

The Lockney Beacon

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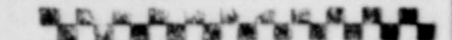
H. B. ADAMS, Editor and Owner

TERMS OF SUBSCRIPTION
One Year \$1.50
Six Months .75
Three Months .40
Subscription Cash in Advance

ADVERTISING RATES
Display, per column inch 35c
Classified Advs. per word 2c
No Classified Adv. less than 25c

ALFRED E. SMITH IS SUBSCRIBER TO BEACON

Alfred E. Smith, nominee of the Democratic party for the President of the United States, is a subscriber to the Beacon. This knowledge was ascertained when a letter from Mrs. Opal Carden, one of the contestants for the new Chevrolet, who lives in the Newland community, southeast of Floydada, which was opened at this office Tuesday morning.



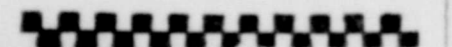
More Milk Coming

Whenever a herd starts eating Cow Chow, you can bet your bottom dollar there's more milk coming. That's because Cow Chow is made of the very materials that go into milk.

If you want more milk, and want it cheaper per gallon or pound, feed Cow Chow.

Thornton's Feed & Seed Store

C. K. Bennett, Manager
LOCKNEY, TEXAS
The Store with the Checkerboard Sign



Advertisement for Buck Brand Work Clothes featuring an image of a buck and the text 'Buck Brand Work Clothes', 'Pride of Overlasting Endurance', and 'For Sale by E. L. AYRES, DRY GOODS, LOCKNEY'.

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

Advertisement for Hawk Brand Work Clothes featuring an image of a hawk and the text 'Hawk Brand Work Clothes', 'THEY WEAR LONGER', and 'FOR SALE BY BAKER MERCANTILE COMPANY'.

him "wised up" was to send him the paper for a year.

While Mr. Deen avers that he will vote the Democratic ticket this fall, therefore, will vote for Al, he is not much more of a Smith man than the editor of this paper, but believes that because he went into the conventions he is morally bound to vote for the nominee.

Now, when you think for a minute that the fact that Al Smith is getting the paper and reading what H. B. Adams thinks about him and his Catholic-Whiskey crowd will temper our thought and editorial writings, you will soon become aware that this editor preaches what he believes and is not afraid to express himself upon any and all questions, at any and all times. We have our convictions, we believe in them, we fight for them, and we try to convert the people who read the Beacon to them.

We do not try to force any one to believe as we do, and we do not dislike them if they fail to accept our point of view, but to save our life we cannot see where any Protestant, prohibitionist, or man or woman who believes in education and higher civilization, can for one minute entertain a thought of supporting Alfred E. Smith, who was born and raised in the slums of New York, has been a political tool of Tammany Hall all his life, is an adherent to Catholicism, and is an avowed anti-prohibitionist, who has failed and refused to sanction the constitution of the United States.

We can't swallow the pill and we don't believe a majority of the voters of Texas will ever be able to swallow the pill. We are for Hoover in every way, because Hoover is clean, Hoover has lived an upright life, the United States has been able to depend on Hoover in a dozen different crises, and he has proved himself dependable and true-steel, he believes in higher ideals and higher civilization, is a friend to the common people, and has been instrumental in giving them relief when the occasions have arose.

Smith has never done anything but fight for Tammany Hall and its crooked politics. He has been reared in the slums and has never got away from them in character or living standards. He still desires to bring back the days when the gang politicians controlled, run run free, and the people paid patronage to the Priests of the Catholic church and the Pope in Rome.

Hoover is for advancement, fighting on to a higher level, and preserving the civilization of the United States. Smith is for going back, falling into the old practices, debauching the nation with liquor, making the slums a more desirable place for crooks, making more opportunities for our boys and girls to reach the bottom-most pits of hell, and delivering this nation over to the hands of the Catholic hierarchy.

Can enlightened America afford to weigh brass against gold. Can America acknowledge that they love rum better than they do freedom. Will the United States, and Texas, say by their votes, we are willing to sell our soul to the devil's own agent, pass our government into the peonage of the Catholic church, for the sake of a glass of rum. You are going to choose on this question on the first Tuesday in November—how 1 your ballot going to read?

WANT TO CONVERT COLLEGE GROUNDS INTO PARK

We have been requested to agitate

the proposition of converting the old Christian College grounds, in East Lockney, into a park and children's play ground. It is proposed to sell the old college building, and have it moved off the grounds, then beautify the five acre tract, which constitutes the college grounds, and make a city park and children's play ground out of same. This is a good idea, and was suggested by Geo. W. Brewster to this writer.

If the grounds can be secured, the building sold and removed, we would be glad to call on the community for donations to have the park and play ground idea perfected. This plot of ground is handy to every section of the town, and could be converted into a first class park, and paraphernalia could be secured to make a first class children's public play ground and the park and play ground would be worth more than most any thing to the city. It would be a drawing card for people to spend pleasant hours and the children to get plenty of good wholesome recreation.

Let's get together and see what can be done about the matter, and soon make the public parks and play ground a reality.

LOVE AND MILLER

Upon the return of the primary tabulations, Thos. Love and Barry Miller will go into the run-off for the office of Lieutenant Governor. Love stands for prohibition and the Protestant religion; Barry Miller for the wets and Catholicism. Barry Miller polled the Ferguson-Whiskey-Catholic vote in the State of Texas in the first run, and of course, got a few votes that were not really favorable to the above named clicks and clans. Thos. Love got the straight prohibition vote of the state, and the other candidates in the race polled the opposition vote to both these men. In the run-off Love should be a winner, as the majority of the people who voted Darwin, Parnell and McCall, should naturally prefer Love to Miller, as Love stands for the very things that Texas has fought for in the years past, and Miller stands for the very things that have caused turmoil and strife in state politics since the organization of the state. You will be helping to rid Texas of Whiskey and Fergusonism if you elect Thos. Love as lieutenant governor.

MAYFIELD IS THE MAN

The editor of the Beacon "side-stepped" in the first primary and voted for Blanton for United States Senator for two reasons: Upon the record that Blanton has made in the past twelve years in congress, and because he was the only West Texas candidate in the race. Blanton failed to get into the run-off, so we are now giving Senator Earle B. Mayfield our support. We stated in the beginning of the campaign that we would support Mayfield, but later decided to support Blanton, and by the way Blanton led in Floyd county in the first primary, but we really had no preference between Mayfield and Blanton at any time. We supported Mayfield six years ago from beginning to end of the campaign, and will now support him in the run-off. Mayfield has made a good United States Senator, and has fought hard for Texas in the Senate, and especially West Texas in the railroad and agriculture controversies, and we believe that he is capable of doing more for our state than his opponent can possibly do. His opponent has been a member of congress for twelve years, and we have yet to hear of anything he has accomplished in that twelve years that particularly fits him for the position of senator. He has made his race so far preaching the demerits of his opponents, and has not made the race on the merits of his twelve years of service as a congress man. If he cannot stand on his own record of twelve years and prove that he is due promotion for the work he has done, then why should the voters consider him in preference to a man that has given service since he has been in the United States Senate. True Mayfield was handicapped at the beginning of his term by the injunctions and delays in service occasioned by the Ferguson crowd trying to keep him from being seated, but when he whipped the Ferguson gang out of the United States Senate and really took his seat, he began to do things for Texas, and was one of the strongest aids we had in helping to put over the railroad and agriculture advancement that has been very evident in this section of the country. Mayfield has made a good four years record, can Connally show where he has made any kind of a record during his twelve years of service in congress? Investigate Mr. Voter, and see, and vote for the man that is the best representative of the State of Texas.

WEST TEXAS COUNTIES DUE TO GET \$1,124,000 AS BOARD MEETS

By Byron C. Utecht, Staff cor.

Austin, July 30.—Eight West Texas counties are scheduled for highway improvement contracts out of a list of 26 counties that will receive sign here Wednesday and Thursday. State and Federal aid when the Highway Commission holds its August session. Contracts to be awarded will call for expenditure of \$2,647,000 and the share of the eight West Texas counties is estimated at \$1,124,000, the biggest job going to Shackelford county, a construction improvement

that will cost \$342,000.

Maintenance contracts for treating nearly 80 miles of road in various parts of the State also will be let.

Will Have \$14,000,000 Cash

With the July gasoline tax receipts it is expected that the Highway Department will have available \$14,000,000 cash on hand for work, for several weeks ago a statement by W. Gregory Hatcher, State Treasurer, placed the fund at nearly \$12,000,000 and since then June receipts have swelled the account by \$2,000,000, current expenses leaving a large amount of it still in the treasury.

The largest contract to be let this week will be for work in Anderson county, East Texas, a project there to require \$400,000 for concrete paving of 10 miles on Highway 19 from Palestine to Elkhart, and for grading and drainage structures on Highway 43 from Palestine through Tucker, for a distance of eight miles.

West Texas Projects

West Texas projects line up as follows:

Potter County—Applying asphalt surface on Highways 13 and 33 for 28 miles, a maintenance contract that will run between \$150,000 and \$175,000.

Jones—Calling for concrete paving on Highway 30 from Stamford to a point 4 1-2 miles north of Anson for a distance of nearly 10 miles and costing \$240,000.

Shackelford — Putting down bituminous concrete surface on caliche-broked stone base on Highway 1-A for a distance of 12 1-2 miles. Two hundred working days allotted. Cost of job \$342,000.

Baylor — Grading and drainage structures on Highway 24 from Seymour to Archer county line, for a distance of 20 miles, at an estimated cost of \$120,000.

Kent — Construction of bridge on Highway 84, costing \$6,500.

Taylor — Concrete pavement and concrete base course on Highway 1 for a distance of 10 miles, from Abilene westward. Estimated cost \$250,000.

Hale—Grading and drainage structures on Highway 9 from Lubbock county line to Swisher county line, for a distance of 37 miles at an expense of \$85,000.

Bridge for McCulloch

McCulloch — Reinforced concrete girder bridge over Brady Creek on Highway 9 at a cost of \$24,000.

Because of the "flush" condition of highway finances, officials of that department Monday said that they were not looking for any call of a special session to keep the gasoline tax at 3 cents, and Governor Moody has not indicated his attitude. However, Chairman Ross Sterling of the commission and S. M. N. Marrs, State Educational Superintendent, have committed themselves to legislative measures to raise the tax to 3 cents at the regular session. Education gets one-fourth of the tax money.

For Salary Increases

It was learned Monday that the Highway Department is preparing to ask the Board of Control to recommend to the Legislature not only an increase of the engineering staff but for an increase in engineer's salaries.

Eighty foot right-of-way and 20-ft. surfacing will be placed as the minimum in requirements for new highway construction, it was declared at the offices of the commission Monday

Three to Ask Aid

Three West Texas counties will send delegations to the commission meeting here this week to ask Federal and State aid on proposed projects it was announced by Claude Teer, commission secretary.

O. W. Runn, Wise county engineer, will seek \$16,000 aid for graveling Highway 39 from Decatur to Sandy Creek, a distance of six miles. The county will put up \$16,000.

Reeves county, through H. N. McKellar, county judge, will ask construction and topping aid on Highway 17 from Pecos to the New Mexico line, a distance of 50 miles.

J. L. Robinson, county judge of Throckmorton county, will be here to ask aid for a project on Highway 79, grading and drainage structure, for a distance of 14 miles, from Throckmorton to the Young County line. The cost will be \$64,000.

Denton county, through W. M. Milliken and Charles G. Thomas, both of Lewisville, will come to discuss with the commissioner a plan of running Highway 17 through Lewisville.

E. H. RANKIN APPRECIATES THE VOTE RECEIVED

E. H. Rankin has requested us to tell the people of Commissioner Precinct No. 2 that he is very thankful for the nice majority that he was accorded in nomination for the office of commissioner, which virtually means re-election to his second term in that capacity, and express his appreciation of the confidence they have vested in him as their county representative. He has filled the office for the past two years to the best of his ability, and expects to even make a better commissioner during the coming two years, as he will be better versed in the administration of county affairs, and feels that he will be better able to please the people of this precinct and the county at large, as his experience will be more varied and mature.

Carl McAdams, Jim Harper and Dr. C. J. McCollum are spending several days in New Mexico fishing and hunting around Latir Lake.



DOES "CUT-RATE" ALWAYS MEAN "CUT QUALITY"

A lot of motorists think it does. They remember when they "shopped around" until they picked up a "hot deal," and got their fingers and purses burned.

Why take chances, anyway, with unknown brands and "dealing" dealers?

Come to us for guaranteed quality. Come to us for low prices. Come to us for real tire service.

OZARK FILLING STATION

JACKSON BROS., Proprietors



MONEY IS POWER

YOU can't employ labor or buy machinery or burn fuel on good intentions. It is capital and organization which are required before any sizeable project can be carried out. We make loans to responsible parties; and the officers of our institution will be pleased to give you the benefit of their experience.

THE FIRST NATIONAL BANK

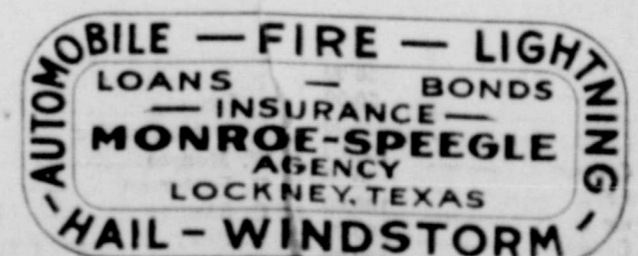
A SAFE DEPOSITORY FOR YOUR MONEY

"There is no Substitute for Safety"

For Real Life INSURANCE

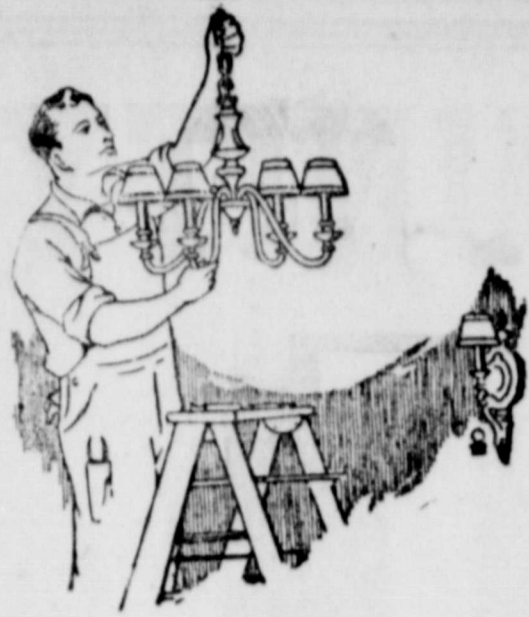
See A. J. Cooper

The Southwestern Service Man of Lockney.



"You Can't Beat Our Loans"

Phone 185



I Save You Money On Repair Work and Wiring

No matter how large or how small the job of installing fixtures or wiring, from complete buildings to single rooms, my experience can save you money. **LET ME FIGURE ON YOUR JOB**

I shall be glad to give you an estimate without obligation. All work guaranteed to conform to the insurance and building codes.

Have your motors and fans cleaned for the coming season. See or phone me.

Geo. F. Kinyon

In Beacon Office

Phone 92

Help your friend win in the Beacon Contest.

COUNTY BRIEFS

McCOY

July 31.—The Methodist church was attended by a fairly good crowd Sunday.

Crops here now are very good, but no more rain is needed.

Mr. Lenard Smith and family and Mrs. W. E. Lawrance were guests of Mr. and Mrs. O. L. Lawrance Saturday night and Sunday.

Mr. and Mrs. Leslie Nixon and Mr. Roy Jameson were visitors in the Nixon home Sunday afternoon.

Mr. Tim Nixon and Miss Verna Nixon went to Lubbock Saturday evening, visiting relatives there.

Mr. and Mrs. Robert Day were in Lubbock last week-end.

Miss Loucille and Zell Fairchild had visitors Sunday.

Mr. and Mrs. Earnest Cowand and family from Olton visited in M. D. Nixon's home Saturday night.

PRAIRIEVIEW

July 30.—The good rains which fell over this locality the past week have greened up crops considerably and the farmers are glad to see the sunshine and dry weather for a few days, so as to get the young crop of vegetation. Cotton is growing very fast and other row crops too. Stubble is being broken for another wheat crop. There will be a large acreage planted.

The Meadows washing machine man was in our midst the past week.

Mr. and Mrs. Perry Wood and daughters and Mr. and Mrs. H. O. Davis visited with Mr. and Mrs. Patterson of Kress Monday.

Mr. Fred Sammann is now at Glen Rose, taking treatments from Dr. Snyder of that town.

Mr. and Mrs. Clayton Terrell visited relatives in the Eastmound community Monday.

Miss Leola Hudgin spent Saturday night with Mr. and Mrs. Lonnie Lemaster.

Mr. and Mrs. F. S. Shearer are

sorting a new Chevrolet sedan.

Mr. and Mrs. Willie Sammann and Mr. and Mrs. Stewart Hoover attended the show in Plainview Wednesday night.

Mr. and Mrs. H. O. Davis visited with Mr. and Mrs. Perry Wood Wednesday.

J. V. Gamble visited with Aubrey Hudgin Thursday.

Mr. and Mrs. Davenport visited with relatives at Plainview Wednesday.

Miss Maggiebell Aycock has been on the sick list the past week.

Mr. and Mrs. B. A. McCarty visited with Mr. and Mrs. J. W. Gamble Friday night.

Revis Wood and Claude Toyler spent Monday night with Elton and Cecil Shearer.

Mr. and Mrs. Johnnie Vines visited in the Hudgin home Sunday evening.

PLEASANT VALLEY

July 31.—We have had so much rain that everyone is glad to see the sun shine again.

Mr. and Mrs. Coker of Merit, Tex., together with their cousin, R. E. Standifer, have been visiting Mrs. Coker's parents, Mr. and Mrs. Chas. Cates for the past two weeks. They returned to their home last Friday.

Our community should be very proud of the Home Demonstration Club. They have put forth so much earnest work that they were able to send two representatives to the short courses at A. & M. Mrs. Claud Harris and Mrs. T. B. Mitchell were chosen to represent the club.

Mrs. Oscar Sherbet visited her daughter, Mrs. Carl Rhodes, of Plainview, Friday. Mrs. Rhodes came home with her mother.

Mrs. C. F. Harris is the owner of a new Maytag.

Annie Mae Bloxom spent Sunday night with her little friends, Jean, Zelma and Beulah Fay McClure.

Oscar Pucket visited in the Bloxom home Wednesday.

Hillary Sherbet found a pleasant surprise at the breakfast table on his twentieth birthday last week, in the form of twenty-one dollar bills.

Glen and Edwin Rhea Mitchell are visiting their grandmother, Mrs. R. L. Mosley, of Plainview.

Mrs. Ruth Pucket and little daughter, La Dell, were the guests of Miss Fae Bloxom Monday night.

Mr. and Mrs. T. B. Mitchell and family and Mr. and Mrs. Claud Harris and family, spent Saturday in Plainview.

M. A. Townsend, wife and daughter,

Wilda and Weeda, and Mrs. W. H. Giles spent last week visiting with friends and relatives in Moran and Albany, Texas.

Bonnie Griffin and Misses Pearl Harper and Elva Cook returned Saturday from several days visit with friends and relatives in Memphis, Hedley, Wellington and other points under the cap.

WHY?

Did the Southwestern Life Insurance Company write 28 3-4% of all the business written in 18 Texas companies in 1927? There is a reason.

WHY PAY MORE?

When you can buy the best for less? We write all standard policies. Southwestern Life Insurance Co.

FARM AND RANCH LOANS

I am in position to make loans on farm and ranch land in Floyd and adjoining counties at a cheap rate of interest. No red tape. You get what you borrow. No agents commission to pay.

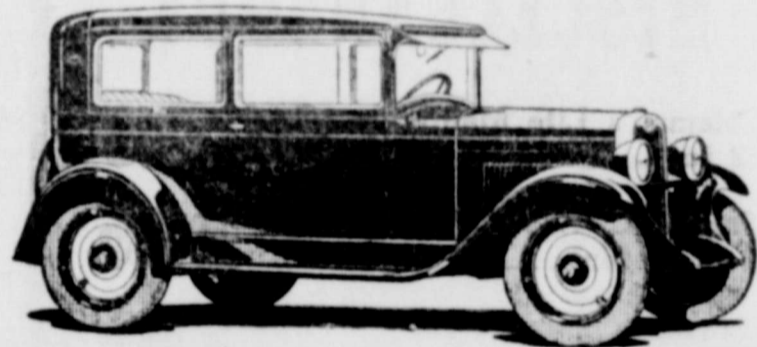
W. R. CHILDERS

Office over First National Bank
Lockney, Texas

Phone 185



1st Choice of the Nation for 1928!



Over 750,000 Bigger and Better Chevrolets delivered since Jan. 1st!

Acclaimed by hundreds of thousands everywhere as the world's most luxurious low-priced car, the Bigger and Better Chevrolet has enjoyed such tremendous preference on the part of buyers that today it stands first choice of the nation for 1928!

Over 750,000 new Chevrolets delivered to owners since January 1st! The largest number of automobiles sold this year by any single manufacturer! Never has any Chevrolet enjoyed such overwhelming public endorsement—for never has any low-priced car combined such impressive performance, such delightful comfort, and such distinctive style.

Come in and inspect the car that has won such spectacular nationwide approval. You'll find quality you never thought possible in a low-priced automobile!

The Touring \$495	The COACH	The Imperial \$715
or Roadster		Landau
The Coupe \$595	\$585	Utility Truck \$520
The 4-Door \$675		(Chassis Only)
The Sedan \$675		Light Delivery \$375
The Convertible Sport Cabriolet \$695		(Chassis Only)
		All prices f.o.b. Flint, Mich.

Check Chevrolet Delivered Prices
They include the lowest handling and financing charges available

DYER MOTOR CO.

Lockney, Texas

QUALITY AT LOW COST



The Cornerstone of Prosperity

—is a Savings Account. No matter what your income, you are never financially secure unless you devote a portion to Savings. The legend of the Hare and the Tortoise applies, not only to speed of foot, but to speed in saving as well; it is not the swiftest but the most persevering who wins out. Open an account with us.

The Security State Bank

We handle



DON'T YOU THINK

—it good business to buy your Coal now, rather than take chances on supplies next winter.

Call on us for your feed requirements; sell us your grain. We appreciate your business.

SOUTH PLAINS GRAIN COMPANY

Phone 23

Lockney, Texas

GRASP YOUR OPPORUNITY

a complete CLOSE-OUT

9 Days of Sensational Super Savings! Going Out of Business Sale!!

BEGINS THURSDAY, AUG. 2, 9 A.M. ENDS SATURDAY, AUG. 11

FREE GOODS

50 packages of FREE Merchandise THURSDAY, beginning at 9 o'clock.

ONE GIVEN FREE with each purchase amounting to 25c or over.

DRESSES

New Fall Styles Flat Crepe

\$8.69

Crepe Mixed Summer Dresses, Choice—

\$3.29

HOUSE DRESSES

Choice

65c

One lot Dresses, odd lot. Your Choice

48c

REMNANTS

Visit our Remnant Counter often during the sale.

BOYS' KNEE PANTS

Formerly sold up to \$2.00

Pair

15c

Come to the store, take your time and pick out what you want. Hundreds of items not listed here.

We thank you for your liberal patronage since we opened for business in Lockney.

We must devote full time to building interests in Plainview, and will sell out "lock stock and barrel." Counters, tables, adding machine, cash register and other fixtures for sale cheap.

FIRST COME, FIRST SERVED

We are not buying any more merchandise as this is a GENUINE GOING OUT OF BUSINESS SALE.

Buy now for Fall and Winter—Heavy Underwear, Bed Comforts, Corduroy Clothing and Caps, Men's and Boys' Overcoats, Bootees, etc., at less than ONE-HALF of what it will cost you later.

SHOES! SHOES! SHOES

You will certainly save money on Shoes during this QUIT BUSINESS SALE.

We will sell them way below Wholesale Cost.

MISCELLANEOUS

Coleman's Lite Mantles 22 for **\$1.00**

Thread, Clerk's O. N. T. 8 spools for **25c**

Schraders Valve Cores 5 for **15c**

Spark Plug Porcelains 1-2 inch **8c**

Tire Patch Outfit Only **8c**

Boys' Middy Suits, white and blue **39c**

All 25c size Black and White Beauty Creations **15c**

Same in 50c sizes Now **29c**

NOTICE!! STORE CLOSED

ALL DAY WEDNESDAY, AUGUST 1st arranging and marking down stock.

Men's and Boys' Blue Jumpers

Sizes 36 and 38, each

58c

GINGHAMS

Fine for House Dresses, quilting, etc., 26 inch wide Yard

8c

SOIESETTE

—and every yard of piece goods must be sold. Lack of space will not permit listing the different kinds and prices. Buy piece goods now and SAVE.

Harvest and Picnic HATS

15c Each

TOWELS! TOWELS

Over 500 must be sold. Several sizes and patterns, selling below Wholesale Cost. Lay in a supply now.

We positively quit business when the Sale ends Saturday, August 11th.

Going Out of Business

NORTHCUTT'S Lockney, Texas

ISIS THEATRE

Program Week Commencing

Monday, August 6th

Monday and Tuesday—GEO. BANCROFT, EVELYN BRINT, NEEL HAMILTON and FRED KOHLER IN

"The Showdown"

It's a Paramount Super Special PARAMOUNT NEWS

Wednesday and Thursday—"Three Faces East"

Featuring Clive Brooks, Jetta Gaudal and Henry B. Walthall COMEDY—"FOLLOW THE LEAD"

Friday—

Harrison Ford with an All Star Cast

"The Nervous Wreck"

Comedy—"Knights of the Air" PARAMOUNT NEWS

Saturday—

TED WELLS

"Greased Lightning"

Comedy—"FALSE ALARM" PARAMOUNT NEWS

COUNTY BRIEFS

NEULAN

July 30.—Well, after the wonderful rains, calls the farmers back to arms again to fight General Green, which wasn't very long making his appearance, but they will be more encouraged to fight the battle as things have taken on new life. Our revival meeting has begun again at Daugherty, after a week's delay. Bro. Webb is doing some mighty good preaching. You, who are

not hearing his sermons don't know what you are missing, so come out and hear him.

Mayview and Daugherty met at Daugherty Sunday and had their Sunday school.

Mr. and Mrs. Henry Bloodworth took dinner at the Bartlett home Sunday.

Mr. John Custer and wife have had quite a siege of visitors the past week, quite a few of their relatives from the East have been visiting them. Sunday a bunch of their kin-folk from Blanco spent the day.

Bro. Webb and son, Lance, went back to his "roasting place" Sunday night, as he terms it, which was no other than at Henry Bloodworth's.

Mr. Guy Beckham and family, also J. T. Reed and wife, spent the evening Sunday in the Campbell community visiting Mrs. Beckham's and Mrs. Reed's brother and wife, Mr. and Mrs. Otis Day. Mr. and Mrs. Reed remained there for a few days' stay.

We were sorry to learn of Mr. Rape's critical condition.

Mr. Joe Kitchens died at the Lubbock Sanitarium last Monday night, July 23rd. He was carried to his old home in Cordell, Okla., for burial Tuesday.

PLEASANT HILL

July 31.—Clyde Day spent Saturday night with Ogie Evers.

Mr. and Mrs. N. A. Allmon and children spent Sunday in the Blankenship home.

Mr. and Mrs. Bluehard Scott, and Mr. Kin Scott from Roaring Springs, spent Sunday in the Woolsey home.

The young folk enjoyed a party at Mr. and Mrs. P. J. Wilkes' Wednesday night.

Mrs. R. M. Morgan and children spent Tuesday afternoon with Mr. and Mrs. A. E. Shelton.

Miss Ovie West spent Saturday night with Mrs. L. Y. Woolsey and children.

Mrs. E. J. Loe and daughter, Miss Edna, called on Mrs. Walls, Friday afternoon.

Mrs. S. L. West and daughters visited in the Lakeview community, Sunday.

Mr. and Mrs. R. M. Morgan visited at Daugherty Sunday afternoon.

Mrs. Katy Cardinal called on Mrs. Camden, Monday afternoon.

Adell Evers visited Myrtle Day Wednesday night.

Mrs. J. R. Evers and children, Mr. and Mrs. P. J. Wilkes and Mrs. Dan

Day, spent Sunday afternoon at Roaring Springs.

ANTELOPE

July 31.—Mr. Bill Brown of Brown field returned to his home last week. Miss Lora Belle White, who has been visiting in Slaton, has returned home.

Mrs. J. M. Aston is spending a week with her sister, Mrs. L. B. Grizzle, of Calgary.

Miss Marie Crump of Coahlyton is visiting Miss Donna Mae and Marguerite Aston.

Jimmie, little son of Mr. and Mrs. W. D. Wisdom, has been ill the past week.

Misses Viola and Neva Hinsley spent Sunday with Miss Lillian Barker.

Mr. and Mrs. Ted Jones spent Sunday with Mr. and Mrs. Bob Hinsley.

Mr. Raymond Holt visited friends in McAdoo, Sunday.

Mr. and Mrs. Roy Caplinger spent Sunday with Mr. and Mrs. P. H. Thomas.

A large crowd from here attended church at Dougherty, Sunday.

SUNSET

July 30.—Mrs. Charles Wilson visited her son, Ralph and wife, on the North Plains, the past week.

Mr. and Mrs. George West have a new Ford coach.

Mrs. E. M. Haverty is visiting her mother and other relatives near Abilene.

Sam Gilliland made a business trip to Lubbock Saturday.

Mrs. Vain Gilliland, formerly of this community, but living now in the Cedar Hill community, left Thursday for Temple, Texas, to be under the care of physicians for cancer. We hope she will soon be able to return home.

The Baptist meeting will begin on Friday night, Aug. 3. Everyone has a cordial invitation to attend ever one of these services.

Miss Beattie Wood spent the weekend at home.

Mrs. Calahan and Mrs. McCleoid visited in Mrs. J. T. Conning's home in the Prairie Chapel community, Sunday afternoon.

ROSELAND

July 30.—Everyone is all smiles Crops are growing fine and also the weeds, since the rains.

Miss Anna Sims, president; Miss Lola Barton, secretary, of the Roseland Home Demonstration Club, left Saturday night for A. & M. to attend the short course.

Singing at Mrs. C. H. Brown's Sunday night, was well attended.

Mr. and Mrs. J. V. Gross and son of Prairie Chapel, spent Sunday afternoon in the Wicker home.

Quite a few of Roseland people kept late hours Saturday night, watching the election board.

Mr. and Mrs. W. A. Whitlock and Buster, Mr. and Mrs. Guy Sams and children, visited in the Sims' home Thursday night, and also listened in on the big fight.

Mr. Arthur Smith of Plainview and brother visited in the T. F. Casey home Monday.

Mr. Davis was in Floydada Saturday.

There will be singing at the school house next Sunday afternoon. Every body invited.

IRICK

July 31.—A large crowd attended Sunday school Sunday afternoon.

The singing at the home of Mr. and Mrs. Baylor Byars, was enjoyed by many Sunday night.

The farmers of this community are very busy at the present laying by their crops.

Miss Oleta Gibson is visiting her parents this week.

Miss Ethel Murphy is visiting her parents this week. She has been attending school in New Mexico.

Mrs. W. T. Glass and family returned from East Texas Monday, where they have been visiting relatives and friends for the past two weeks.

Mr. and Mrs. H. D. Ashby and daughter, Opal, spent Sunday evening with Mr. and Mrs. Murphy.

Mr. and Mrs. John Holmes spent Sunday with Mrs. Holmes in the Sand Hill community.

Mr. and Mrs. Jane Simpson visited Mr. and Mrs. G. L. Blanton, Sunday evening.

Messrs. Geo. and Homer Blanton spent the week-end with their parents.

Miss Donna Nell Murphy left Saturday for A. & M. where she will spend a week.

PROVIDENCE

July 31.—There was no club meeting last Tuesday on account of it being too muddy. We will hear more about the next club meeting from the reporter.

The people certainly have been busy in their crops since the rains.

Mr. and Mrs. Willard Phillips, visited Mr. Phillips' brother at Hale Center Sunday.

Messrs. Harris and Wyatt McLaughlin and Earnest Williamsome spent the day with Bill and Roy Bennett Sunday.

There will be a party at Mr. and Mrs. Roy Clements' Friday night, Aug. 3. Everyone is invited.

THE WORLD'S BEST COAL. Cut 1/4 off your coal bill use ORIGINAL GENUINE MONTEVALLO. Save in Two Ways. Buy Now and Save. SOUTH PLAINS GRAIN CO., Lockney, Texas. McAVOY ELEVATOR CO. Aiken, Texas.

FLOYD COUNTY ABSTRACT CO. R. C. SCOTT, Manager. Abstracts of Title to all Lands and Town Lots in Floyd County. Deeds and other instruments of writing prepared. Twenty years experience with Floyd County Land Titles. Room 7, First National Bank Building, Floydada, Texas.

Now is the Time to Fill Up the Storeroom! In the winter, when the temperature is down, it takes almost all a hen can eat to keep her body going. So if you want to get a lot of eggs this winter, those hens of your simply have to start now getting the kind of feed that will build up reserve energy for winter laying. When a hen's fed properly, her body is a regular storeroom. The secret of Purina Poultry Chows is that they are balanced exactly right to start filling up that storeroom with little yolks which will develop into extra eggs all through the late fall and winter when egg prices go up. Fight the high cost of feeding, by producing plenty of extra eggs! Order Purina Poultry Chows at the store with the checkerboard sign. THORNTON'S FEED AND SEED STORE. C. K. Bennett, Manager. LOCKNEY, TEXAS.

Mrs. O. L. Bennett spent the afternoon with Mrs. Clyde Phillips Tuesday. RAMSEY. Aug. 1.—Mrs. Lucian Murff of Brien and Mr. and Mrs. White of Colorado were guests in the J. R. Davis home Sunday morning. Mrs. Shurbet visited Mrs. L. C. Elliott Saturday afternoon. Miss Gloema Fairy and sister were guests of Miss Virginia Miller last Wednesday night. Little Nadine Hill was on the sick list Tuesday. Mr. and Mrs. C. B. Davis visited Mrs. Davis' parents, Mr. and Mrs. T. E. Mays, Sunday afternoon. Mrs. Harris and children of Lockney visited in the Shurbet home Tuesday afternoon. Mrs. J. R. Davis and Mrs. Whatley visited at the Landrum home Sunday afternoon. Mr. Judson Miller was a Floydada visitor Wednesday of last week. CENTER. July 31.—Everyone is very busy now, plowing row crops, breaking stubble and going to church. Our meeting began Friday night and so far our crowds have been good, especially considering the busy week time since the fine rains. Rev. McCarty is bringing us some fine messages. Mr. and Mrs. Veach took Sunday dinner with Mr. and Mrs. C. O. Spence. Mr. and Mrs. E. C. Austin took Sunday dinner with A. L. Science and family. Mr. and Mrs. Claude Carpenter, Mr. and Mrs. John Tivis, and Mr. and Mrs. W. B. Jordan, were dinner guests of Mr. and Mrs. Ross, Sunday. Mr. and Mrs. Waters of Franklin county with their son and wife are visiting Mr. Waters' sister, Mrs. T. J. Gill, and family, for a few days. Mrs. Fields, Mrs. Connor, and others spent Sunday with Mrs. Montgomery. Miss Eula Backabee visited with Miss Effie Noland, Sunday. Orvel and Adrail Spence visited Floyd Montgomery last Sunday. Mr. and Mrs. Marion Carpenter and Dale Carpenter entertained Harold and Ralph Tubbs, T. L. Bryant, Travis Lightfoot, J. B. Jordan and Viron Veach to Sunday dinner. We had lots of Fairview folk out to church Sunday. We always welcome them. Rev. and Mrs. Chambliss, Roy O'Brien and Elvard Golightly spent Saturday night at the Jordan home. Rev. McCarty and family took Sunday dinner at the Jernigan home. Weathers-Lightfoot. Rev. Merle Weathers and Miss Cecile Lightfoot were married at the home of Rev. G. W. Tubbs, Saturday, July 28th, at 5 o'clock. Rev. Tubbs performing the ceremony. The groom is the son of Rev. and Mrs. Weathers of Plainview, and the bride is the daughter of Mr. and Mrs. E. W. Lightfoot of the Center community. They will make their home in Vinson, Okla. The marriage at this time came as a surprise to even closet friends of the couple. The bride wore a beautiful maize georgette dress trimmed in

lace with accessories to match. They were accompanied by Miss Gertrude Lightfoot, sister of the bride and Mr. C. E. Meredith, Jr., who witnessed the ceremony. We are not very well acquainted with Mr. Weathers, but we know he is of a stable and well thought of family. Miss Cecile has grown from a small girl in our midst and to know her is to love her for her sterling worth as a Christian young woman. The young couple met last winter while both were attending Wayland College at Plainview.—Contributed. CATHOLIC NUN IS BLAMED IN ASSASSINATION. Believed to Have Influenced Slayer of Oregon—Religion Was Motive. Mexico City, July 30.—Jose D. Leon Toral, slayer of General Avaro Obregon, was incited to his crime by a belief that he could by killing the president-elect save the religious problems of Mexico, police declared in a formal statement today. That belief was fostered by a Catholic Nun, Concepcion De La Lata, and a man named Manuel Trejo, who fled after the assassination, the statement said. The nun is alleged to have asserted in Toral's presence that the difficulties of Catholics could be solved by the deaths of President Calles, General Obregon, and the Patriarch of the so-called Mexican Catholic church. Trejo, by Toral's own admission, furnished the gun with which General Obregon was killed and taught the slayer how to use it. Other persons not named are also declared to have worked Toral's mind by suggestion into a religious frenzy that made him believe that the killing was necessary. The youthful assassin in a confession to newspaper men today asserted that no one else was responsible and particularly absolved Luis Morones and other labor leaders from the least blame. "Torale's relatives say that while he was a Catholic he was not a fanatic or extremist and other persons must have influenced him to kill General Obregon," said the formal statement issued by chief of police, Rios Zertuche.

Now on display! The news is out! The whole thrilling story of the Silver Anniversary Buick awaits you at our Buick showroom! New Masterpiece Bodies by Fisher—a tremendous increase in power in what was already the most powerful automobile engine of its size in the world—new elements of speed, pick-up and acceleration far beyond any previous standard... these are high-light features of this most brilliant and beautiful of motorcars. Visit our Buick showroom. See the Silver Anniversary Buick—today! The SILVER ANNIVERSARY BUICK WITH MASTERPIECE BODIES BY FISHER WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM. CALLAWAY MOTOR CO. FLOYDADA, TEXAS.

“Only a Few More Days”

Big Circulation Campaign Will Close Saturday,
August 11th., 4 O'clock p. m.

“Last Chance For Extra Votes”

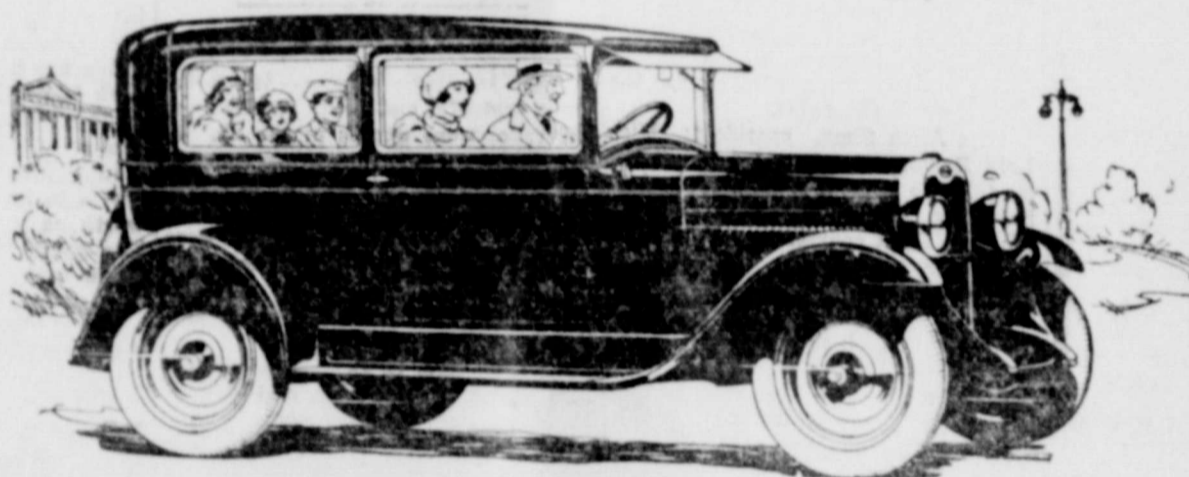
50,000 Extra Bonus Votes will be given with each \$30.00 turned in up to Saturday, August 4th. 8 p. m., This is postively the last Extra Vote offer that will be made during the Campaign.

Now is the time to get in the lead

FIRST GRAND PRIZE

Everydody Wins

All Candidates who fail to win one of the BIG PRIZES will be paid a Cash Commission of 10%.



Second Prize

**\$100.00
IN GOLD**

New Chevrolet Coach, Value - - \$688.00

PURCHASED OF AND NOW ON DISPLAY AT DYER MOTOR COMPANY SALES ROOMS

TO THE PUBLIC:

DO YOU KNOW
THAT LESS THAN

3 CENTS

Will place the Lockney Beacon in your home each week; then “WHY NOT” help some of these Ladies win a Valuable Prize with your subscription to the HOME PAPER? You will find it full of interesting news from all parts of the County each week. We have a correspondent writing regularly from every community in Floyd County, therefore, give more county news than any other newspaper published.

SUBSCRIBE NOW

Campaign Closes Saturday, August 11th--WHO'LL WIN!

WANT COLUMN

FOR SALE—1 Ford truck, priced right.—Dorsey Baker. 42-1f-c

FOR SALE—Pair Toledo and Dayton scales, Borroughs Adding machine, bolt case, two 6 foot floor show cases, one 6-foot counter case, tables and counters.—See J. R. Maddox.

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

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

NEW, modern greenhouse, four blocks west of sanitarium, Floydada, Texas.—Hollums, Floydada Florist. 25-1f-c

FOR SALE—Business lot, 30x140 feet, on pavement, sidewalk and curb, east front, price \$1,500.—See H. B. Adams, Phone 92, Beacon office.

FOR SALE—2 good spans of mules. Any one interested see G. B. Harris at blacksmith shop. 45-1f-c

820 acres improved, between South Plains and Sterley, about 250 in cultivation, for lease one year \$600.00 cash.—W. M. Massie & Bro., Floydada, Texas.

FOR SALE OR TRADE—Chrysler 58 roadster, absolutely the best buy in Texas, what have you?—Apply Happy's Hamburger House, across the street from Postoffice, Lockney, Texas. 1t-pd

FOR SALE—1925 Sport model Dodge Car.—See J. C. Ward, Lockney Coal & Grain Co. 2t-c

FOR SALE—Near Olton, a fine section of wheat land, also have several tracts sandy land 160 acres up; price is right with good terms.—John F. Lubose, Plainview, Texas. 46-6t-p

WANTED—Will buy two cars of good work mules if prices are right.—A. R. Meriwether. 46-2t-c

Normal human blood is too thick to be drawn through the mosquito's small piercing tube. They must first inject a thinning fluid. In that way disease germs are set afloat in the blood stream—bacteria of burning fever and crippling disease. There is also the danger of streptococcus infection (blood poisoning) from scratching the bite. Mosquitoes must be killed. Health authorities advocate FLY-TOX. Simple instructions on each bottle (blue label) for killing ALL household insects. INSIST on FLY-TOX. FLY-TOX is easy to use. Safe, stainless, fragrant, sure.—Adv.

T. ANCHOR MEET DATE NOW SET FOR AUGUST 23

Veteran Cattlemen Will Meet for Big Time at Canyon—Cards of Admission Must Be Presented

Canyon, Aug. 1.—August 23 has been set for the date of the annual T. Anchor reunion at Canyon, according to R. E. Baird, who has been assisting with the formation of the program for the annual event. John Arnot of Amarillo is president and Miss Laura V. Hammer of Amarillo is secretary of the association.

Those eligible for admission to the big roundup must show evidence that they have been engaged in the cattle game, either puncher, owner or otherwise engaged in the business of cattle up to and including the year 1895. This is not an old settler's picnic, and the committee has decided that cards for admission must be presented to the puncher at the gate before anyone will be allowed at the roundup. These cards will cost \$2 for the head of each family, the widows of cowmen and punchers being exempted. These cards may be purchased from Miss Hammer or John Arnot, president of the punchers.

Barbecue, frijoles, sour dough biscuits and black coffee will be the menu of the day and John Snyder, the "champeen barbecuer," and John Turner, the "sour dough artist," will take care of the punchers' want along this line. John Arnot, general "roust-about," will see that things go off in fine shape. These are the three "Johns," who aided in making last year's roundup a huge success.

On the evening of the twenty-third, "Skilletty" Bill Johnson's camp fire supper and story hour will take place. Mr. Johnson, who hails from Canadian, is the daddy of this part of the program and he requests that all the old cowmen bring their bedding and camp out for the night. Features for the evening's program will be the sour dough biscuits at the supper hour and the oldtime fiddling and informal talks following.

FOURTH ANNUAL RANCHMEN'S ROUNDUP, AUG. 14-15

A program has been sent out by the Texas Agricultural Experiment Station announcing the Fourth Annual Ranchman's Roundup which will be held at the Ranch Experiment Station near Sonora, Texas, Aug. 14 and 15, 1928. Subjects of interest to the live stock industry and particularly sheep and goat raising will be discussed during both days of the session. A special program of interest to ranch women is also scheduled,

and a judging contest for boys will be held. Barbecue will be served free each day and numerous recreational features are provided for. The program will be under the general supervision of W. H. Dameron, Sup't. of the Station, who states that he expects the attendance to exceed three thousand this year. The highways are in excellent condition and camping facilities at the Station are ample for all who may come. Those attending former sessions of the roundup have expressed themselves as having had a most enjoyable as well as a most profitable experience.

Inasmuch as more than 75 per cent of the area of the State of Texas is devoted principally to grazing, this annual roundup of those interested in livestock production is of interest to a large number of people. Texas exceeds all states in the number of sheep sheared and the amount of wool produced and is far in the lead in mohair production, producing more than eleven million pounds annually as against 685,000 pounds for the next nearest competitor. Texas is also far in the lead in beef cattle production.

TRAVELING MEN TO MEET IN LUBBOCK

Lubbock, Aug. 1.—While every possible means is being used to get the word spread to all peddlers over the Southwest that Lubbock wants all traveling men to be guests of this city Aug. 25 on the occasion of the seventh annual Peddlers' Jubilee. Committees from the Lubbock Chamber of Commerce and from the Lubbock peddlers organization are laying plans to make the entertainment this year "up to snuff."

Hotel managers over the Southwest are being invited to come along as special guests to meet with the peddlers and chamber of commerce officials in all South Plains towns are being invited to come in and help welcome the "Knight of the Grip" to this section.

A large number of hotel managers are expected here. The occasion gives the hotel men a chance to be one of the "fellows" at the party and to meet new peddlers.

The trade evangelists go out from the annual jubilees telling the commercial world about Lubbock and the South Plains. For this reason, the South Plains commercial executives and officials are glad to welcome the peddlers and be sure that they feel at home in this section.

Placards and windshield stickers are being scattered over the Southwest and all traveling men who see one or who read the stories in the

newspapers about the jubilee are urged to consider the publicity as a special and personal invitation to plan his route so that he can be in Lubbock for the big jubilee. B. Sherrard, president of the Lubbock Chamber of Commerce says.

LEAF WORM CONTROL

At this date almost every year there appear rumors that the leaf worm is attacking the cotton crop, there have been occasional years in which considerable damage is done this early to the cotton in the Rio Grande Valley, and the lower Coastal section, advises R. R. Reppert, Entomologist Extension Service, A. and M. College.

Knowing the cotton farmers' anxiety regarding this insect and acting upon rumors that it has already made its appearance in South Texas, we have within the last few days taken pains to look into these particular rumors and also to send out inquiries to other points which are expected to be infested first. Replies which have reached us deny all the specific rumors and do not indicate the presence of the leaf worm as yet at any point in Texas.

Farmers, we think, can rest assured that their cotton will not be seriously damaged by this insect for at least another ten days. Any infestation would morally make its appearance first in the more southern portion, progressing from that section northward. Outside of the Coastal area we would think the cotton crop reasonably safe, at least until August 1st.

Extensive damage from the leaf worm cannot with great certainty be forecast for any great length of time in the future, although as we have stated, no immediate damage may be expected. The frequent rains now being experienced, if continued, will be favorable to a rapid multiplication of the insect and farmers may do well to inquire into the supply of calcium arsenate locally available. Our information as to the poison situation is reassuring. Apparently there is an adequate supply in or near Texas to begin a fight, with other quantities stored at such points that it may readily be moved to meet an emergency.

In order that we may be able to give the best service possible, we invite all parties who suspect an infestation by the leaf worm in their community to send specimens of the worm or moth to us at College Station.

J. R. SILVER GETS DEATH FOR SLAYING

Execution Is Set for August 31st Court of Criminal Appeals In Recess

Fort Worth, July 30.—J. R. Silver, 25, was sentenced today to die Aug. 31 for slaying Roscoe Wilson, Majestic theater treasurer. Silver's mother and wife heard the sentence passed.

After sentence had been passed, the condemned man reiterated that he did not fire the shot that killed Wilson. He was returned to his cell in the county jail, and probably will be taken to Huntsville early Tuesday morning to await execution.

Setting the date for Silver's execution for August 31 virtually blasts the hope he held that the court of criminal appeals would intervene in his behalf. The court already had denied a rehearing in the case. Attorneys for Silver then filed a second motion for rehearing. When this motion was filed, however, the court had begun its vacation, and will not reconvene until October 1.

With the final hope of court action gone Silver's attorneys are basing their fight to save the doomed man's life with the hope that Governor Moody will commute his sentence to life imprisonment. Petitions asking this are being circulated.

FIGHT LOOMS OVER ESCAPE AT ROSWELL

Officials of Kansas Reformatory On Way to Claim Prisoners Sought for Murder

Roswell, N. M., July 30.—A legal battle looms here between Texas and Kansas for possession of Glenn Bellfield and Jake Schell, escaped inmates of the Kansas state reformatory at Hutchinson, captured here Sunday after a gun battle on the main streets of Roswell. Texas officials here served notice on Roswell officers late today that they would carry the fight for possession of Bellfield and Schell to Governor Dillon and that extradition papers would be immediately asked.

Kansas officials are on their way here and have notified local officers they expected to have the two men turned over to them. Bellfield and Schell admitted to local officers the theft of a car in Plainview and the holding up at point of guns and robbing two men between Hale Center and Plainview, Texas. The Texas officials are demanding the men, they say, upon the theory that under the state law in Texas regulating robbery with firearms the State of Texas will be in a position to mete out to the alleged offenders a longer sentence than would be possible under the laws of Kansas. Local officers are holding the men for Kansas officials and will turn them over to the Kansas officers unless ordered to do otherwise by the courts, they say.

To the Voters of Floyd County:

DEAR FRIENDS:

I wish to express my appreciation to each and every one for the splendid vote which you gave me in the primary Saturday. In bestowing this honor upon me again, I realize that there is involved upon my part a responsibility. I shall put forth a greater effort if possible to give you the kind of service which I believe you to be entitled to. Looking forward to the time when I shall meet each one of you again, I am,

Sincerely yours,

C. M. MEREDITH,

TAX ASSESSOR, FLOYD COUNTY.

A pattern like this you surely must get if you want to make a Baby's Layette!

Pattern No. 5205

McCall Printed Patterns

- Infant Supporters
- Infant Jiffy Pants
- Infant Bootees
- Infant Soft Shoes
- Infant Sweater Sets (to match)
- Infant Sweaters
- Infant Caps
- Infant Blankets
- Infant Quilts (Silk)
- Infant Dresses
- Infant Slips

EVERYTHING IN INFANTS WEAR

HARDWARE AND GROCERIES

"We Cater to Quality"

A full line of seasonable merchandise in these departments.

WE HAVE THE— NATIONAL PRESSURE COOKERS

The tin cans and sealing machines to take care of your surplus vegetables or fruits.

WE HAVE ON DISPLAY— THE NEW PERFECTION RANGES

(JUST OUT) also THE NEW COLEMAN COOKER (Gasoline Burner).

A FULL SUPPLY OF FRESH GROCERIES AT ALL TIMES

BAKER MERCANTILE CO.

"The Store With the Goods"

PIGGLY-WIGGLY HELPS THOSE WHO HELP THEMSELVES

CHOOSE FOR YOURSELF!

DON'T LET THEM KID YOU—FOR WE SELL OUR LINE OF GROCERIES ALMOST AS CHEAP AS "A" DO.

LOOK OUT HERE WE COME!

48 lb. BEST GRADE PLAINVIEW FLOUR \$1.79

No. 2 1-2 HILLSDALE TABLE PEACHES 17 1/2 c

1 lb. FOLGERS COFFEE 53c

30c SIZE V. C. CATSUP 18c

No. 2 "EMPSON" PEAS 16c

MARKET SPECIALS ARE MANY