goods or services he reflects not only upon the integrity of the paper which contains his advertising but shakes the confidence of the public in the announcements of his fellow-advertiser. It is for this reason that responsible publishers and advertisers alike are today found marching together at the head of the great public movement which has for its watchword: "Truth in Advertising." Regarded from an economic standpoint



© BANK OF THE MANHATTAN CO., N. Y. The newspaper has become the market place of the community

"shoppers," the total volume and value of such saving amounts to enormous figures.

But that is not all. As the market place of the community the newspaper not only saves the time of the buying public, but, paradoxical as it may seem it makes it possible for the merchant to lower the selling price of his goods and at the same time increase his own profits. As was demonstrated during the newspaper strike in New York, when the newspaper market place falls, the volume of buying rapidly decreases. But the merchant's expenses for overhead, such as rent, interest, salaries and other fixed charges continues whether the volume of sales is large or small. In the latter event, what is known as the "turning over" is slowed up, which means that the merchant's stock of goods is sold more slowly. The inevitable result is either loss of profits for the merchant or increased prices for the customer.

Who, then, pays for the advertising? In a sense, nobody, for advertising pays for itself. It should not be measured in terms of costs, but in terms of time saved and of new wealth created through increased production. In this its magic consists (Next article, "Selling Service and Leads.")

papers save even a little time of those